



## Marketing Management

*Elixir Marketing Mgmt.* 43 (2012) 7030-7032

*Elixir*  
ISSN: 2229-712X

# A study on consumer behaviors with special reference to TVS Scooty Pep in Salem city

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### ARTICLE INFO

#### Article history:

Received: 22 December 2011;

Received in revised form:

19 February 2012;

Accepted: 27 February 2012;

#### Keywords

TVS Scooty Pep,  
Educational level,  
Households,  
Two-wheeler vehicle.

### ABSTRACT

Consumer behavior refers to the act of individuals who are directly involved in purchase of goods. It is a new discipline that borrows heavily from concepts developed from study of individual, study of groups, study of how an individual operates in groups, and the influence of society on the individual. Factors like personality, perception, attitude and learning on the one hand and the product, price, physical attributes, advertising and societal influence on the other shape the behavior of consumers. There are number of brands of two-wheeler vehicle available in our country. Among the two-wheeler companies, TVS Company occupies first place in the country. Its TVS Scooty Pep is the best selling motor scooter in the market. Though other brands of vehicle have their own unique feature, TVS Scooty Pep still has a good demand in the market. To analyse the factors that influence the people to buy this vehicle, the researcher has undertaken this study. The results derived from the study helps to know the factors that influence the consumers to buy the product and to analyse why the consumers in Salem prefer TVS Scooty Pep. This study helps to enable the producer to make decision regarding further changes in promotional measures.

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### Introduction

The concept of modern marketing is customer-oriented. Therefore, it is necessary to study the behavior of consumers to formulate product, price, channel decisions and sales promotion policies. The study of consumer behavior provides an insight into various factors which influence the buying decision of the consumers such as product quality, packaging, size, color, weight, design, credit facility, etc. Understanding of consumer behavior with regard to these aspects will enable a company to formulate product policies suitable to the requirements of customers. In the present context, consumer behavior is studied in the context of purchase decision regarding Scooty Pep. This product was chosen owing to its wide usage by large segments across various socio-economic classes, occupations etc. Customer's choice decision is influenced by both internal factors like needs, motives, perception and preference as well as external factors like social class, reference group, environment and price. Of these influencing factors it is the perception, which plays a vital role in customer's buying decision. Perception can be defined as "the process and interprets stimuli into a meaningful and coherent picture of the world".

Hence, the researcher is very much anxious to know customer's preference and extent of satisfaction towards buying and using TVS Scooty Pep. So the researcher has taken the study to identify the consumer's preference towards TVS Scooty Pep in Salem City.

### Review of literature

Mr. B.PALANIKUMAR submitted the project entitled "customer preference for soft drinks in coimbatore city". The objectives of the study preference of consumers regarding soft drinks and to know the satisfaction of consumers about quantity availability. Percentage analysis has been used for the data

interpretation. His findings were the majority of male and female consume soft drinks among male Gold spot is the most popular drink and female Thumpsup is the most popular drinks.

A case study of targeting a new coke machine. This Coca cola research has shown that a standard soft drink vending machine be profitable in business locations. Coca cola might be able to open still another front. Brak Mata might just deal the way to a dispenser that will one day make fountain coke available in the home.

Mr.RAMAJUJ MAJUMDAR said the consumer research revealed that quenching of thirst was an important aspect for consuming soft drinks and even Coca cola was not able to fulfill this desire of Indian consumers. Limca was the perceived as bottle soft drinks with definite superiority over fresh limejuice with respect to convenience, taste consistency and easy mixability. The Parle also enhanced on the fact that Indians. Parle's clever positioning strategy helped carry out a niche in the India soft drinks market.

LAWRENCE W.NOTE AND DENNIS L.W LAX studied the trademarks of Coca cola. This study is a staff layers to make sure that the trademarks one infringes on this valuable brand identification. Coke through out the world because of identified trademarks. A restaurant does not serve another Cola drink in ordered

### Objectives of the study

The following are the objectives of the study

1. To know the riders preference towards the features of TVS Scooty Pep.
2. To ascertain the level of satisfaction of the riders of TVS Scooty Pep in Salem City.
3. To study the reasons for purchasing a specific brand.

4. To identify the extent of satisfaction of the riders of TVS Scooty Pep over the dealer services.

#### Data collection, methodology

The research design used for the research problem is exploratory research which is also termed as formulative research. The major emphasis in exploratory research is given on the discovery of ideas and insights of the research problem.

The sample design adopted for the research problem in hand is random sampling. A sample of 150 consumers was selected for the present study from Salem district, Tamil Nadu. The sample unit of the study included different occupation, age, income and educational background. The primary data for the study is collected directly from target respondents through structured questionnaire and personal interviews. The secondary data for the study is collected from different sources such as technical and trade journals, articles, newspapers, magazines, internet, periodicals, books, reports, publications of associations related to two wheelers providers.

#### Survey Findings/ Results

**Table 1. Classification of respondents based on their sex**

Sex	No. of respondents	Percentage
Male	65	43.33333
Female	85	56.66667
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

Table 1 shows that the distribution of respondents based on their sex. It is found that 56.67 percent female respondents are having the TVS Scooty Pep and 43.33 percent respondents are belongs to male sex.

