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A Study On Brand Loyalty Of Tvs Products With Special Reference To Tirupur City

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ABSTRACT:

This study explores the concept of brand loyalty concerning TVS products, with a particular focus on consumers in Tirupur City. The research aims to understand the factors influencing brand loyalty, such as product quality, pricing, after-sales service, brand reputation, and customer satisfaction. The study also examines how emotional attachment, trust, and consistent brand experience contribute to customer retention. Primary data was collected through structured questionnaires distributed to TVS product users in Tirupur, while secondary data was gathered from journals, articles, and company reports. The findings highlight the key drivers of brand loyalty, the level of customer satisfaction, and the impact of marketing strategies on consumer behavior. This research provides valuable insights for TVS Motors to enhance their brand positioning and strengthen customer relationships, ultimately fostering long-term loyalty.

Key words : Brand Loyalty, TVS Products, Customer Satisfaction, Brand Reputation, Consumer Behavior.

INTRODUCTION

Brand loyalty is a critical aspect of business success, as it signifies a customer's continued preference for a particular brand despite the availability of alternatives. It represents a customer's repeated preference for a specific brand over others, influenced by factors such as product quality, affordability, reliability, and after-sales service. Building and maintaining brand loyalty not only ensures customer retention but also creates a positive brand image and attracts new customers through word-of-mouth referrals.

This research focuses on assessing the level of brand loyalty towards TVS products in Tirupur, exploring the various factors that contribute to customer satisfaction, and understanding how these factors influence the decision to continue purchasing TVS products. The findings of this study can offer valuable insights for TVS Motor Company to enhance its brand image, optimize customer relationships, and improve market share in the region. By conducting this analysis, study will also provide a deeper understanding of the consumer behavior patterns specific to Tirupur City, which can be useful for both academic purposes and practical business strategy formulation in the automotive industry.

SCOPE OF THE STUDY

This study aims to analyse brand loyalty toward TVS products in Tirupur City, with a particular focus on the factors that influence customer loyalty. The geographical scope is limited to Tirupur, a growing industrial city in Tamil Nadu, where TVS products have a significant market presence. The study will examine TVS motorcycles, scooters, and other vehicles, targeting existing customers and potential buyers in the region. By focusing on factors such as product quality, customer satisfaction, after-sales service, and brand image, the research will identify key elements that contribute to customer loyalty. The study will use a combination of qualitative and quantitative methods, including surveys and interviews, to gather data on consumer behavior and preferences.

OBJECTIVES OF THE STUDY

- To analyse the customer satisfaction level of TVS product users in Tirupur.
- To identify the challenges faced by TVS in retaining its customers.
- To identify customer suggestions for improving brand loyalty.

RESEARCH METHODOLOGY

A) Primary data

Primary data was collected through questionnaires around 100 respondents of Tirupur city.

B) Secondary data

Secondary data was gathered and collected from various journals , internet Sources and so on .

TOOLS AND TECHNIQUES

- Chi-square test
- Anova

REVIEW OF THE LITERATURE

A literature review is a written summary of major works and other materials on a certain subject. Scholarly journal articles, books, government reports, Web sites, and other sources may be used In the review. Each source is described, summarized, and evaluated in the literature review. It is Typically included as a separate portion of a graduate thesis or dissertation.

CUSTOMER SATISFACTION ON OWN TVS PRODUCTS

S.NO	PARTICULAR	NO.OF RESPONDENTS	PERCENTAGE
1	TVS Jupiter	27	27%
2	TVS Apache	31	31%
3	TVS Ntorq	17	17%
4	TVS XL100	16	16%
5	Others	9	9%
	TOTAL	100	100%

INTERPRETATION

displays that, 27% of the respondents are using TVS Jupiter, 31% of the respondents are using TVS Apache, 17% of the respondents are using TVS Ntorq, 16% of the respondents are using TVS XL 100 and rest of the 9% of the respondents are using others. Majority of 31% of the respondents using TVS Apache.

CHI- SQUARE ANALYSIS:

Null Hypothesis: There is no associated between age of the respondents and their preference towards brand type in just eat food delivery service.

Alternative Hypothesis: There is a association between age of the respondents and their preference towards brand type in Just eat.

S.NO	BRAND PREFERENCE BY RESPONDENTS	AGE OF THE RESPONDENTS				TOTAL	%
		BELOW 20	21 - 30	31- 40	ABOVE 50		
1	TVS JUPITER	16	5	20	2	42	42 %
2	TVS APACHE	2	25	13	2	42	42 %
3	TVS XL 100	1	2	2	1	6	6 %
4	TVS NTOREQ	0	2	2	1	4	4 %
5	OTHER	0	4	1	1	6	6 %
	TOTAL	19	38	38	7	100	100%

Calculated chi square value : 10.5232

Table value : 18.307

Degree of freedom : 10

Result : Accepted

The calculated chi square value (10.5232) is lesser than the table value (18.307), hence the null hypothesis is accepted at 5% level significance. It can be concluding that there is relationship between age of the respondents and they are preference towards TVS Motors.

SUGGESTIONS

- ⌘ Enhance after-sales service by reducing waiting times, ensuring spare part availability, and improving customer support. A structured feedback system can help address customer complaints effectively.
- ⌘ Launch more stylish and advanced models with modern designs, lightweight builds, and high performance engines. Customers prefer stylish and innovative designs that match industry trends, so TVS should introduce new models with enhanced aesthetics and features.
- ⌘ Regularly upgrade product features and technology by focusing on fuel efficiency, advanced safety mechanisms, smart connectivity, and electric vehicle options to keep up with industry trends and changing customer preferences.
- ⌘ Enhance resale value and trade-in options by introducing structured buyback programs, resale assistance, and competitive valuation offers, making it easier for customers to upgrade to newer TVS models.

CONCLUSION

The study on brand loyalty of TVS products in Tirupur provides valuable insights into customer satisfaction, preferences, and areas requiring improvement. The analysis of survey responses indicates that TVS enjoys a strong presence in the market, with many customers appreciating its affordability, reliability, and brand reputation. However, several challenges affect customer loyalty, including high maintenance costs, after-sales service inefficiencies, spare part unavailability, and vehicle performance concerns.

