

**A**

**PROJECTREPORTON**

**“MARKETING STRATEGIES OF TVS MOTORS IN MAHABUBNAGAR”**

**Submitted to**



**Department of Commerce**

**I Year (2021-2022)**

**UNDERTHEFACULTYOFCOMMERCE**

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Under The Guidance of:

**Dr. K MANJULA**

**Dr. B.R.R Government Degree College**

**Jadcherla.**

**CERTIFICATE**

This is to certify that the project work entitled

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REPORT ON

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Of Dr. BRR. Govt Degree College Jadcherla has duly completed their project under my supervision. The entire work has been done under my guidance and that no part of it has been submitted previously for any degree or diploma of any University. It is their own work and facts reported by their personal findings and investigation.



Signature of project guide

Dr. K. Manjula  
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## DECLARATION

We hereby declare that the project work entitled “**MARKETING STRATEGIES OF TVS MOTORS IN MAHABUBNAGAR**” submitted by us for the partial fulfillment of the degree of B.Com CA under the University of PALAMURU is our original work and has not been submitted early to any other University/Institution for the fulfillment of the requirement for any course of study.

We also declare that no chapter of this Manuscript incompletely or in parts has been incorporated in this report from any earlier work done by others. However, extracts of any literature which has been used for this report has been duly acknowledged providing the details of such literature in this reference.

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## **ACKNOWLEDGMENT**

We are sincerely thankful to Dr. K. MANJULA, under whose guidance we have successfully completed this project and time spent with in had been a great learning experience. We thank him for constantans our segment warm responses and for filling every gap with valuable ideas has made this project successful. He made it possible for me to put all our cortical knowledge to work out on the topic: “**MARKETING STRATEGIES OF TVS MOTORS IN MAHABUBNAGAR**”

We would even like to take this opportunity to extend our profound thanks and deep sense of gratitude to the authorities of SRI JAI RAMA MOTORS for giving us the opportunity to undertake this project work in their steamed organization.

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# **CHAPTER-1**

**COMPANYPROFILE**

**INTRODUCTION**

**SCOPEOFSTUDY**

**OBJECTIVE**

## **INTRODUCTION**

The TVS Group is one of India's largest industrial conglomerates. TVS Group, established in 1911, are the parent and holding company of the TVS Group.

TVS Motor Company is the third largest two-wheeler manufacturer in the world, with annual turnover of more than USD 1 billion in 2008-2009, and is the flag ship company of the USD 4 billion TVS Group. With a work force of over 5000, the company has 4 plants - located at Mysore in South India, in Himachal Pradesh, North India and one at Indonesia. The company has a production capacity of 300 thousand units a year.

TVS and Sons also distribute Heavy Duty Commercial Vehicles, Jeeps and Cars. It represents premier automotive companies like Ashok Leyland, Mahindra and Mahindra Ltd., Fiat and Honda. It also distributes automotive spare parts for several leading manufacturers.

TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouses all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyzers and industrial equipment products.

## **GROUP COMPANIES**

With steady growth, expansion and diversification, today TVS commands a strong presence in various fields-two-wheelers automotive components, automotive spares, and computer peripheral and finance.

**Lakshmi Auto Components Limited** - Large OE supplier of two-wheeler gear and camshafts.

**Lucas Indian Service Limited ([www.lucasindia.com](http://www.lucasindia.com))** – Company looks after the distribution of auto electrical components all over India.

**Axles India Limited** - A joint venture with Eaton Limited, U.K. Manufactures axle housings and drive heads for heavy and light commercial vehicles



## **COMPANY AT PRESENT & INFUTURE**

- Successfully launched the Jupiter 110SXC models after parting ways with Suzuki.
- Two wheeler markets show sig no revival after lackluster first half.
- The company is suffering an incline in volumes due to good response of its max stokes of production of various motorbikes.
- Recently launched the XL Winner edition 100CC and Jupiter 110SXC and strokes max sales during this year.
- Plans major for a in to three-wheeler and quadric-cycles market through fresh investments of Rs 600crores.
- Actively looking to set up manufacturing unit in Indonesia or Vietnam.
- Strong focus on R&D and product development.

## **APACHE THE SAVIOR**

TVS launched Apache RTR 160 cc model in September 2008, with its ultra modern technology for Indian bikes has proved to be a big success. The success of TVS Apache is especially significant because it was developed with in digamous scaring technology.

## **TWO STROKE MAX RANGE – ON THE WAY OUT**

The company is currently looking forward to phase out its two strokes Max range, which is perceived to be less fuel efficient with a new four stroke range. The changeover is expected to take place by the end of June 2009.

## **TWO NEW LAUNCHES COULD OUTTVS ON A HIGH GROWTH TRAJECTORY**

### **JUPITER 110SXC**

JUPITER 110SXC a new model has recently been launched and the company has set ambitious targets of achieving monthly sales in the range of 120-150 bikes per month.

Also, a new up graded XLW inner edition 100CC has been launched which will improve the trajectory of the company.

## **Three wheeler project-entering a new market**

TVS Motor has set hostage for entry into the three-wheeler markets with the setting up of a new plant at Nanjangud, near Mysore in Karnataka. We understand that the company would be targeting the sub-one ton passenger and goods carriers' segment of the market.

With an investment to faboutrRs50croresinphase-1, it will scatter to both passenger and cargo segments. The total investments for the three wheeler and four-wheeler quarry are cycle project are expected to be in the range of Rs 500 cores in the next two-three years. It plans to go with petrol version of three wheelers and expects higher demand to come from B class towns.

The company expects higher margin and low competition in three-wheeler business as compared to its two-wheeler business. Three wheeler sales have grown at a CAGR of 10% over the last 9 years to 25.4 lash units FY 03, and are expected to grow at the same rate for the next five years. TVS is expected to roll out its first three-wheeler by the end of FY05 to garner a 30% market share witharound100, 000 unit sales by the end of FY08.

## **THREE-WHEELER MARKETS SCENARIO**

These are two main segments in the Indian passenger three – wheeler markets are:

1. Number of seats, including driver, not exceeding 4 and maximum mass not exceeding 1 tonne.
2. Number of seats, including driver, excluding 4 but not exceeding 7, max mass not exceeding 1.5 tonnes.

**The three-wheeler goods carrier segments are:**

1. Maximum mass not exceeding 1 tonne.
2. Others.

Around 95% of the three-wheeler sold in India belongs to the smaller vehicles category in which Bajaj Auto is the major player and has around 90% market share.

The other players in the segment are Atoll Auto and Piggy group, Italy.

Similarly, in the three-wheeler segment, domestic sales of the goods carrying variety grew a whopping 50.06%.

This growth in 2002-03 could have possibly come from two factors.

- 1) The increasing number of cities whose corporations have

Legislated that larger goods carrier, like trucks be kept out for logistics purpose.

- 2) The increase in the number of offerings in this category, especially from companies such as Mahindra & Mahindra and Piggy vehicles pvt. Ltd.

### **Quadric cycle-A new introduction in the Indian market**

There is a new challenger emerging in the Quadricycle segment. These new vehicles could impact on the entry level sales.

Quadric cycles are three wheelers converted into four wheelers by using, a column axle.

All the major three-wheeler units have prepared quadric cycle's prototypes.

### **Merger of engine components Division of Lakshmi**

#### **Auto components with TVS Motor:**

TVS motor would merge engine component division of Lakshmi Auto Component Ltd. (LAC) and investments and other assets with itself and the swap ratio has been fixed at once phase of TVS motor for every seven share held as consideration for the merger. Presently TVS motor holds 66.5% of equity capital of LAC, which would be cancelled. Around 66% of LAC's sales come from the engine components division, mode of which is currently being sold

to TVS motor. LAC's total net sales in HIFY 04 were Rs.70

Cores and made a net profit of Rs.12.5 crores.

The Plastics and Rubber components division of LAC will be transferred to the wholly owned subsidiary company, Sundaram Auto Components Ltd. The total consideration on slump – sale based is Rs.12.25 crores.

### **Strong focus on R&D**

The company has put in place a strong R & D team consisting 400 engineers & is spending about 4% of its turnover on R & D every year and has in the process setup a strong world class facility for product design and development. During 2002-03, the company applied for 16 patents & published five technical research papers in international conference. Modified research projects are carried in association with leading international research labs and India. R & D as percentage of sales is expected to increase from 1.5% in FY02 to 3.2% in FY04.

