

# Brand Perception towards TVS Excel Heavy Duty Motorcycle

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**Abstract**— TVS was Established by Mr. T.V. Sundaram Iyengar. Begun with Delhi first transport advantage in 1911. Also, it is set up T.V. Sundaram Iyengar and kids ltd. An association comes in the transportation business is tremendous task force of transports and trucks under the name of south roadway ltd. To know whether clients are getting great administration in the administration place, to understand the fulfilment measurement of customer concerning the organization gave by VANSH TVS. To get a handle on what are the customer fundamental and change required by them in preferred standpoint.

**Keywords:** Brand Perception, TVS Excel Heavy Duty, Value of Product, Lower Price

## I. INTRODUCTION

VANSH TVS is located in Shivnagr, bidar, Karnataka which gives you the best organization. Adventure learning condition where the understudy has opportunity to increment useful experience. Exactly when set in this situation, understudies expand their thoughts work place. So as to acquire scholarly credit for this experience, the understudy is relied upon to give data on the association, in which the individual in question worked, depictions of allocated undertake

## II. LITERATURE REVIEW

Schiff man. G. leon and kanuk lazare Leslie-examination of the brand perception is the inspection of how people settle on decisions to apply their open assets (time, cash and attempts) on usage related things. It joins the inspection they get it, when they get it, when they get it, how consistently they use .it and how consistently they use it. The main role for the investigation buyer conducts as a piece of advertising educational modules is to see how and how clients settle on their buy choices. Their bits of knowledge empower advertisers to plan increasingly compelling showcasing procedures.

Gupta. C. B and Dr. Nair. N. Rajan-A business depends on understanding the client and giving the sort of items that the client needs.

Mamoria C.B. also, Mamoria satish-is the procedure of where individual choose what, when, where how and from whom to buy merchandise administrations. Purchasing conduct might be seen as on deliberate procedure here by individual collaborates with his condition to make advertise choice and administrations.

### A. Objective

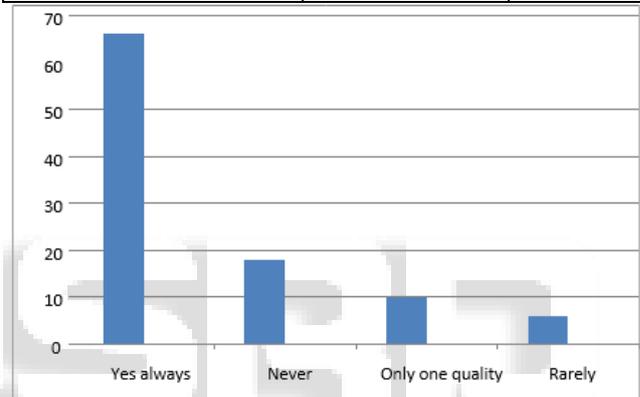
- 1) To know brand perception towards after deals administration.
- 2) To study customer opinion regarding behavior of the staff darning service.
- 3) To study Brand perception towards VANSH TVS.
- 4) To satisfied with mileage of TVS two wheelers
- 5) To trust in our product of TVS motorcycle

- 6) To you loyal customer of the product buy.

## III. ANALYSIS AND INTERPRETATION

### A. Do you buy only branded product?

Opinion	No. of respondent	Percentage
Yes always	66	66%
Never	18	18%
Only one quality is important	10	10%
Rarely	06	06%
Total	100	100%



#### 1) Analysis:

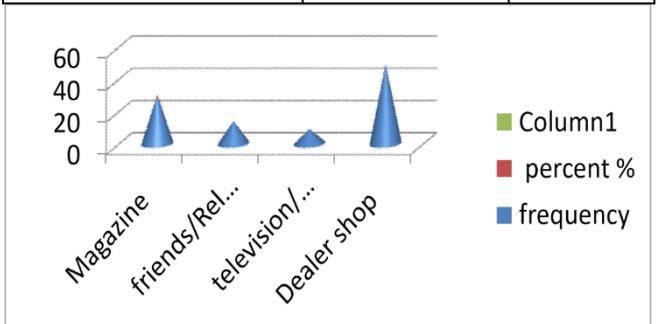
The over graph display that majority of respondent be predisposed by Yes always is 66% age of consumer, Never is 18% age of consumer, only one quality is important is 10% age of consumer and rarely is 6% age of consumer.

#### 2) Interpretation:

As per the above graph show that majority of respondent to the branded product are influenced of consumers

### B. How do you come to think about the TVS two wheeler?

Income per month	No. of respondent	Percentage
Magazine	28	28%
Friends/ Relatives	14	14%
Television/advertisement	09	09%
Dealers shop	49	49%
Total	100	100%



1) *Analysis:*

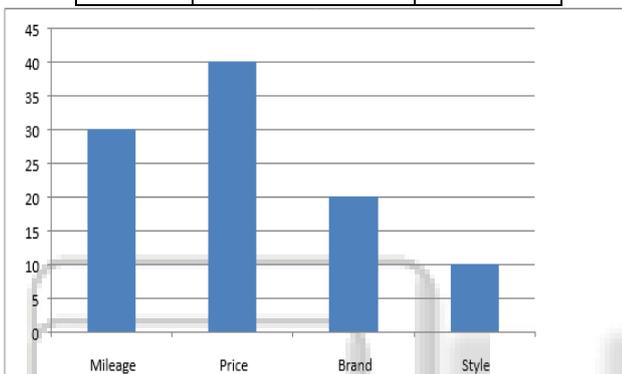
The beyond chart show so as to 28% of respondents came through magazine, 14% came through friends, 49% came through television/ advertisement and 09% came through dealer shop.

