

User Gratification of a desire Services on TVS two wheeler in Karnataka, a case study in Mysore

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Abstract

User gratification of a desire means user satisfaction or customer satisfaction, Increased competition is forcing business to pay much more attention to satisfying customers, including by providing strong customer service. It may help the reader to notice the role of customer service in the overall context of product or service development and management. We are in business to meet our customer's expectations and to do so in a way that creates a positive and favorable experience for them. This experience is based on consistently meeting their expectations in all we do. This does not mean we will always agree or never have issues.

They focus employees on the importance of fulfilling user's expectations. Furthermore, when these ratings dip they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic.

In researching gratification of a desire firms generally ask users whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind gratification of a desire. When users have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. For this reason, a luxury resort, business ideally is continually seeking feedback to improve user gratification of a desire. Their principal use is two fold with in firms, the collection, analysis and dissemination of these data send a message about the importance of tending to users and ensuring that they have a positive experience with the firms goods and services.

In this empirical study I would like to emphasis on A Case study on two wheeler User gratification of a desire Services of T.V.S Ltd in Karnataka.

Keywords: User gratification of a desire Services, trade or profession, surpass, ratings dip.

PAPER/ARTICLE INFO

RECEIVED ON: 20/08/2012
ACCEPTED ON: 11/03/2013

Reference to this paper should be made as follows:
Venkatesh. R "User Gratification of a desire Services on TVS two wheeler in Karnataka, a case study in Mysore" *Int. J. of Trade and Commerce-IIARTC*, Vol. 2, No. 1, pp. 150-163

1. INTRODUCTION

Without a clear and accurate sense of what needs to be measured and how to collect, analyze and use the data as a strategic weapon to drive the business can be effective in this new trade or profession climate. The problem which firm faces however is exactly how to do all of this and do it well. User gratification of a desire is defined as "the number of users or percentage of total users, whose reported experience with a firm, its products, or its services (ratings) exceeds specified gratification of a desire goals."

They need to understand how to quantify, measure, and track user gratification of a desire. Competitors that are prospering in the new global economy recognize that measuring user gratification of a desire is the key. Only by doing so can they hold on to the users they have and understand how to better attract new users. The competitors who will be successfully recognize that user gratification of a desire is a critical strategic weapon that can bring increased market share and increased profits.

Too many firms rely on outdated and unreliable measures of user gratification of a desire. Plans constructed using user gratification of a desire research results can be designed to target users and processes that are most able to extend profits. They watch sales volume & listen to sales reps describing their user's states of mind. They track and count the frequency of complaints. And they watch aging accounts receivable reports, recognizing that unhappy users pay as late as possible if at all. While these approaches are not completely without value, they are no substitute for a valid, well designed user gratification of a desire survey program.

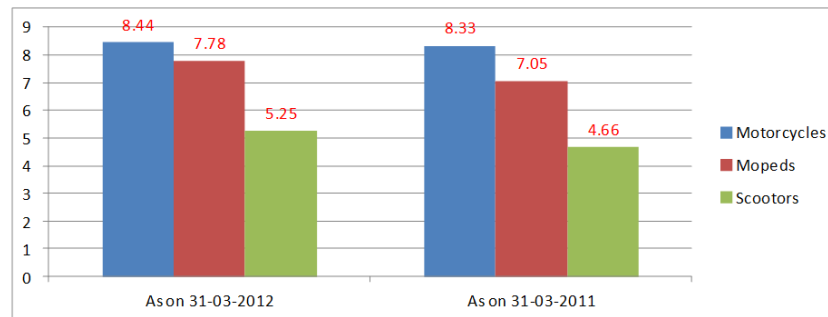
2. BACKGROUND STUDY

TVS it is having Share listed with Madras Stock Exchange Ltd, Chennai, Bombay Stock Exchange Ltd, Mumbai, National Stock Exchange of India Ltd, Mumbai.