### **Valuation**

The company's valuations are dependent on five events:

- Current four businesses grow at then or mal industry growth rates.
- New product launches achieve their targets and are well accepted by the market.
- Three wheeler forays achieve targeted volume in the desired rates of return on capital employed.
- Quadric cycle for ay achieves the desired rate of return on the capital employed.
- Over all investment returns

## **TVS MOTOR COMPANY**

TVS Motor Company Limited, part of the TVS Group, is one of India's leading two-wheeler manufacturers. With a turnover of over Rs. 30,000 crores, the Company manufactures a wide range of motor cycles, scooters, mopeds and scooter metes. Little wonder, I boast of more than 9 million happy customers.

The chapter called two wheelers in India begins.....

The year was 1980. And it is a year to remember for the Indian two-wheeler industry. For it was this year that saw India's first two-seater moped, TVS 50, rolling out on the Indian roads. For some it was freedom to move. For some, shorter distances to span. For the Indian Automobile sector, a breakthrough to be etched in history.

With the joint venture with Suzuki Motor Corporation in 1983, TVS-Suzuki became the first Indian company to introduce 100 cc Indo-Japanese motor cycles in September 1984. Through an amicable agreements the two companies parted ways in September 2001.

### **Un matched Performance**

Today TVS Motor Company has the largest market share in the moped category with a whopping 70.0% and is also the undisputed leader in the scooterette segment with 35.3% share. It also holds 20.0% market share in motorcycles.



## **Wide Network**

With a strong sales and service network of 500 Authorized Dealerships, 1018 Authorized Service Centre and over 864 Certified Service Points, TVS is growing from strength to strength.

## **World Class Facilities**

The company manufactures its motorcycles, scooterette and moped at its state-of-the-art factories in Mysore and hours.

## **Product Range**

TVS offer saw idea age of two-wheelers

- Motorcycles–

RIDERBIKE125/TVSSPLENDER/TVSSTARCITYPLUS/TVSSTAR CITYPLUSKARGILEDITION

- Scooterettes-TV SJUPITER125/NTORQ125/JUPITER110SXC

- Mopeds- TVS XL Super/TVS XL Super HD

## **VISION**

**TVS Motor-Driven by the customer**

TVS Motor will be responsive to customer requirements consonant with its core competence and profitability. TVS Motor will provide total customer satisfaction by giving the customer the right product, at the right price, at the right time, with affordable discounts.

**TVS Motor-The Industry Leader**

TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler

manufacturers in Asia.

### **TVS Motor-Global overview**

TVS Motor will have profitable operations overseas especially in Asian markets, capitalizing on the expertise developed in the areas of manufacturing, technology and marketing. The thrust will be to achieve a significant share for international business in the total turnover.

### **TVS Motor-At the cutting edge**

TVS Motor will hone and sustain its cutting edge of technology by constant bench marking against international leaders.

### **TVS Motor-Committed to Total Quality**

TVS Motor is committed to achieving a self-reviewing organization in perpetuity by adopting TQM as a way of life. TVS Motor believes in the importance of the process. People and projects will be evaluated both by their end results and the process adopted.

### **TVS Motor-The Human Factor**

TVS Motor believes that people make an organization and that its well-being is dependent on the commitment and growth of its people. There will be a sustained effort through systematic training and planning career growth to develop employees' talents and enhance job satisfaction. TVS Motor will create an enabling ambience where the maximum self-actualization of every employee is achieved. TVS Motor will support and encourage the

Process of self-renewal in all its employees and nurture their sense of self worth.

### **TVS Motor-Responsible Corporate Citizen**

TVS Motor firmly believes in the integration of Safety, Health and Environmental aspects with all business activities and ensures protection of employees and environment including development of surrounding communities. TVS Motor strives for long-term relationships of mutual trust and inter-dependence with its customers, employees, dealers and suppliers.

## **MILESTONES**

JUPITER 110SXC launched in 2022 with excellent millage and digital meters with 25% of sales and on more demand.

## **TECHNOLOGY**

TVS Motor Company's R&D division has an imposing pool of talent and one of the most contemporary labs, capable of developing innovative designs. Committed to achieving total customer satisfaction through Total Quality Control (TQC), the Company continuously strives to give the customer, the best value for money.

## **ECO-FRIENDLY**

TVS is committed to protecting the environment. The company's manufacturing facilities at Mysore & Hour have state-of-the-art facilities & air pollution control measures. Even the suppliers are encouraged to ensure that their products meet eco-friendly norms.

## **ALWAYS FIRST**

- Launched TVS 50, India's first 2-seater, 50cc moped in Aug 1980.
- First Indian Company to introduce 100cc Indo-Japanese motor cycles in Sept 1984.

Launched India's first *in digamous Scooterette*, TVS Scooty in June 1994.

- Introduced India's first catalytic converter enabled motorcycle, the 110cc Shogun in Dec 1996.
- Launched India's first 5-speed motor cycle, the Shaolin in Oct 1997.
- Launched India's first high performance moped-the XL Super, with a 70cc engine in Nov 1997.
- Launched Victor in August 2001, a world-class 4-stroke 110cc motorcycle.

World-class 4-stroke 100 ccs motorcycle with VT-I Engines for best-in-class mileage.

## **AWARDS Deming Award**

TVS Motor is the third Indian company to win the Deming Prize. Only two other TVS companies have managed this before.

It's been a long time since the Union of Japanese Scientists and Engineers instituted the Deming Prize. But very, very few organizations outside Japan have had the honor of receiving it. In fact, the **TVS Motor Company is the world's first motor cycle company**

**To be awarded the prize.**

As for the TVS Group, it's a third. **Sundaram-Clayton Ltd.**(Brakes Division) and **Sundaram Brake Linings Ltd.** Have already won it. The Deming Prize is the ultimate confirmation of our commitment to quality control. A confirmation known to every TVS rider across the country.

## **TVS Motor Company unveils XL Winner Edition 100CC.**

*Creates History in the Technology Frontier of the Automobile Industry in India XL Winner Edition 100CC crosses an astounding 12000 sales mark in 25 days.*

Hosur, January 19, 2021, :TVS Motor Company today announced that the sales of XL winner edition, powered by the indigenously developed Variable new body parts engine technology crossed 12000 units in just 25 days since its launch in mid January 2021, the best ever clocked by any new product from the TVS Motor Company stable. This achievement is expected to spiral the overall growth of TVS Motorcycles sales in the coming months.

The impressive sales figures reflect the customer's faith in the technological capability of TVS Motor Company to fully live up to its promise of delivering a world-class product at an affordable price. Due to excellent customer feedback across the country, TVS dealers are being pressurized with enquiries on the new XL WINNER EDITION 100CC and its revolutionary VT-I engine technology, with new body model. Having caught the public's imagination, XL EDITION has fully lived up to its promise of a 'Fill it Once a Month Bike' where a full tank of petrol lasts for a month based on the average use of motor cycle customers.



A panel of leading auto experts in India, after having tested XL WINNER EDITION, have endorsed the fact that it was the 'best in its class' and also commended TVS Motor Company on its technology prowess and innovation.

XL WINNER EDITION is powered by with excellent engine capacity which is designed to deliver superb performance on fuel efficiency and torque delivery based on three fundamental actions namely variable ignition timing and superior combustion of fuel, friction reduction and fuel wastage reduction.

Added to its technological edge are features that include attractive price, fuel efficiency, low maintenance, steel mirrors, ride comfort and with new feature of mobile charger and backed by TVS Motor Company's reliability, making it truly the preferred two-wheeler in its class.

In India January 19, 2021: India's leading two wheeler major, TVS Motor Company's commitment to produce the best technology in its products for its customers has led to the launch of XL WINNER EDITION with Variable Timing intelligent engines Edition 100CC 4 Stroke motor cycle targeted at the Popular Segment.

This revolutionary new VT-I engine technology, developed indigenously by TVS Motor Company, is built into XL Winner Edition 100CC will make it the most fuel-efficient motorcycle in the Country. It will be rightfully called as the 'Fill it Once a Month Bike' where a full tank of

Petrol will last for a month based on the average use of motor cycle customers.

The VT-I Engines by TVS Motor Company will go down in the history of the Automobile Industry in India as one of the most innovative technology

Developed indigenously. The VT-I engines are designed to deliver superb performance on fuel efficiency and torque delivery based on three fundamental actions namely variable ignition timing and superior combustion of fuel, friction reduction and fuel wastage reduction. This action facilitates deceleration fuel cut off, faster warm up of the Engine and has four curve ignition mapping.

Like all TVS Motor Company products, XL Winner Edition too has been engineered and designed keeping in mind extensive customer feedback and changing customer needs. XL Winner Edition 100cc will be the first motorcycle in India that will bundle price, mileage, maintenance, style, reliability, power, ruggedness and ride comfort making it truly a value for money personal transportation two-wheeler. Those who want all these per for man c eat tributes in a commuter motorcycle at a great price; nothing will be at the XL Winner Edition 100CC for all the advantages it offers.