**Table 2. Classification of respondents based on educational qualification**

Educational qualification	No. of respondents	Percentage
SSLC	17	11.33333
Higher Secondary	16	10.66667
Bachelor Degree	37	24.66667
Master Degree	40	26.66667
Professional	40	26.66667
<b>Total</b>	<b>150</b>	<b>100</b>

Source : Primary data

Table 2 shows that 11.33 percent respondents completed SSLC, 10.66 respondents have completed higher secondary, 24.66 respondents are bachelor degree holders, 26.66 percent respondents are post-graduate and 26.66 percent respondents are professional.

**Table 3. Classification of respondents on occupational status**

Occupational Status	No. of respondents	Percentage
Student	40	26.66667
Government employees	20	13.33333
Private employees	20	13.33333
Business man	20	13.33333
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data

Table 3 indicates that 26.66 respondents are students, 13.33 percent respondents are government employees, 13.33 percent respondents are private employees, 13.33 percent respondents are doing business.

In the sample of 150 respondents, 10 percent respondents have been influenced by their parents to buy the TVS Scooty Pep, 27.33 percent respondents were influenced by their friends to buy the vehicle, 22.66 percent respondents have been influenced by their vehicle to buy the TVS Scooty Pep, 10 percent respondents have been influenced by their neighbors,

13.33 percent of the respondents was influenced by advertisements to buy the vehicle and the remaining 16.67 percent of the respondents were influenced by the dealers to buy this vehicle.

**Table 4. Decision Making Criteria of the Consumers**

Factors Influenced	No. of respondents	Percentage
Parents	15	10
Friends	41	27.33333
Vehicle style	34	22.66667
Neighbours	15	10
Advertisement	20	13.33333
Dealer	25	16.66667
<b>Total</b>	<b>150</b>	<b>100</b>

Source : Primary data

Hence, it can be inferred that friends has been the most successful medium of advertising two-wheeler bikes and influencing customers' buying decisions.

**Table 5. Influencing Selection and Purchase**

Factor	No. of respondents 'Yes'	Percentage	No. of respondents 'No'	Percentage	Total
Cheaper	12	8	138	92	150
Convenient	150	100	-	-	150
Quality	150	100	-	-	150
Durability	139	92.66	11	7.34	150
Economy	140	93.63	10	6.67	150
Advanced Technology	150	100	-	-	150
More Guarantee	138	92	12	8	150
Availability of Spare Parts easily	138	92	12	8	150

Source: Primary data

Table 5 shows that the respondents based on reasons for selection and purchasing this brand. The majority of the respondents felt that this vehicle is more convenient to drive, good quality, having durability, economy, modern technology used, better service facilities rendered by the company and easy availability of spare parts. It reveals that more beneficial effects are enjoyed by the consumers except the price factor.

**Table 6. Classification of respondents based on purpose of buying vehicle**

Opinion	To ride all family members	Short distance travel	Less weight age	Rough use
Yes	10	150	64	100
No	140	-	86	50
<b>Total</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>

Source : Primary data

Table 6 shows that the classification of respondents based on purpose of buying vehicle. The whole respondents stated that the purpose of buying vehicle was convenience to travel short distance and for rough use.

**Table 7. Consumers Expectation about the vehicle**

Opinion	Good	Satisfactory	Bad	Total
Engine design	145	-	5	150
Price	110	30	10	150
Fuel efficiency	125	20	5	150
Pick-up	134	16	-	150
Mileage	60	80	10	150
Resale Value	55	75	20	150
Availability of spare parts	150	-	-	150
Colour	150	-	-	150

Source : Primary data

Table 7 enumerates that consumers expectation about the vehicle. Out of 150 respondents, 100 percent colour and availability of spare parts are good. Out of 150 respondents more than 80 percent have expressed that the fuel efficiency Pick-up and engine design of the vehicle are 'Good'.

At the same time 80 respondents opined that mileage per litre of the vehicle is 'Satisfied'.

#### **Suggestions**

The TVS motor company has to adopt a perfectly suited Market Strategy so as to attract more Customers. Advertisement campaign should aim at reaching the ultimate custom and the authorized dealers should also device a suitable advertisement to catch local customers. The introductions of TVS bike have revolutionaries in the field of two Wheeler industry. In order to maintain the present and potential customer the quality of bikes require still more improvements. TVS bikes emerged in the two wheeler industry in the recent years. There may be chances for loosing out its customers due to rival products or more advanced technology bikes. The motor company should continuously involve in research development to device bikes in accordance with the taste preference of customers. The Service provided by the agency should be efficient. Large number of fancy two wheeler should be introduced by the company. It is concluded from the study that the TVS motor company gaining market share in Two Wheeler Industry. The products of the company are well received among the customers and benefited out of the valuable services rendered by the products. The present trend indicates that there will be scope for expanding its market and attract innumerable customers in the years to come.

#### **Conclusion**

The consumer while deciding about buying a two-wheeler product sees his need, purchasing power and the price of the

two-wheeler product. The manufacturers should focus on the expectations of the consumers before developing or launching a product in the market, as the market is having global competitive wave and consumers are having plenty of options in the market, the consumer preference and expectations are to be confirmed by the dealers/manufacturers. So, in order to keep the customer base intact, every manufacturer has to give the product in a superior quality TVS Company should have a feedback system to have watch on the future action of the consumers and make provision of retaining the consumers.

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