Its Registered office in Jayalakshmi Estates, 29,(Old No 8), Haddows Road, Chennai- 600 006, Tamil nadu, it is having factories in 1] Post box No 4, Harita, Hosur- 635 109, Tamil nadu, [2]. Post box no 1, Byathahalli village, Kadakola post, Mysore- 571 311, Karnataka, [3]. Bhatian village, Nalagarh post & Taluk, Solan District -174 101, Himachal Pradesh,

TVS is having subsidiary firm with [1]. Sundaram Auto Componets Ltd, Chennai, [2]. TVS Energy Ltd, Chennai, [3]. TVS Housing Ltd, Chennai, [4]. TVS Wind Energy Ltd Chennai, [5]. TVS Wind Power Ltd Chennai,, [5]. Sundaram Engineering Products Services Ltd, Chennai, [6]. TVS Motor Firms (Europe). Amsterdam, [7]. TVS Motor (Singapore) Pt Ltd, Singapore [8]. TVS Motor Firms Indonesia, Jakarta [8]. Sundaram A trade or profession Development Consulting (Shanghai) Co. Ltd, China

The performance of sales in Lakhs for 31-03-2012 & 31-03-2011is comparing as follows



The Available Modes of TVS are TVS Apache RTR 160, TVS Apache RTR 180 ABS , TVS Jive, TVS Victor, TVS Velocity 160, TVS Rockz, TVS Max 4R, TVS Streak Hybrid, TVS Wego, TVS Nero, TVS Star, TVS Scooty Streak, TVS Flame SR 125, TVS Star City, TVS Scooty pep, TVS Star Sport.

3. LITERATURE REVIEW

In a turbulent commerce environment, in order to sustain the growth and market share, firm need to understand how to satisfy users, since user gratification of a desire is critical for establishing long-term client relationships. User gratification of a desire is a critical issue in the success of any a trade or profession system traditional or online. To understand gratification of a desire, we need to have a clear understanding of what is meant by user gratification of a desire.

1]. **Kotler (2000)** defined customer satisfaction as a person's feeling of pleasure or disappointment resulting from comparing a products' perceived performance (or outcome) in relation to his or her expectations. When users become satisfied about the value that is offered and sometimes their expectation is met and exceeded, can generate many benefits for a firm.

2]. Work done by **Parasuraman, Zeithaml and Berry (Leonard L)** between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the user's expectation of performance and their perceived experience of performance. This provides the measurer with a gratification of a desire "gap" which is objective and quantitative in nature.

This research paper is based on the user Gratification of a desire towards the products and services of T.V.S Ltd , because it is the back bone for T.V.S Ltd in facing competition and in future progress. For A trade or profession progress and expansion to serve customer is not the only objective, but keep them satisfied is the most important objective. Satisfied users are the main assets for any firms in their long term future progress.

4. NEED AND IMPORTANCE FOR THE STUDY

New techniques and methods are important for a trade or profession firm for development. For every trade or profession, better services to their user are essential to face the competitors. Attract new users is not only important but also retain old and present users is also important. So there is a need to ascertain the users use regarding the services providing by reputed firm like T.V.S Ltd. With the increase market study there is a cut throat competition among the businessman in the industry. Some of the other major competitors in this area are: Hero Honda, Honda, Bajaj,

Mahindra, Yamaha, Suzuki, Royal Enfield, KTM, Piaggio. The need for user gratification of a desire is necessary for all trade or profession if large or small. The gratification of a desire of the user is an important task. Hence, there is a need for the study.

5. OBJECTIVES OF THE STUDY

1. To study the user gratification of a desire with the usage of two wheelers of T.V.S Ltd
2. To study the impact of different product, pricing and place attributes on two wheeler user gratification of a desire.
3. To study the opinion of the owners of two wheelers regarding pre-sales and after sales services provided by the dealers.

6. HYPOTHESIS FOR THE STUDY

H_0 : There is no significant relationship between products attributes and user gratification of a desire.

H_0 : There is no significant positive relationship between pricing attributes and user gratification of a desire.

H_0 : There is no significant positive relationship between place attributes and user gratification of a desire.

7. SCOPE AND LIMITATIONS OF THE STUDY

Because of time and finance restriction for primary data collection, I have limited myself to users who brought their two wheelers in specified period only.