XL Winner Edition 100CC is built around to give a mileage that will offer at least 15 per cent more than any other motorcycle in the country, today. It will be powered by 8.0 Brake Horse Power

(Bhp) at 8550 RPM making it the most powerful motor cycle in its

Class. XL Winner Edition 100CC will also be known for its nimble handling and riding comfort enabling easy maneuvering even in busy city traffic. Its contemporary style with big muscular tank and well-rounded looks with a horizontal engine and superior ergonomics will mark a new standard in the popular segment of two wheelers. It will come with Eco no meter to keep a check on the mileage /power ratio, wide and skid free seat and Utility space.

## PRODUCTPROFILE

### TVSJUPITER110SXC

The recently launched TVS JUPITER 110SXC has added a stunner on the roads. Styli shall o y s, unique g r a brails, class y silencer,

Larger & attractive digital meters, all these elements combine perfectly to

Give TVS JUPITER 110 SXC as port eye-catching looks.

The TVS JUPITER 110SXC has been up graded with excellent millage

And becomes Jupiter 100 SXC. The digital technology

Has enabled TVS to boost peak power of this bike. TVS has priced the new model at Rs.65000 to 69,602.

### TVSSCOOTYPEP– *First Love*

A sleek duo-tone body. Body colored coordinated mirrors. As mile y head lamp. Windy indicators. Looks even better with you on it.

□ *POWER*

75cc 4 stroke engine to pep up your ride. A bigger, more comfortable seat for two and strong hydraulic shock absorbers for a smoother ride.

TECHNOLOGY

A unique power/economy mode for extra mileage. An auto reserve fuel tap. No more turning knob from main to reserve. Auto chokes for instant starts. Every time.

SAFETY

Puncture Resistant Tires that come with a special sealant inside, minimizing chances of a flat. A side stand alarm that beeps if you forget to take off the stand. Multi focal reflector headlamp and side reflectors for enhanced visibility. Now all you need is an equally funky helmet and you're real! set to pep.

## **INTRODUCTION OF THE PROJECT**

Someone has rightly said that practical knowledge is far better than classroom teaching. During this project I fully realized this and I came to know about how a consumer chooses among a varied range of products available to him.

The subject of my study is market survey of customer buying behavior in bikes taking TVS for comparison, which has slowly but steadily evolved, from a begin new to a corporate giant earning laurel sand kudos throughout.

There port contains firs to fall brief introduction about the company. Finally there comes data presentation and analysis in the end of my report. I also put forward some of my suggestion hoping that they help TVS Motor Company move a step forward to being the very best.

## **SCOPE OF THE STUDY**

The scope of the study is to study the customer buying behavior of the respondents in MAHABUBNAGR and attain the awareness level of the customers. The scope is that the services of the dealer, advertising media as well as celebrity has made an effect on the customer or not and how much.

This study also allows knowing the future prospects of the company and where it is at present in the market.

## **OBJECTIVE OF THE STUDY**

- The objective of the study is to analyze the customer buying behavior of the respondents in motor bikes of different brands.
- To study the future prospects of TVS motor bikes.
- To provide a fair picture of technology used by TVS motors.
- To study the sales trends of t v s motors.
- To analyze the quality of after sales services being provided by t v s motors.

## CHAPTER-2

# RESEARCH METHODOLOGY

- SAMPLESIZE**
- SAMPLELOCATION**
- RESEARCHTYPE**
- DATATYPE**
- INSTRUMENTS**



## **SAMPLE SIZE AND LOCATION**

The data has been extracted mainly from questionnaires filled up by respondents from SRI JAYARAMA MOTORS, MAHBUBNAGR. Rest of the information has been collected through internet surveys and social networking communities on websites.

The questionnaire was filled up by 50 respondents scattered at different places and many more respondents provided valuable information through the internet.

The aforementioned questionnaire has been attached at the end of the project.

## **RESEARCH AND DATATYPES**

The purpose of methodology section in there port making is to describe the research process that is followed while doing the main part. Research design plays a pivotal role in the quality and content of the data in making of any project report. The type of research design chosen is seen to have a bearing on all the aspects of report writing.

### Research Design: Descriptive Research design

The research design undertaken for the study was Descriptive one. The reason for using a descriptive research method was to obtain qualitative data and also since the nature of study is as such that it required the exploration of various aspects within and outside the company.

In order to carry out a well researched analysis efforts were taken to collect enough information from the respondents. For this purpose various primary and secondary sources were used. This would however include the research design, the sampling procedure, and the data collection method. This section is perhaps difficult to write as it would also involve some technical terms and may be much of the audience will not be able to understand the terminology used. The methodology followed by the researcher, during the preparation of their port was:

## Source of Data Collection

*a) SECONDARY DATA*

*b) PRIMARY DATA*

**SECONDARY DATA** - When an investigator uses the data that has been already collected by others is called secondary data. These contrary data could be collected from Journals, Reports, and various publications. The advantages of the secondary data can be—It is economical, both in terms of money and time spent .The researcher of the report also did the same and collected secondary data from various internet sites like Google.com, Pinterest.com and many more. There searcher of the report also visited various libraries for collection of the introduction part.

**PRIMARY DATA**-Primary data is that kind of data that is collected by the investigator himself / herself for the purpose of the specific study. The data such collected is original in character. The advantage of this method of collection is the authentic. A Set Of Questions Were Put Together In The Form Of Questionnaire With 13Questions. The method of sampling was the Random.

## **INSTRUMENTS for Data Collection**

The instruments used for collection of data were mainly questionnaires, internet survey and personal visits to the respondents.

