

A STUDY ON CUSTOMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO TVS RAVI AUTOMOBILES, BADVEL

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ABSTRACT

Understanding customer buying behaviour is a key to knowing how people select and buy products. This research, titled "A Study on Customer Buying Behaviour with Special Reference to TVS Ravi Automobiles ," aims to explore the factors that affect customers when they purchase TVS two-wheelers and to assess their level of satisfaction.

The study examines aspects such as price, mileage, quality, brand image, and after sales service. Primary data was collected through a structured questionnaire from customers of TVS Ravi Automobiles. Secondary data was gathered from books, company records, and websites. The collected data was analysed using simple statistical tool such as percentages, tables, and charts.

The finding reveal that mileage, brand reputation, and service quality play a significant role in influencing customers' purchase decisions. The study also shows that most customers are satisfied with TVS vehicles and the services provided by the dealer. The research offers useful suggestions to improve customers satisfaction and strengthen dealer -customers relationships.

KEYWORDS: Customer Buying Behaviour, TVS two -wheelers, Customer Satisfaction, Brand Image, Dealer services

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INTRODUCTION

Introduction To Customer Buying Behaviour

In today's tough business world, it's crucial for every company to understand how customers decide to buy things. Business won't thrive unless they know the steps customer take when making a purchase. Customer buying behaviour ia all about how individuals or groups choose, buy, use, and get rid of products and services to meet their needs and desires.

In the motorcycle industry, especially in the two-wheeler market, looking into customer buying behaviour helps companies create the right products , set fair prices, plan effective promotions, an ddevelop good disribution methods. As competition between brands grows, businesses need to pay close attention to what customers prefer, expect, and how satisfied they are.

Meaning Of Customer Buying Behaviour

Customer buying behaviour is the examination of how people choose to buy a product or service. It covers everything from realizing they need something to looking at their experience after they have made the purchase.

This process includes:- Realizing the need for a product looking for information -comparing different options- deciding to make the purchase -thinking about their feelings after buying.

In another words customer buying behaviour helps us understand why, when, how, and what people choose to buy.

Definitions of Customer Buying Behaviour

Different marketing experts have defined customer buying behaviour as follows:

According to Philip Kotler, customer buying behaviour refers to the buying behaviour of final consumers – individuals and households who buy goods and services for personal consumption.

Another definition states that customer buying behaviour is the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services.

These definitions show that buying behaviour is not just purchasing, but a complete decision-making process.

Objectives of The Study

- To understand the reasons for purchasing TVS bikes.
- To identify the factors influencing customers in purchasing TVS two-wheelers.
- To identify the problems faced by customers after buying TVS vehicles.
- To know the feelings of customers with regard to TVS.
- To analyze the market position of TVS vehicles.

Scope of The Study

This study focuses on the customers who have bought TVS bikes and scooters. It looks at what affects their buying choices including price, mileage, and after sales service. The study reviews how satisfied customers are and identifies any issues after buying TVS vehicles. It also investigates how TVS vehicles are positioned in the market. The study covers the area of consumer behaviour their attitude and perception of two-wheelers owners.

Limitations of the Study

- Limited Geographical Area – The study focuses only on Ravi Automobiles, Badvel, so results may not represent other regions.
- Small Sample Size – Few respondents participated, which may affect the accuracy of conclusions.
- Time Constraint – Short study duration limited the depth of data collection and analysis.
- Respondent Bias – Customers may give subjective answers, affecting the reliability of data.
- Availability of Data – Limited access to complete records restricted secondary data analysis.
- Rapid Market Changes – Customer preferences and market trends may change, so results reflect only the current scenario.

REVIEW OF LITERATURE

TVS Motor Company is one of the leading two-wheeler manufacturers in India and has gained strong recognition in both domestic and international markets. Several researchers have studied customer buying behaviour in the automobile sector, especially in the two-

wheeler segment, focusing on factors such as price, mileage, brand image, technology, and after-sales service.

- **Environmental Awareness and Sustainability**

Recent studies have focused on environmental concerns and green mobility. According to Nair (2023), customers are increasingly aware of eco-friendly vehicles. The study highlighted TVS's efforts in promoting electric vehicles and reducing carbon emissions, which positively influence environmentally conscious customers.

- **After-Sales Service and Customer Satisfaction**

Gupta and Agarwal (2022) studied the impact of after-sales service on customer satisfaction in the two-wheeler industry. The findings revealed that timely servicing, availability of spare parts, and service cost transparency increase customer loyalty. TVS was rated positively due to its wide service network and efficient service support.

- **Rural and Semi-Urban Market Influence**

According to Chandra (2023), two-wheeler demand in rural and semi-urban areas is increasing due to improved road infrastructure and income levels. The study highlighted that TVS's strong presence in smaller towns and its focus on durable vehicles make it a preferred brand in such markets.

- **Post-Purchase Behaviour and Customer Loyalty**

Verma and Singh (2022) studied post-purchase behaviour in the two-wheeler industry. The research concluded that customer satisfaction after purchase leads to repeat buying and positive referrals. Efficient servicing and customer support provided by TVS dealerships contribute to long-term customer relationships.