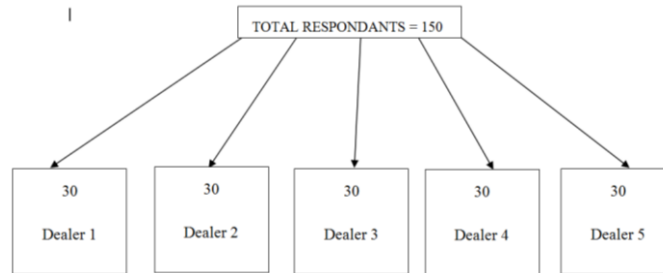
1. The study is confined only to Mysore city in Karnataka.
2. The study is considered among different users of two wheeler users of various T.V.S Ltd.

8. METHODOLOGY

The level of gratification of a desire can also vary, depending on other options, the user can compare the firm's products. Regardless of the scale used, the objective is to measure users' perceived gratification of a desire with their experience of a firm's offerings. It is essential for firms to effectively manage user gratification of a desire. To be able do this, we need accurate measurement of gratification of a desire. The usual measures of user gratification of a desire involve a survey with a set of statements using a Likert technique or scale. The user is asked to evaluate each statement and in term of their perception and expectation of performance of the firm being measured. Their gratification of a desire is generally measured on a five-point scale. For positive statement highest frequency (5) is assigned for "highly satisfied" and lowest frequency (1) for "highly not satisfied. In Mysore city there are 5 main Dealers of T.V.S are

- [1]. Ape Show room, Ilahi Complex, Near Union Bank, B M Bypass Road, Hunsur, Mysore - 571105.
- [2]. Chinnu Automobils #2556, Kantharaj Urs Road, 3rd Cross, K.G. Koppal, Kantharaj Urs Road, Mysore - 570004.

- [3]. Excellent Auto Consultant #3040, Mysore, G. S. Convent Road, Lashkar Mohalla, Mysore - 570001.
- [4]. Sona Motors No.914/1, Ch 18/1, Opp Christ The King Convent, Jhansi Rani Lakshmi Road, Lakshmipuram, MYSORE - 570004.
- [5]. Blue Diamond 1424, Bennki Nawab Street, Near Sri Talkies, Mandi Mohalla, Mysore - 570021

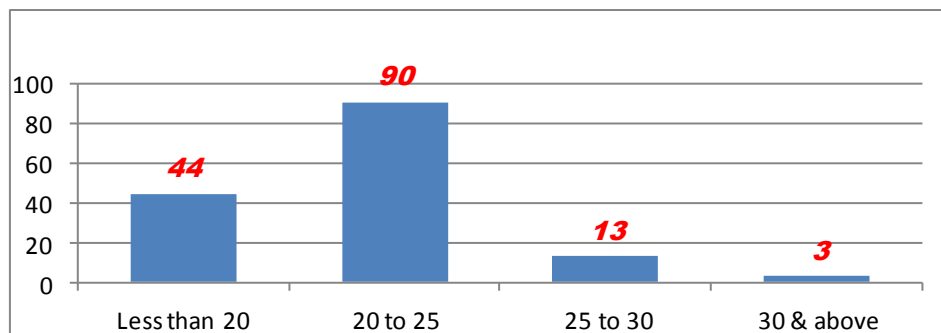


Totally From 150 respondents, 30 respondents from each dealer are selected using simple random sampling technique and analyzed the survey data. We have used the different statistical techniques to get the output through SPSS 16 package. The present exploratory study focuses on the user gratification of a desire from primary data (Questionnaire) and secondary data (The firms, Journals, Websites) towards T.V.S Ltd.

9. DATA ANALYSIS AND INTERPRETATION

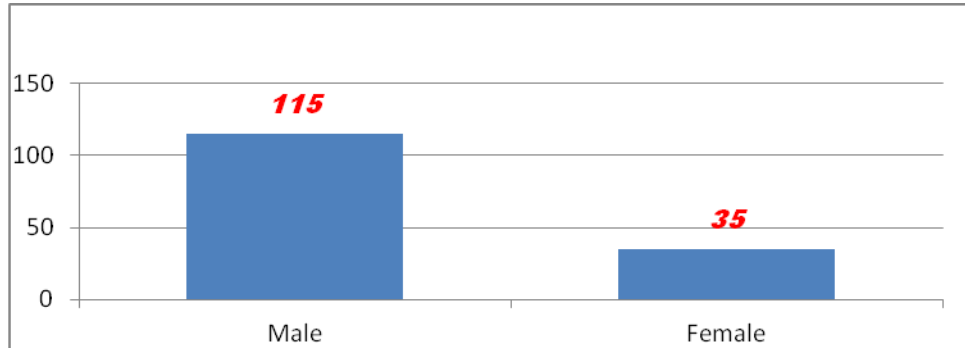
After Data collected through Field Investigation has been analyzed as follows.