### **Tools Used for Analysis**

- Bar Diagram**
- Pie Diagram**
- Tables**

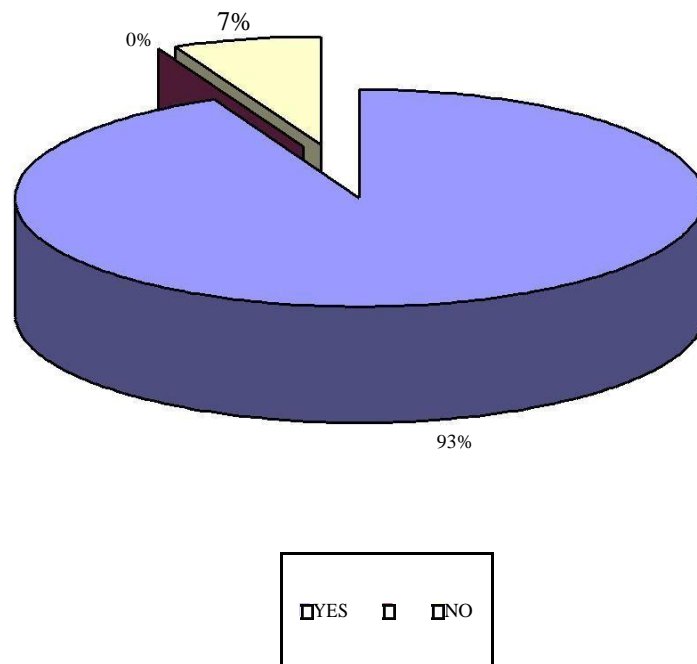
## **CHAPTER-3**

# **FINDING & DISCUSSIONS**

# ANALYSIS OF CUSTOMER BUYING BEHAVIOUR AT MAHABUBNAGAR

## QUE-1

### DO YOU OWN A BIKE?

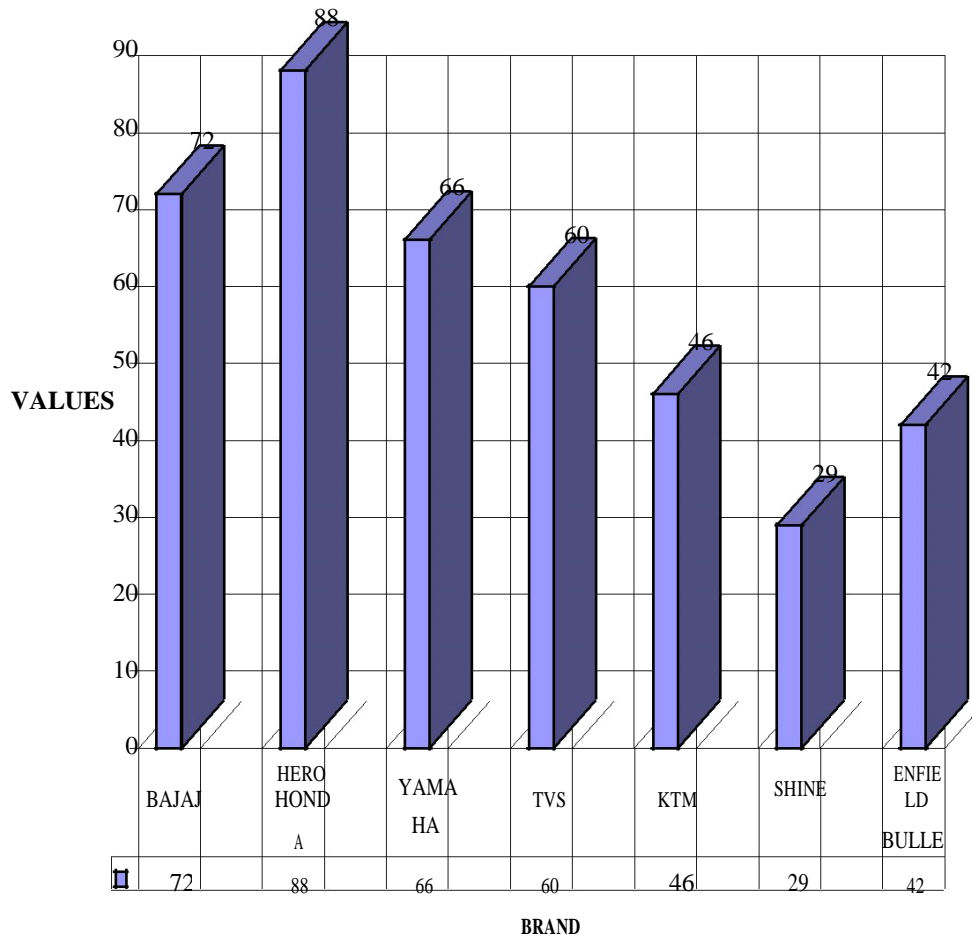


## INTERPRETATION

In this question particular question it is found that 95% of respondents are having motorbike and 7% are either having scooter or moped. On the basis of the above pie-chart it is clear that more people own bike.

## QUE-2

### **WHICH BRANDS OF BIKE ARE YOU AWARE OF?**

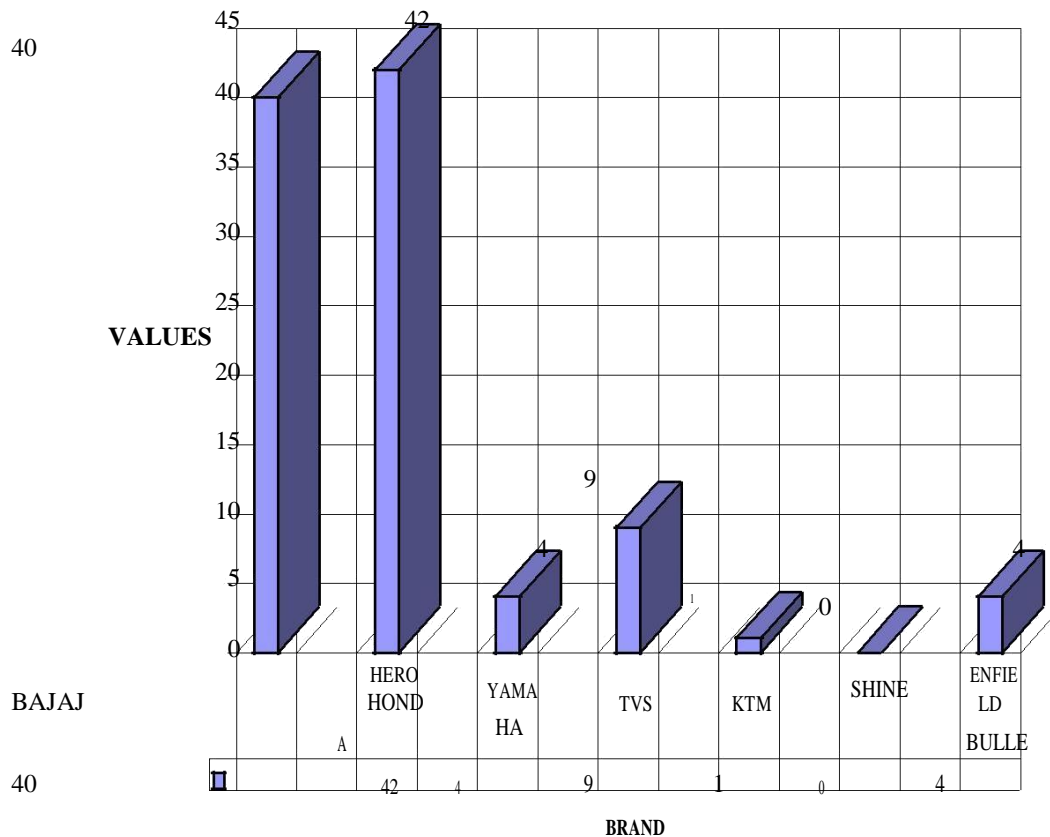


### **INTERPRETATION**

The above bar-graph shows the brand awareness of bikes among the respondents. In the above bar-graph it is clear that HERO HONDA is the most popular brand in Mahabubnagar where as BAJAJ and YAMAHA follow 2<sup>nd</sup> and 3<sup>rd</sup> place. TVS comes at 4<sup>th</sup> place taking Lead from KTM, SHINE and ENFIELD BULLET.

### QUE-3

## WHICH SLOGAN OF BIKE AFFECTS YOU THE MOST AND OF WHICH BRAND...?



### INTERPRETATION

The above Bar-Graph shows that in Mahbubnagar area HEROHONDA has scored the maximum number of points with BAJAJ and TVS on 2<sup>nd</sup> and 3<sup>rd</sup> spot. TVS has scored 9 points out of the sample size of hundred and has taken lead from KTM, SHINE and



ENFIELDBULLET.

## QUE-4

### Which factors do you consider while purchasing a Bike?

#### Statistics

	MILEAGE	STYLE	POWER	PRICE	BRAND	SPARE PARTS	AFTERSALE SERVICE	FINANCING
N Valid	100	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0	0

### Frequency Distribution

#### MILEAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	58	58.0	58.0	58.0
	2.00	19	19.0	19.0	77.0
	3.00	15	15.0	15.0	92.0
	4.00	3	3.0	3.0	95.0
	5.00	2	2.0	2.0	97.0
	6.00	2	2.0	2.0	99.0
	8.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

#### STYLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	12.0	12.0	12.0
	2.00	30	30.0	30.0	42.0
	3.00	31	31.0	31.0	73.0
	4.00	16	16.0	16.0	89.0
	5.00	8	8.0	8.0	97.0
	6.00	2	2.0	2.0	99.0
	7.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

**POWER**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	25.0	25.0	25.0
	2.00	27	27.0	27.0	52.0
	3.00	18	18.0	18.0	70.0
	4.00	9	9.0	9.0	79.0
	5.00	8	8.0	8.0	87.0
	6.00	5	5.0	5.0	92.0
	7.00	5	5.0	5.0	97.0
	8.00	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**PRICE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	17	17.0	17.0	19.0
	3.00	16	16.0	16.0	35.0
	4.00	39	39.0	39.0	74.0
	5.00	17	17.0	17.0	91.0
	6.00	7	7.0	7.0	98.0
	7.00	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**BRAND**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	11	11.0	11.0	14.0
	4.00	23	23.0	23.0	37.0
	5.00	37	37.0	37.0	74.0
	6.00	16	16.0	16.0	90.0
	7.00	9	9.0	9.0	99.0
	8.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

**SPAREPARTS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	5	5.0	5.0	9.0
	4.00	5	5.0	5.0	14.0
	5.00	8	8.0	8.0	22.0
	6.00	28	28.0	28.0	50.0
	7.00	35	35.0	35.0	85.0
	8.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