2) *Interpretation:*

As per the above graph it shows that more of the respondent purchased TVS motor cycle whose has belonging to less than 15,000 incomes because they preferred more on instalment.

C. Which factor do you consider while purchasing a Bike?

opinion	No. of respondent	Percentage
Mileage	30	30%
price	40	40%
Brand	20	20%
Style	10	10%
Total	100	100%



1) *Analysis:*

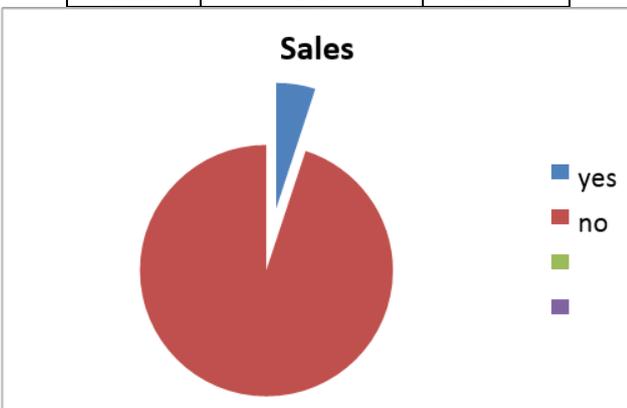
The on top of table show that the majority of respondent who belonging 30% of Mileage ,40% of respondent Price, 20% of respondent post Brand and 10% of respondent belonging Style.

2) *Interpretation:*

As per the above chart clearly most extreme of respondents came through Dealer shop

D. Is there any customer complaint register in your vansh TVS motor Bidar?

Particular	No. of respondent	Percentage
Yes	05	05%
No	95	95%
Total	100	100%



1) *Analysis:*

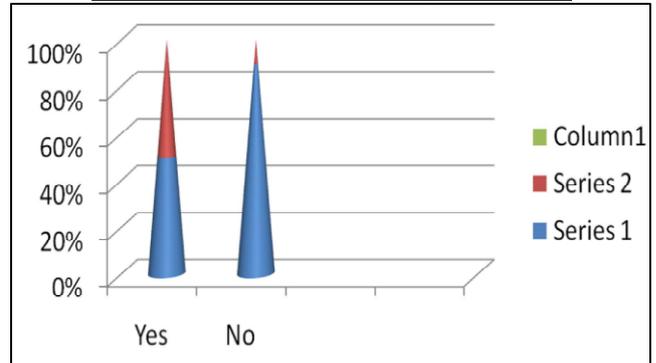
The above table shows Maximum number of respondents having TVS two wheeler.

2) *Interpretation:*

As from the above graph it is clear those 95% respondents are having TVS two wheelers

E. Are You Price sensitive consumer?

Option	No. of respondent	Percentage
Yes	63	63%
No	37	37%
Total	100	100%



1) *Analysis:*

The above desk shows Maximum number of respondents having TVS two wheeler.

2) *Interpretation:*

As from the above graph it is clear those 63% respondents are having TVS two wheelers to yes and others 37% No.

IV. FINDING

From the review I watched greatest respondents have purchased TVS item because of the high mileage.

- 1) It was discovered that from the investigation greatest respondent use TV's bike.
- 2) It was discovered that in this overview most extreme respondent came to think about the TV's items through the TV/notice and dealership.
- 3) In this review I was discovered most extreme respondents in Bidar know about number of free administration given by TVS engines.

V. SUGGESTION AND RECOMMENDATION

A portion of the respondent did not get conveyance on the time. This demonstrates the clients are not happy with deference. So I propose that keep up auspicious conveyance of their 2 wheelers to fulfilled the clients

Most extreme respondents are not getting substitution of any harm parts. This demonstrates the clients are not fulfilled. So it is propose to TV's engines endeavor to improve the substitution of any harm parts.

VI. CONCLUSION

The raw numbers appeared in the investigation is right and the overview has been done in a decent confidence and duty As HONDA, BAJAJ, and YAMAHA have taken the first, 2nd.3rd position. In this way TVS engine needs to attempt some more endeavours to expand the mindfulness among the general population with regards to bicycles.

The respondent in the factor, which they consider while buying a bicycle, have done the positioning.

MILEAGE is the principal factor following with power and style and furthermore with a versatile cost. The organization needs to endeavours for making an item that ought to have all these three elements with extensive cost.

#### REFERENCES

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- [2] Showcasing Research-Tull and Hawkins
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