Table-1: Age Group of the Respondents



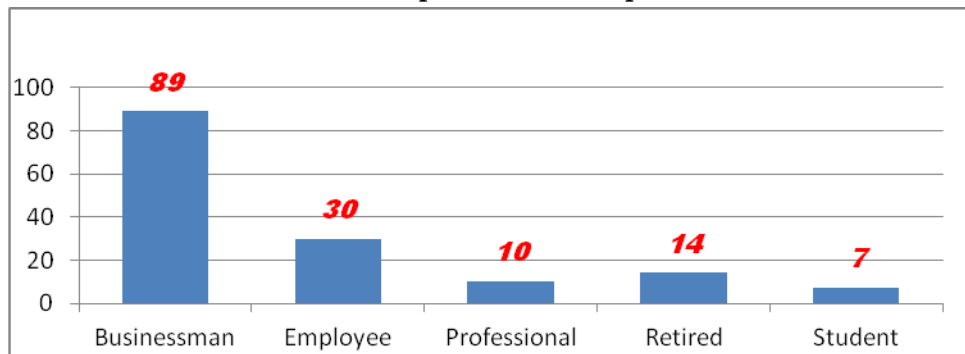
Interpretation: From the data of the samples collected regarding the age of the users, it is clearly understood that nearly 44 of the age group are under below 20 years and highest 90 of the age group under between 20 to 25 years, 13 of the age group are under between 25 to 30 and the rest of them 3 are above the age group of the 30 years.

Table 2:- Gender Group of the Respondents



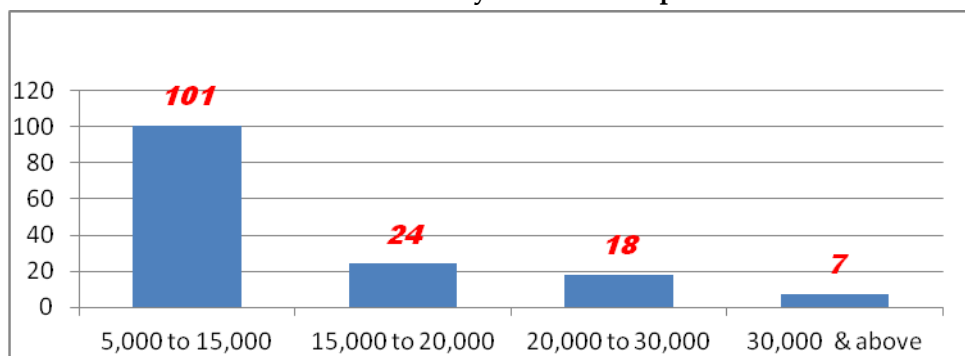
Interpretation: The above table regarding gender of the respondents shows that nearly 115 of the highest respondents are Male and the remaining 35 of respondents are Female.

Table 3:- Occupation of the Respondents



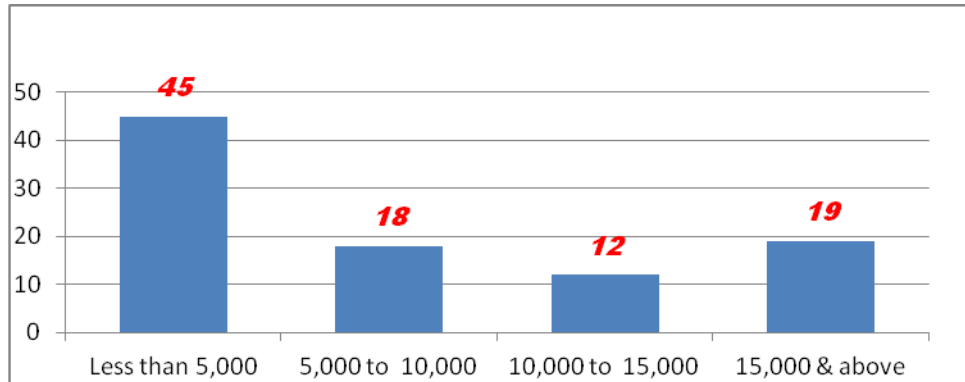
Interpretation: From the samples collected above regarding Occupation, it clearly shows that nearly 89 of the respondents are highest business man, 30 are employees, 10 respondents are professionals, 14 of respondents belong to retired group and the rest of them 7 are students.