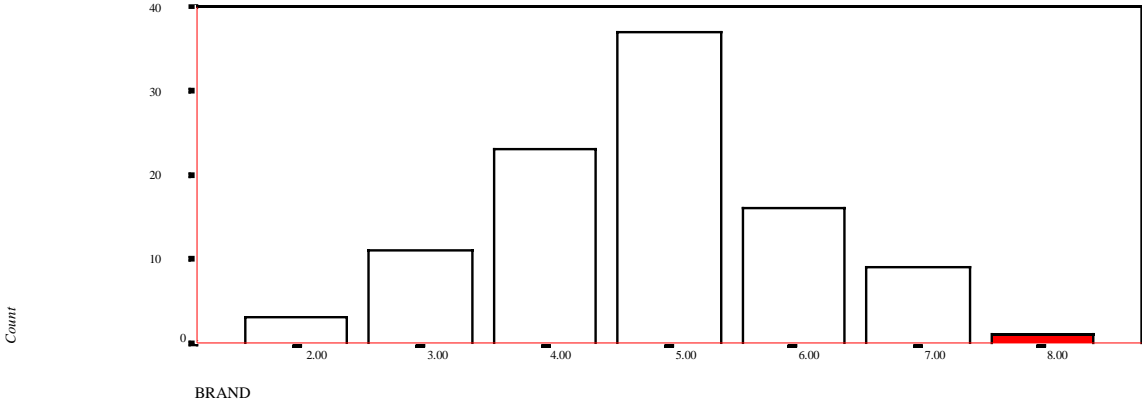
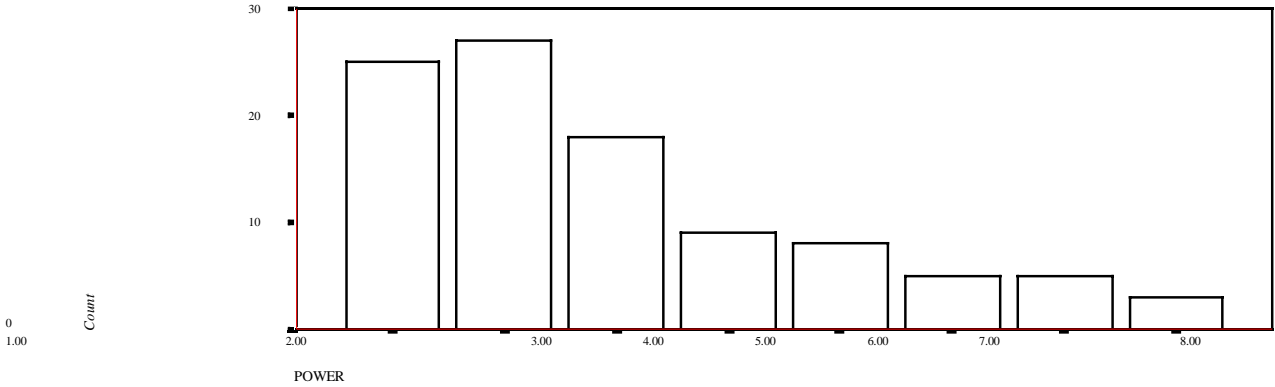
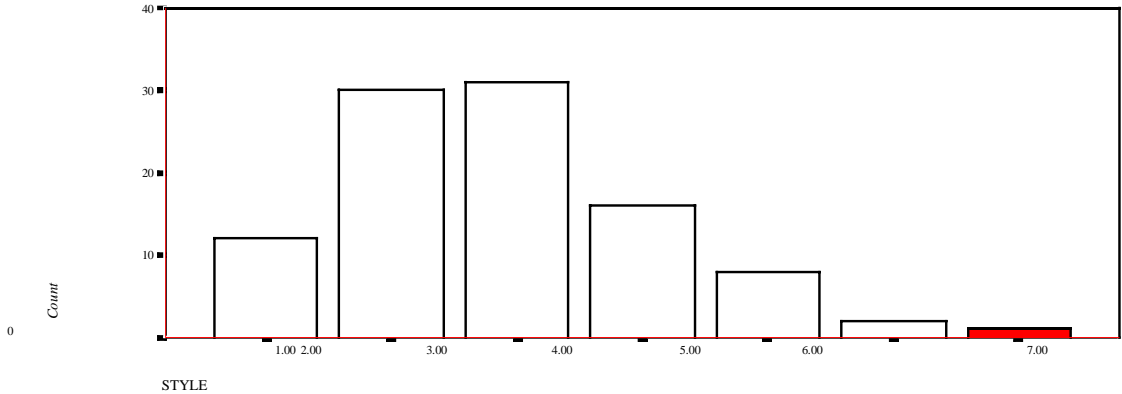
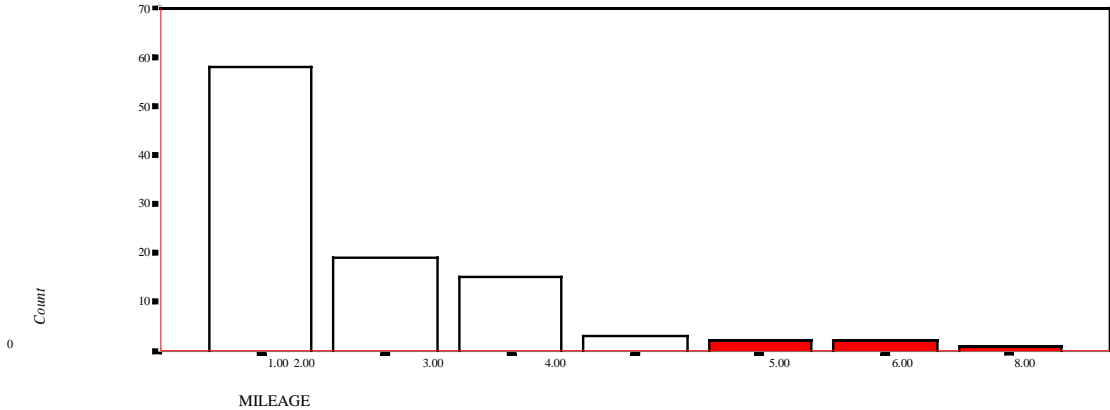
**AFTERSALESERVICE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	3	3.0	3.0	5.0
	4.00	4	4.0	4.0	9.0
	5.00	20	20.0	20.0	29.0
	6.00	30	30.0	30.0	59.0
	7.00	18	18.0	18.0	77.0
	8.00	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

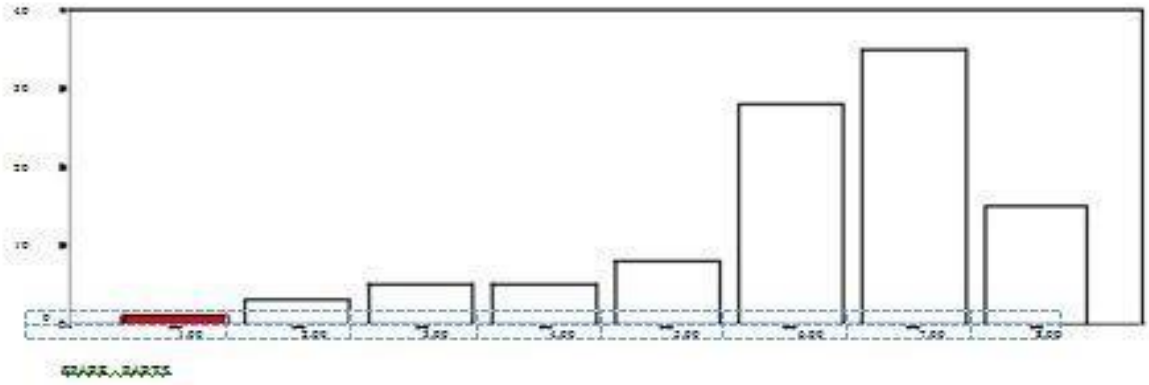
**FINANCING**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	2	2.0	2.0	3.0
	6.00	10	10.0	10.0	13.0
	7.00	30	30.0	30.0	43.0
	8.00	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

