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Customer Preferences and Satisfaction Level towards TVS Motors with Reference to Kishana Kanhaiya Automobiles, Mahuagachi Sitamarhi

Sarthak Vikram singh

MBA Candidate, School of Business, Galgotias University, Greater Noida, UP, India

ABSTRACT: This research paper is about a consumer preferences and satisfaction level towards TVS motors. Marketing aids in the ongoing improvement and up gradation of products in order to boost client satisfaction. Improvement of products, services, and information is becoming more difficult as a result of rising competition and constant change in client needs. Companies are particularly careful about formulating and adopting creative tactics in all areas, such as promotion, pricing, sales, advertising, distribution, and brand building, as a result of this transition and with the goal of meeting customer and market demand. The primary goal of this research is to determine TVS Motors primary strategies to fulfil today's customer demand and needs.

I. INTRODUCTION

The word "Transport has been derived from the Latin Word "Transport age". Trans across and portage means to carry. Transport means to carry to the other side or one place to another. Transportation as such is a service that helps goods and persons to be carried from one place to another. These two wheelers run on petrol and are much faster than cycles. Two wheelers are popular with the middle class and the young. The young generations considered the two-wheeler as status symbol. A two-wheeler provides the thrill of fast driving under the open sky.

Consumer buying reflects the totality of consumer's decisions with reference to the acquisition, consumptions and disposition of products, services time and concepts by human decision making units.

II. LITERATURE REVIEW

Customer satisfaction and preferences play a crucial role in the success of any business, especially in the two-wheeler automobile industry. According to Kotler and Keller (2016), customer satisfaction depends on how well a product meets or exceeds customer expectations. In India's competitive market, brands like TVS must continuously adapt to changing consumer demands. Research

shows that consumers consider factors such as performance, mileage, price, after-sales service, and brand reputation when choosing a two-wheeler (Singh & Aggarwal, 2018). In rural and semi-urban areas, like Mahuagachi in Sitamarhi, affordability and service accessibility are key decision-making factors. After-sales service is particularly important in ensuring customer loyalty. Parasuraman's SERVQUAL model highlights the importance of service reliability, responsiveness, and staff behavior. In such regions, local dealer trust and ease of maintenance also heavily influence brand loyalty. Despite existing studies, there is limited research on customer satisfaction toward TVS Motors in rural settings. This study aims to bridge that gap by focusing on customer behavior and preferences in Mahuagachi.

III. RESEARCH METHODOLOGY

A research design is the specification of methods and procedures for acquiring the information needed. In this study, researcher used Descriptive Research. A research design thus specifies, the type of information required the sources of the information and the methods or techniques of data collection. The study uses primary data collected from customers using TVS vehicle. 300 customers were selected for the study in Sitamarhi as sample area. In this research,



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convenience sampling was adopted. Convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling is most often used forgetting some basic information quickly and efficiently.

IV. RESULTS AND DISCUSSION

The outcomes of this project would give the Organization a clear understanding about the customer feedback as well as their satisfaction level and also to understand what the problems faced at the time of service. With the help of this study report the organization come to know the customer feedback and make improvements in the required area.

V. MANAGERIAL IMPLICATIONS

The findings of this study highlight key areas for improvement in TVS Motors' strategies:

1. Focus on Product Performance: Customers prioritize performance, safety, and comfort. TVS should continue enhancing these aspects to remain competitive.
2. Improve After-Sales Service: The study indicates that after-sales service quality significantly influences customer satisfaction. Improving service efficiency and customer support can foster brand loyalty.
3. Targeted Marketing: In semi-urban markets like Mahuagachi, pricing and after-sales service are crucial. Tailoring promotions, offers, and financing options to local needs could boost sales.
4. Brand Image and Customer Trust: Building trust through transparent pricing and reliable customer service will enhance TVS's market position

VI. CONCLUSION AND FUTURE SCOPE

- TVS is one of the largest automobile industries in India. It has created a notable place in the minds of the people.
- Its growth has created a milestone change in the preference for two wheelers.
- But new arrivals of various other brands have really shaken its market in an expected manner.

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