Table 4:- Monthly Income in Rupees



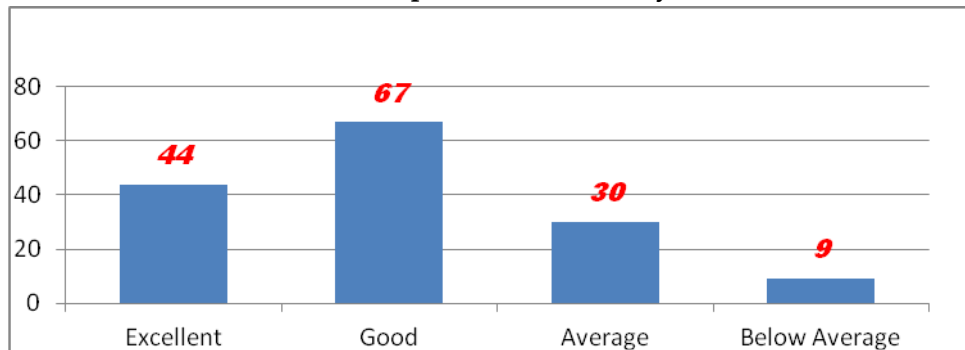
Interpretation: From the samples collected above regarding the income of the users, it is clearly understood that nearly 101 of the users are earning income around 5,000 to Rs.15,000, 24 of the users are earning income between Rs.15,000 to Rs.20,000, 18 are earning income under between Rs.20,000 to Rs.30,000 and the rest of them 7 are earning income more than Rs.30,000.

TABLE 5:- Number of Kilometers {covered till date}



Interpretation: As per the samples collected regarding the kilometers travelled till the date by the vehicle of the two wheeler users, it has been clearly understood that nearly 45 of the vehicles of the users are travelled less than 5,000kms, 18 of the vehicles of the users are travelled between 5,000 to 10,000kms, 12 of the vehicles of the users travelled between 10,000 to 15,000kms and the rest of the vehicles 19 are travelled above the 15,000kms.

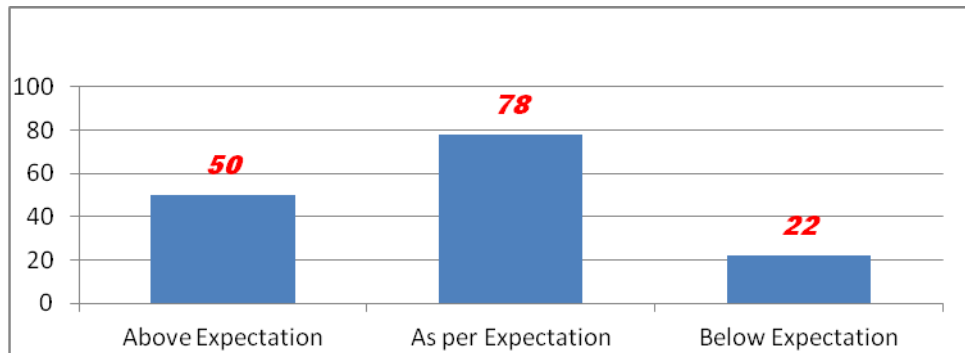
TABLE 6:- Users opinion on services by T.V.S Ltd



Interpretation: As per the samples collected regarding services with the dealer has been identified that 44 of the users feel it is Excellent, 67 of the users feel it is good, 30 of the users feel it is Average, 9 of the users feel it is Below Average.