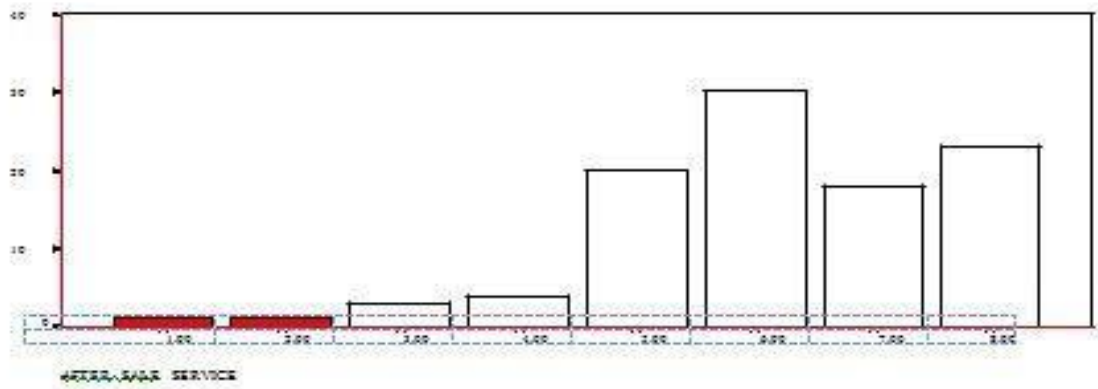
# Graphical Representation



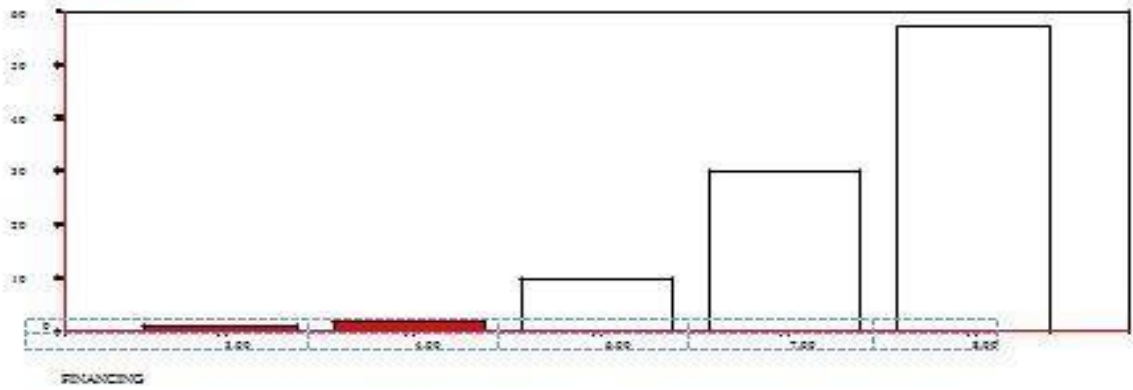
Year



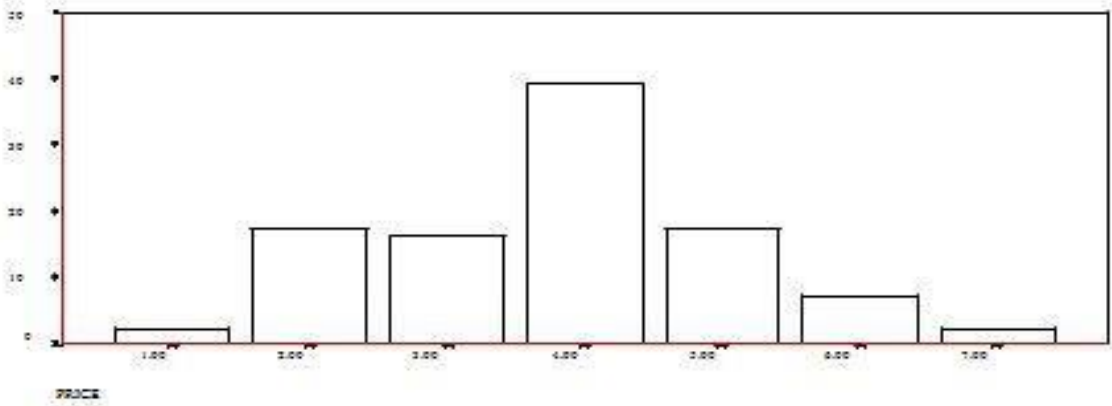
Year



Year



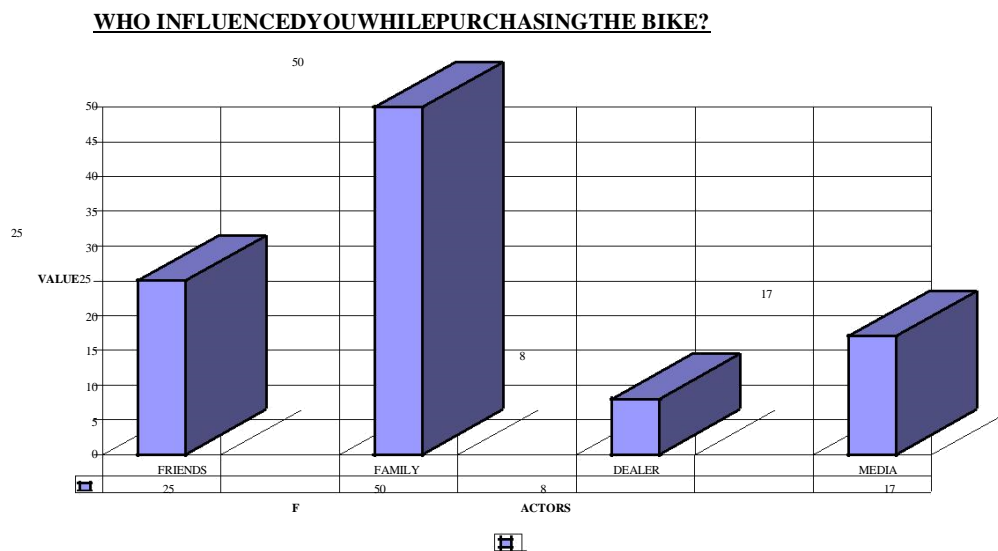
Year



## INTERPRETATION

From the above mentioned tables and graphs we can see that parameters like mileage, power and style holds an upper edge over the other parameters which affect the purchase decision of bike. Thus customers are more likely to see the mileage aspect before actually buying a product.

### QUE-5

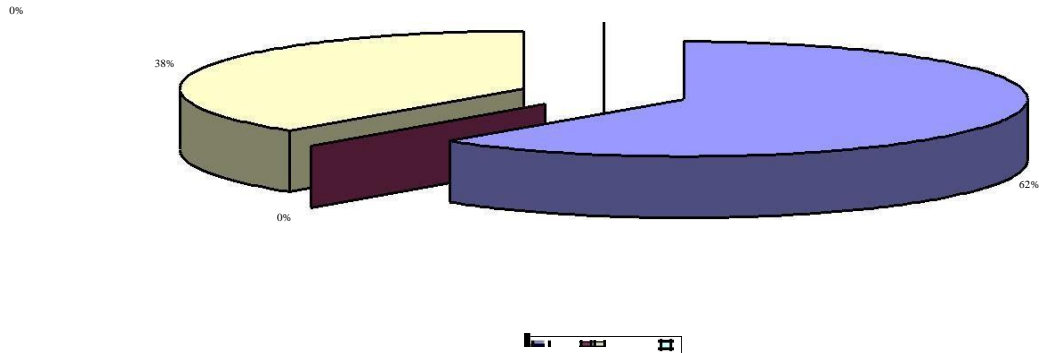


## INTERPRETATION

From the above graph it is clear that FAMILY plays a major role in the purchase of bike and the reference and suggestions of FRIENDS come at the second place. Whereas MEDIA factor comes at third place with DEALER making no promising affect on the purchase of bike.

## QUE-6

### HAVE YOU VISITED ANY TVS SHOWROOM?

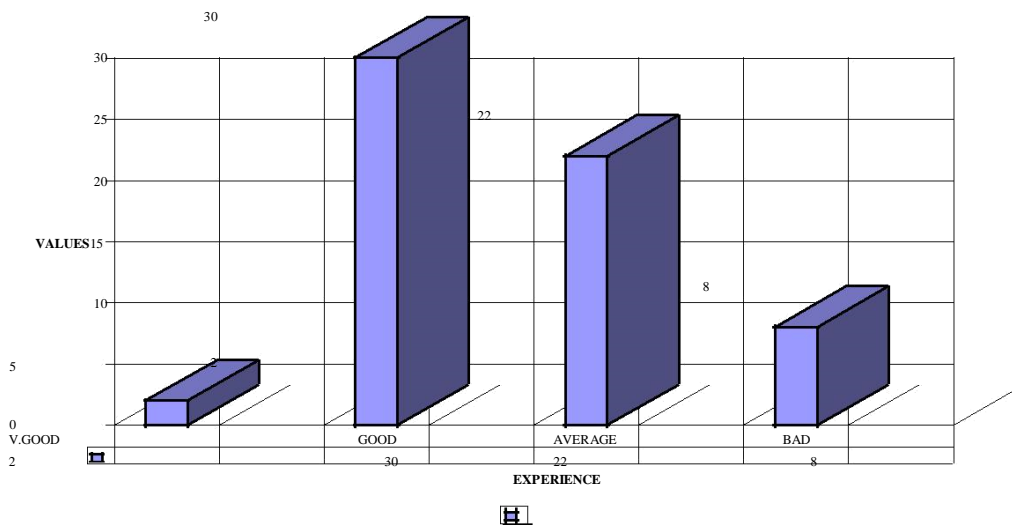


## INTERPRETATION

As shown in the above PIE CHART, the percentage of respondents who have visited the TVS SHOW ROOM is more than those respondents who have not visited the TVS SHOWROOM. Thus the interest of customers in TVS product can relate to 62% among 100 respondents.