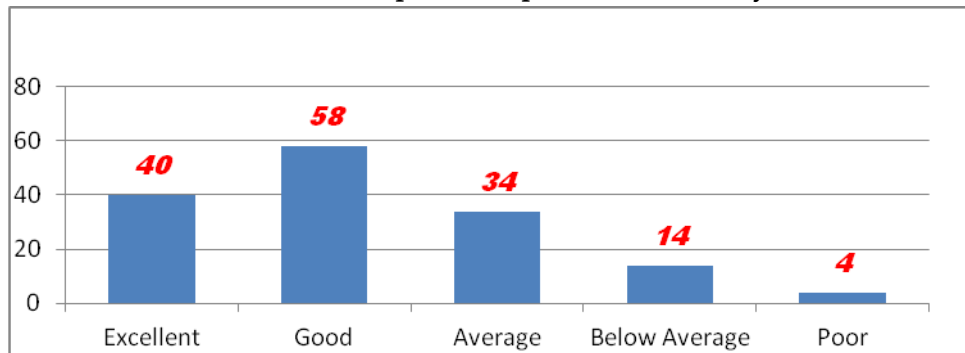
TABLE 7:- Users opinion on T.V.S Ltd offering value for money





Interpretation: The above data regarding the users opinion of the T.V.S Ltd offering value for money shows that 50 of the users feel it is above expectation, 78 of the users feel it is as per expectation and 22 of the users feel it is below expectation.

TABLE 8:- Users opinion on post sale services by Co



Interpretation: As per the samples collected regarding Post-sale services with the dealer has been identified that 40 of the users feel it is Excellent, 58 of the users feel it is good, 34 of the users feel it is Average, 14 of the users feel it is Below Average and 4 of the users feel that the post sale services are poor.

Hypothesis 1: TABLE 9 ANOVA

H₀: There is no significant relationship between Product factors (Look, Second value, Mileage, Driving comfort, Road grip) and two wheeler user gratification of a desire.

H₁: There is significant relationship between Product (Look, Second value, Mileage, Driving comfort, Road grip) and two wheeler user gratification of a desire.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Look	Between Groups	27.612	4	6.903	3.463	.010
	Within Groups	289.028	145	1.993		
	Total	316.640	149			
Second Value	Between Groups	16.194	4	4.048	2.015	.095
	Within Groups	291.306	145	2.009		
	Total	307.500	149			
Mileage	Between Groups	26.325	4	6.581	3.262	.014
	Within Groups	292.508	145	2.017		
	Total	318.833	149			
Driving comfort	Between Groups	27.537	4	6.884	4.267	.003
	Within Groups	233.936	145	1.613		
	Total	261.473	149			
Road grip	Between Groups	18.254	4	4.563	2.492	.046
	Within Groups	265.486	145	1.831		
	Total	283.740	149			

Interpretation: Analysis of variance revealed significant relationship between the Product Factors and user Gratification of a desire, as the p value of all the Product Attributes i.e. mileage [F=3.262, P=.014], driving comfort [F=4.267, P=.003] and road grip [F=2.492, P= .046] are less than .05 and Look [F= 3.463, P= .010], Second value [F=2.015, P=.095] are more than .05 so it shows that there is a equal relationship between the factors

Hypothesis 2: TABLE 10 : ANOVA

H₀ : There is no significant relationship between Price factors (Price, E.M.I, offers, Low interest, No Additional charges,) and user gratification of a desire.

H₂ : There is a significant relationship between Price factors (Price, E.M.I, offers, Low interest, No Additional charges,) and user gratification of a desire.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	28.581	4	7.145	5.623	.000
	Within Groups	184.253	145	1.271		
	Total	212.833	149			
E.M.I	Between Groups	33.304	4	8.326	4.729	.001
	Within Groups	255.290	145	1.761		
	Total	288.593	149			
Offers	Between Groups	61.376	4	15.344	8.501	.000
	Within Groups	261.718	145	1.805		
	Total	323.093	149			
Low Intrest	Between Groups	42.122	4	10.530	5.618	.000
	Within Groups	271.771	145	1.874		
	Total	313.893	149			
No Additional Charges	Between Groups	20.348	4	5.087	2.810	.028
	Within Groups	262.485	145	1.810		
	Total	282.833	149			

Interpretation: Analysis of variance revealed significant relationship between the Pricing Factors and user Gratification of a desire, as the p value of the Price [F=5.623, P=.000], E.M.I [F=4.729, P=.001], offers [F=8.501, P= .000], Low interest[F=5.618, P= .000], no additional charges[F=2.810, P=.028], are less than .05. it is significant hence we accept alternative hypothesis.