## QUE-7

### IF YES, WHAT WAS THE EXPERIENCE?



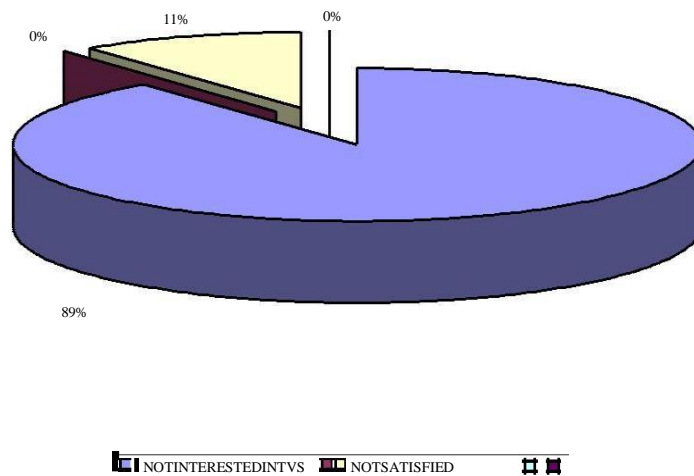


## INTERPRETATION

As shown in the above graph there is four FACTORS, which show the experience of the respondents after visiting the TVS showroom. It is clear that most of the respondents had GOOD experience with 22 respondents having average experience. Only 8 respondents are having a bad experience, which shows the quality of the TVS showroom.

### QUE-8

#### IF NO, WHY YOU HAVENOT VISITED THE TVS SHOWROOM?

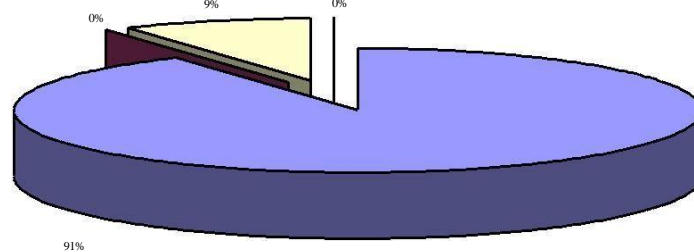


## INTERPRETATION

As shown in the above PIE-CHART 89% of the respondents are not interested in TVS products and 11% of them are not satisfied with TVS bikes. This was an open ended question therefore most of the answers were in account to the satisfaction level and interest in the TVS BIKES.

## QUE-9A

### DO YOU KNOW ABOUT TVS MOTORBIKE?

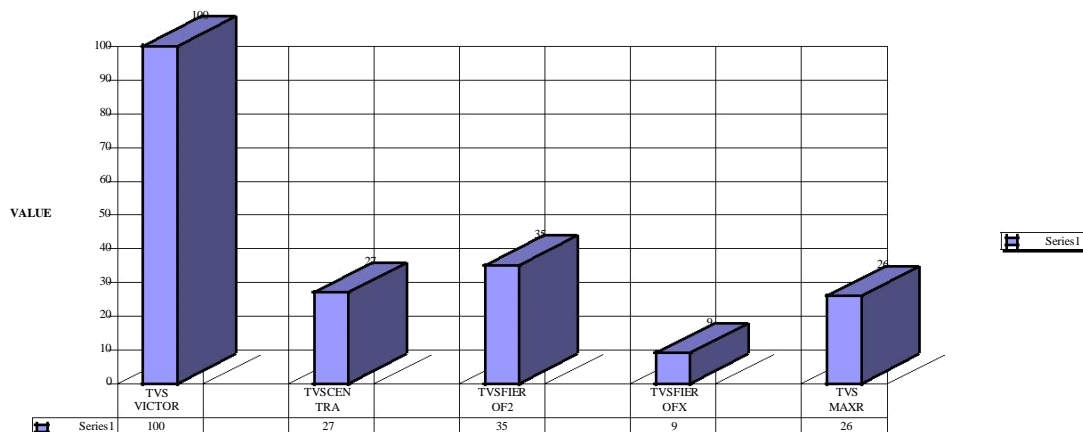


## INTERPRETATION

As given in the PIE CHART above 91% of the respondents know about TVS motorbike and only 9% of the respondents are UN aware about the TVS motorbike. This question is based on the awareness as well as past usage of the TVS motor bike.

## QUE-9B

### IF, YES WHICH BRAND OF TVS MOTOR BIKE?



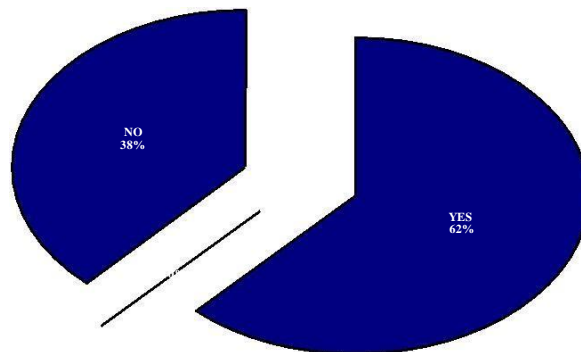
FACTORS

## INTERPRETATION

As shown in the above BAR GRAPH it is clear that TVS-VICTOR is the most popular bike in Mahabubnagar as 100 respondents are aware of TVS-VICTOR. Second most popular bike is TVS-FIEROF-2, which is known by 35% of the respondents and has taken lead from TVS-CENTRABY8% which is on the 3<sup>rd</sup> spot. TVS-MAX-R is on The 4<sup>th</sup> place with 26% share and has taken lead from TVS-FIERO-FXby17%.

## QUE-9C

### HAVE YOU VISITED TVS DEALER DEALERSHIP?

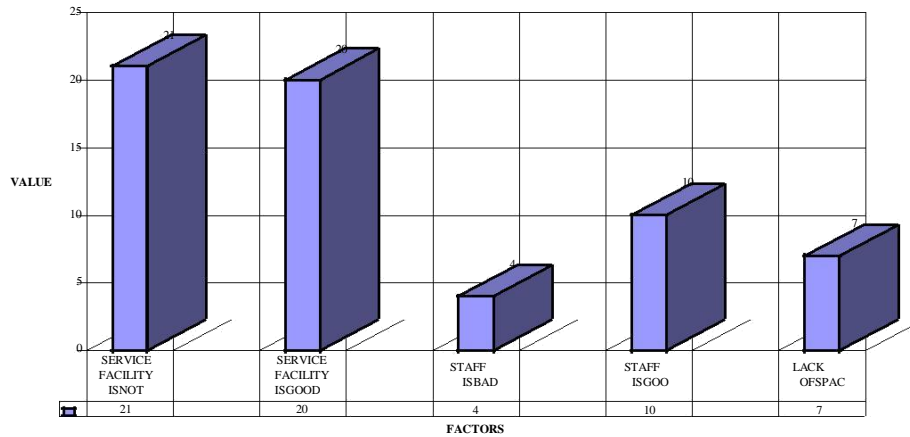


## INTERPRETATION

In the PIE CHART given above it is clear that out of 100 respondents 68% of them have visited the TVS DEALERSHIP and only 38% have not visited the TVS DEALERSHIP. By the chart given above it makes clear that the TVS DEALERSHIP has attracted more number of respondents.

## QUE-10

### WHAT HAVE YOU IKEDORDIS LIKED A TTVS DEALERSHIP?

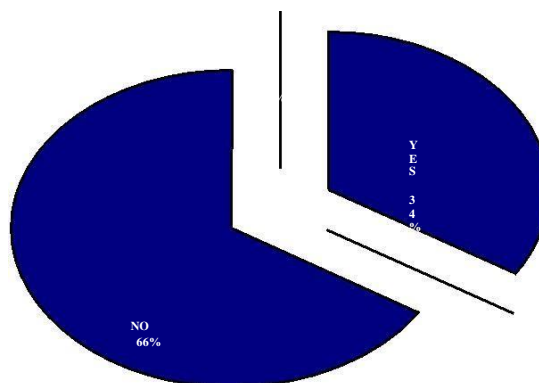


### INTERPRETATION

As shown in the BAR-GRAPH it is clear that 21% of the respondents are not satisfied with the service facilities and 20% are satisfied with the service facilities which comes to equal ratio.10%of the respondents liked the staff and 4% are not satisfied with the staff. Interesting part is that 7% of the respondents wanted more space at the TVS-DEALERSHIP.

## QUE-11

### DOESCELEBRITYENDORSEMENTAFFECT THEPURCHASE OF BIKE?

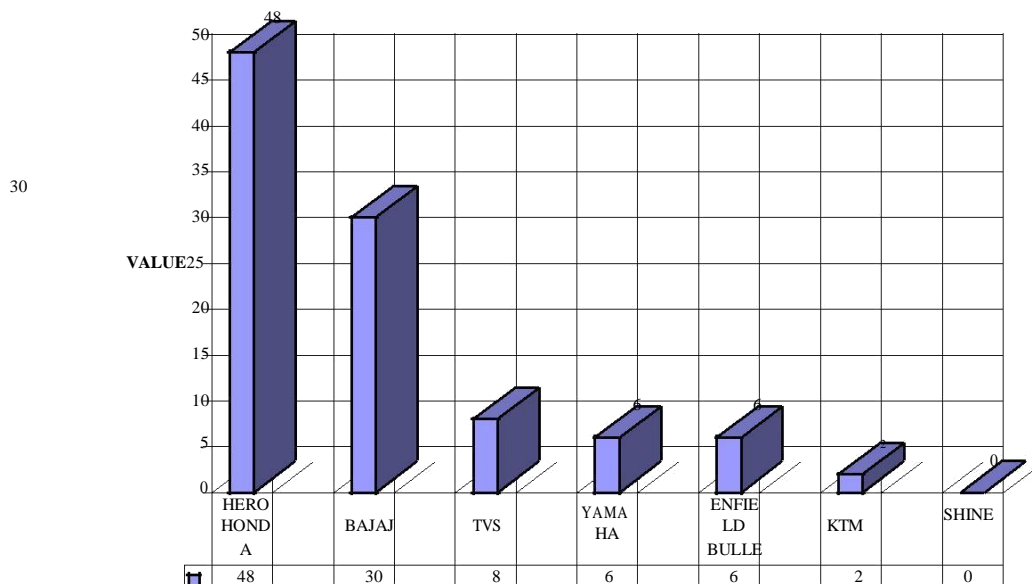


## INTERPRETATION

In the given PIE CHART 66% of the respondents have no affect with the celebrity endorsement during the purchase of the bike. Whereas 34% of the respondents agreed that celebrity endorsement do make an effect on the purchase decision of the bike.

## QUE-12

### WHICH BRAND DO YOU THINK IS THE MOST POPULAR IN THE MARKET?



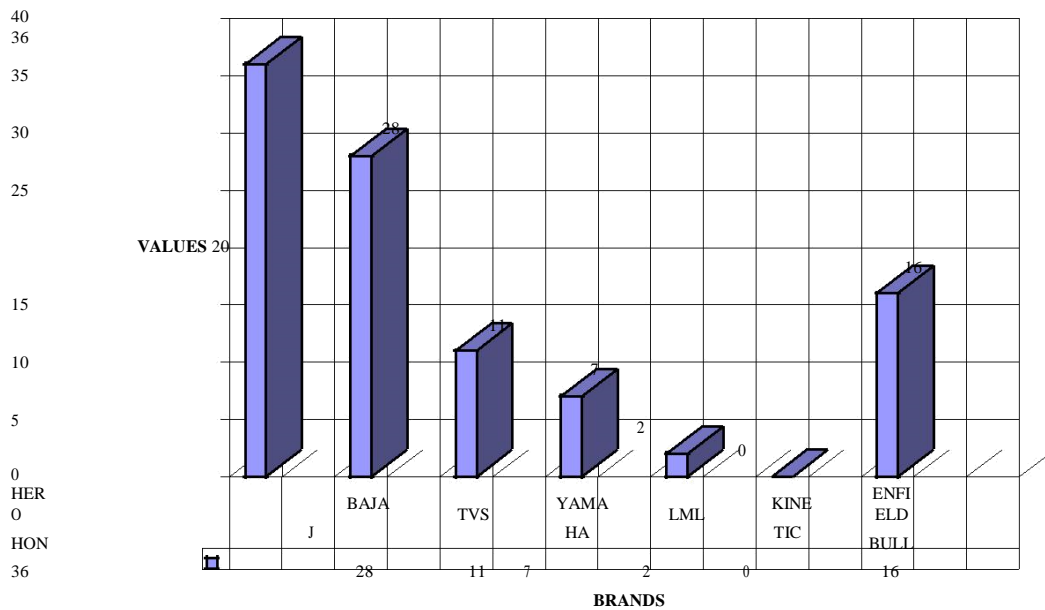
FACTORS

## INTERPRETATION

As shown in the BAR DIAGRAM it is clear that HERO HONDA is the most popular bike in Mahabubnagar with BAJAJ taking the 2<sup>nd</sup> place with 32%. TVS is the 3<sup>rd</sup> most popular bike in Mahabubnagar taking lead from YAMAHA, BULLET, KTM and SHINE.

## QUE-13

### IF THERE IS NO PRICE CONSIDERATION WHICH BRAND WOULD YOU BUY?



### INTERPRETATION

In the BAR-CHART it is clear that with no price consideration HERO Honda will be the first choice following with BAJAJ and ENFIELD BULLET as 2<sup>nd</sup> and 3<sup>rd</sup> choice. Whereas TVS will be the 4<sup>th</sup> choice which is taking lead over YAMAHA, KTM and SHINE as 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> choice.

## **CHAPTER-4**



**RECOMMENDATIONS**



**LIMITATIONS**



**SUMMARYANDCONCLUSIONS**

## **RECOMMENDATIONS**

In the analysis the respondents have shown that they consider TVS motor company after HERO HONDA and BAJAJ and this is a major concern for the company. TVS motor company has to make some arrangements to increase the awareness level among the prospects through media.

The company should also emphasize on other bikes excluding TVSVICTOR and TVS CENTRA because some of the bikes in TVS like An apache RTR are more popular than these bikes in the surveyed area.

In Mahabubnagar the respondents who have visited the dealership are not satisfied with the service facilities which can be improved by regular visit of the service managers as well as providing regular training to the staff as well as the owner.

The dealership in Mahabubnagar also lacks in space, which is a major concern because the first impression on the mind of the customer is about the window display, which can be improved with the help of the professionals.

The buying behavior of the customers in Mahabubnagar is not focused on the celebrity endorsement but they want a product which should contain all the factor sand at an afford able price.

The customers in Mahabubnagar want more number of dealers in their area so as to have more options in visiting the dealership.



Every dealership should have the same services and excellent window display so as to attract more customers.

As in the demographic phase of the respondents the younger generation wants to have a bike with lot of power and style which TVS should come within future .As TVS has launched its new bike VICTOR GLX in the market.

TVS should improve its channel management and should invest in the brand image in the market.

## **LIMITATIONS**

This report incorporates sincere efforts to submit the best possible dossier on the topic assigned because no study can be perfect.

There are bound to be limitations that I faced and within which I had to work.

The data used in most part of the report is secondary data; it has in the rent discrepancy.

As TVS is still not a house hold brand name, some of the respondents were not completely aware of its products and track record.

## CONCLUSION

- The facts and figures shown in the analysis is correct and the survey has been done in a good faith and responsibility
- As HERO HONDA, BAJAJ and YAMAHA have taken the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position. Thus TVS motor co. has to make some more efforts to increase the awareness among the people in the Context of bikes.
- The respondents have been asked about the most effective slogan in different brands of bikes in which again HONDA and BAJAJ have taken the lead. TVS motor co. has emphasized only on VICTOR and not on other bikes, thus people only know about VICTOR and not other bikes. Print media and different types of media should be used to make people know about the slogan.
- The respondents in the factors, which they consider while purchasing a bike, have done the ranking. MILEAGE is the first Factor following with POWER and STYLE and also with an adaptable PRICE. The company has to make efforts for making a product that should have all these three factors with considerable price.
- The most influencing factor in purchasing decision of the bike is FAMILY and after that FRIENDS which is not at all linked with

The company investment. The company generally invests in Dealer promotion and Media, which is not appropriate as analyzed in this question. Awareness level through Media and dealer should be increased.

- When asked about the experience at the TVS dealership most of their pendants had a good and average experience with a small Number having bad experience. The small number of bad experience can be avoided by giving warm welcome and good behavior by the staff.
- The respondents who have not visited the TVS dealership are either not interested in TVS bikes or they are not satisfied with TVS products. In this matter the dealer should increase the *road shows* as well as arrange regular *customers meeting* which will create interests in other prospects.
- Most of the respondents had knowledge about the TVS bikes, which is a good sign for the TVS motor company.
- In TVS motor company VICTOR is the most popular bike and very interestingly without any media interaction FIERO F2 has taken the 2<sup>nd</sup> spot with CENTRA on the 3<sup>rd</sup> spot which has taken a lead with only one place from MAX-R. It is recommended that FIER OF 2 should be given equal sales promotion than CENTR A because of its popularity has come through people network and not through channel media.

- The respondents have liked the service facility and the staff but the important factor is the slack of space. The dealership in Mahabubnagar has to improve the staff as well as the after sales services and the customer relations.
- Celebrity endorsement does not affect most of the respondents where as only 34% of the respondents have an affect over the Purchasing decision of bike. Company should give more importance to the product so as to give the best in quality to the customer.
- In context to popularity TVS ranks 3<sup>rd</sup> according to this sample size and thus the company should introduce new products as Well as reposition its product according to the demand in the market.
- In the case of no price consideration TVS ranks 4<sup>th</sup> and according to survey analysis is the respondent wants to purchase His dream bike which TVS Company has to make in comparison with HERO HONDA, BAJAJ and ENFIELD BULLET.

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