Hypothesis 3: TABLE 11 : ANOVA

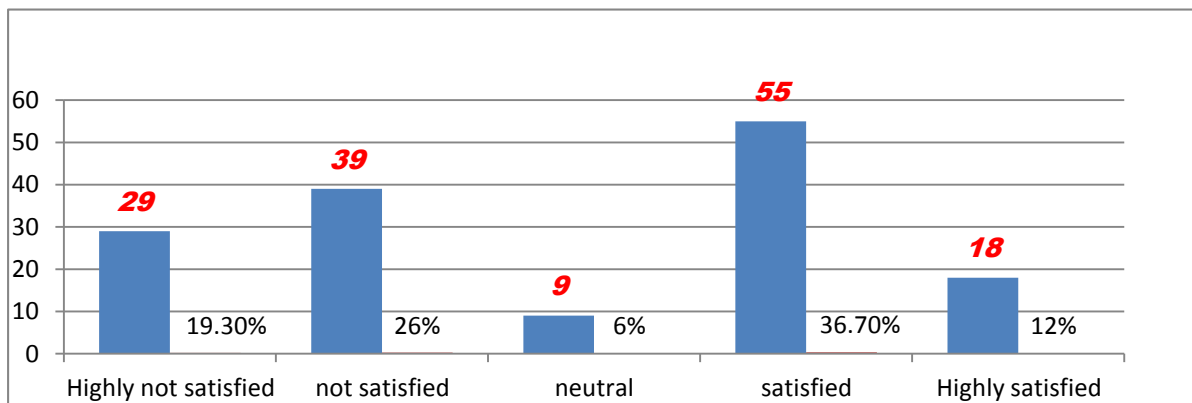
H₀ : There is no significant relationship between Place factors (Nearest to the Show room, Advertisement, Firms brand, Observation and Availability of spare parts) and user gratification of a desire.

H₄ : There is a significant relationship between Place factors (Nearest to the Show room, Advertisement, Firms brand, Observation and Availability of spare parts) and user gratification of a desire.

		Sum of Squares	df	Mean Square	F	Sig.
Nearest to the showroom	Between Groups	22.219	4	5.555	3.471	.010
	Within Groups	232.074	145	1.601		
	Total	254.293	149			
Advertisements	Between Groups	23.423	4	5.856	3.561	.008
	Within Groups	238.417	145	1.644		
	Total	261.840	149			
Company brand	Between Groups	38.552	4	9.638	8.068	.000
	Within Groups	173.208	145	1.195		
	Total	211.760	149			
Observation	Between Groups	38.830	4	9.707	6.235	.000
	Within Groups	225.764	145	1.557		
	Total	264.593	149			

Interpretation: An Anova as the p value of advertisement [F=3.561, P=.08] , firms brand [F=8.068; P= .000], observation [F=6.235, P=.00] are less than .05 but nearest to the showroom [F=3.471, P= .010] are less than .05. it is significant hence we accept alternative hypothesis ,

TABLE 12, Total gratification of a desire in All factors of TVS ltd



Interpretation: Among 150 respondents 55 are overall totally satisfied in All factors, 18 respondents are overall highly satisfied.

10. Summary of Findings

- The majority of the age group of 90 two wheeler users is between 20 and 25 years having highest 60%. as per Table 1
- In the respondents, the male group consist of highest 76.7% and female group consists of lowest 23.3% out of 150 respondents as per Table 2
- As per Table 3 the users belong to 89 a business man are highest 59.3 %.
- The income of most of the highest 101 respondents is between Rs.5,000 to 15,000 having 67.3% as per Table 4
- The majority of 75 respondents have covered 15000 and above kilo meters till date are highest 50 %. as per Table 5
- As per Table 6 the data collected regarding Pre-sale services with the dealer has been identified that majority of 67 respondents feel the pre-sale services are Good (44.7 %) in Mysore.
- The majority of 78 respondents have opined as per Table 7 that T.V.S are in as per expectation in offering value for their money (52%)
- The data collected regarding the Post-Sale services by the dealer in Mysore has identified as per Table 8 that 58 respondents that nearly 38.7 % of the respondents have given their opinion as Good.
- Analysis of Variance [ANOVA] test has conducted to identify the relationship between the various product factors of T.V.S with overall user Gratification of a desire revealed as per Table 9, 10, and 11 that there is a significant relationship between the product, pricing and place factors.
- Nearly 36.70% of the respondents have said that they are happy and satisfied with the Products and Services of T.V.S as per Table 12.

11. CONCLUSION

Statistical Calculations have been complemented with an analysis in order to highlight those attributes where managers need to pay more attention. It is recommended that surveys like these become a regular feature of every firms so that we are able to understand and track changes in user priorities. Automobile companies are growing and depending on Low and middle class population. Through better service to the user, the firms can achieve a rapid progress. TVS Ltd. is the manufacturer of two wheelers, based in India in terms of unit volume sales in a calendar year. T.V.S Ltd. continues to maintain this position till date, From the outcome of the study it can be concluded that the all factors considered in the study have significant effect on the overall gratification of a desire of the users. To do this however, we will need to ensure that our user databases are regularly updated with user telephone contacts.

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13. THE QUESTIONNAIRE FORMAT USED

QUESTIONNAIRE

Topic:- User Gratification of a desire Services on TVS two wheeler in Karnataka . a case study in mysore

By:- VENKATESH.R, Guest Faculty, DOS in Commerce, Manasagangothri, Mysore University, Mysore 570006, Ph: 9986845373 email: venkateshr1mysore@gmail.com

1]. Your Name, Address & phone No :- _____

2]. Type of TVS two wheeler using :- _____

3]. Name of the Dealer :- _____

{ Please type the related variable Number for all question }

a]. Age group

[1]. Less than 20 [2]. 20 to 35 [3]. 25 to 30 [4]. 30 and Above

b]. Gender

[1]. Male [2]. Female

c]. Occupation

[1]. business man [2]. Employee [3]. Professional [4]. Retired [5]. Student

d]. Monthly Income in Rupees

[1]. 5,000 to 10,000 [2]. 10,000 to 15, 000 [3]. 15,000 to 20,000 [4]. 20,000 & Above

e]. Number of Kilometer covered till date

[1]. Less than 5000 [2]. 5000 to 10000 [3]. 10000 to 15000 [4]. 15000 and Above

f]. User opinion services by T.V.S Ltd

[1]. Excellent [2]. Good [3]. Average [4]. Below average

g]. Users opinion on T.V.S offering value for money

[1]. Above expectation [2]. As per expectation [3]. Below expectation

h]. Users opinion on post sale services by T.V.S Ltd

[1]. Excellent [2]. Good [3]. Average [4]. Below average [5]. Poor

i]. How the Product features satisfied {Tick the appropriate box}

Items	Highly not satisfied {1}	Not Satisfied{2}	Neutral {3}	Satisfied {4}	Highly satisfied {5}
Look					
Second value					
Mileage					
Driving Comfort					
Road grip					

j]. How the Price factors satisfied {Tick the appropriate box}

Items	Highly not satisfied{1}	Not Satisfied{2}	Neutral {3}	Satisfied {4}	Highly Satisfied{5}
Price					
E.M.I					
Offers					
Low Interest					
No Additional charges					

k]. How the Place factors satisfied {Tick the appropriate box}

Items	Highly not satisfied{1}	Not Satisfied{2}	Neutral {3}	Satisfied {4}	Highly Satisfied{5}
Nearest to the showroom					
Advertisements					
Firms brand					

Observation					
Availability of spare parts					

1). Have you satisfied with overall factors (Variables) of T.V.S Ltd Co.

<u>Highly not Satisfied</u> {1}	<u>Not Satisfied</u> {2}	<u>Neutral</u> {3}	<u>Satisfied</u> {4}	<u>Highly Satisfied</u> {5}
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