- **Customer Demographics and Buying Behaviour**

A study by Iyer (2022) examined the relationship between demographic factors such as age, income, and occupation with buying behaviour. The study found that young customers prefer stylish and technology-oriented models, while middle-aged customers focus on mileage and durability. TVS offers products suitable for different customer segments.

- **Influence of Word-of-Mouth and Social Factors**

Das (2021) emphasized the role of word-of-mouth communication in two-wheeler purchases. Recommendations from family members, friends, and existing users significantly influence customer decisions. TVS customers often rely on feedback from known users due to trust and reliability. Influence of Word-of-Mouth and Social Factors.

- **Role of Finance and Insurance Facilities**

According to Khan and Sharma (2021), availability of easy finance options and insurance services at showrooms increases purchase intention. Customers prefer showrooms like TVS dealerships that provide one-stop solutions including vehicle finance, insurance, and registration services.

- **Impact Of Advertising And Promotion**

A study conducted by Suresh and Naidu (2020) revealed that promotional activities such as television advertisements, digital marketing, and showroom offers significantly influence customer awareness and buying decisions. The study highlighted that TVS's advertisements focusing on performance, safety, and mileage effectively attract customers.

- **Brand Image and Trust**

Malhotra (2020) studied the impact of brand image on consumer purchase decisions in the automobile sector. The findings showed that customers prefer brands with a strong market presence and trust. TVS was perceived as a dependable brand with consistent quality and strong customer support, which positively influenced customer loyalty.

- **Influence of Mileage and Fuel Efficiency**

According to Patel (2019), mileage is one of the most important factors influencing two-wheeler purchase decisions in India. The research concluded that customers consider fuel efficiency as a long-term cost-saving factor. TVS models such as Star City and Sport were found to be popular due to their high mileage and reliability.

- **Price Sensitivity and Affordability**

A study by Reddy and Kumar (2018) analyzed price sensitivity among two-wheeler buyers in semi-urban and rural areas. The study found that affordable pricing and flexible finance options play a major role in customer buying behaviour. TVS vehicles were preferred due to reasonable pricing, low maintenance cost, and attractive loan schemes offered through authorized dealers.

RESEARCH METHODOLOGY

Title: A Study on Customer Buying Behaviour with Special Reference to TVS Ravi Automobiles, Badvel

Introduction

Research methodology refers to the systematic process used to collect, analyze, and interpret data for the study. The present study is conducted to understand the customer buying behaviour towards two-wheelers and the factors influencing their purchase decisions at TVS Ravi Automobiles.

A structured questionnaire survey approach was adopted to analyze customers' perception towards brand, price, features, mileage, service, and other aspects related to vehicle purchase.

Research Design

The research design adopted for this study is Descriptive and Empirical Research Design.

a) Descriptive Research Design

Descriptive research is used to describe the characteristics, opinions, and preferences of customers. It helps in understanding:

- Customer perception towards brand and product
- Price sensitivity
- Technology and features preference
- Satisfaction level of customers

A structured questionnaire was given to respondents to analyze their perception and buying behaviour.

b) Empirical Research Design

The study is also empirical in nature as it is based on real-time data collected directly from customers through surveys and personal interaction. The research focuses on actual buying behaviour, practical experience, and factual responses of customers visiting the showroom.

This empirical approach ensures reliability as the conclusions are drawn from real field data rather than assumptions.

Data Base of the Study

The data obtained from the questionnaire was classified and tabulated. Percentage analysis and diagrammatic representation were used to interpret the responses of customers effectively.

Field of the Study

The field of the study is related to marketing and consumer behaviour, focusing on the factors influencing customers to purchase two-wheelers. The study area is limited to customers of TVS Ravi Automobiles located in Badvel.

Survey Undertaken

The survey was undertaken at the showroom and surrounding residential areas in Badvel. Customers who visited the dealership and existing customers were considered for collecting relevant data regarding their buying behaviour.

Research Procedure

- Questionnaire forms were distributed to customers for data collection.
- Spot study was conducted at the dealer's counter of TVS showroom.
- Face-to-face interviews of customers were conducted in residential areas, cafes, and public places in Badvel.
- Respondents were kindly requested to fill up the questionnaire for accurate responses.

Sample Size

A sample size of 100 respondents was selected for the study to analyze customer buying behaviour and preferences towards two-wheelers.

Approaches of Study

The study is based on a survey approach where customers' opinions and perceptions were gathered through direct interaction and questionnaires.

Data Collection Method

a) Primary Data

Primary data was collected from existing and potential customers with the help of:

Structured Questionnaires

Personal Interviews

Direct Survey Method

Personal interviews were also conducted to understand customer opinions, drawbacks, and suggestions regarding the product and services.

b) Secondary Data

Secondary data was collected from:

Company records

Books and journals

Websites related to automobile industry

Previous research studies

Field Work

Questionnaire forms were distributed to people of different age groups in various residential areas of Badvel. Immediate responses were collected from the respondents to ensure accuracy of the data.

Tools of Analysis

The collected data was analyzed using simple statistical tools such as:

Percentage Method

Tables

Statistical Tabulation

Simple percentage analysis was used for analyzing questionnaire responses and preparing statistical tables for future interpretation. Factors like mileage, price, style, after-sales service, and purchase decisions were considered during analysis.

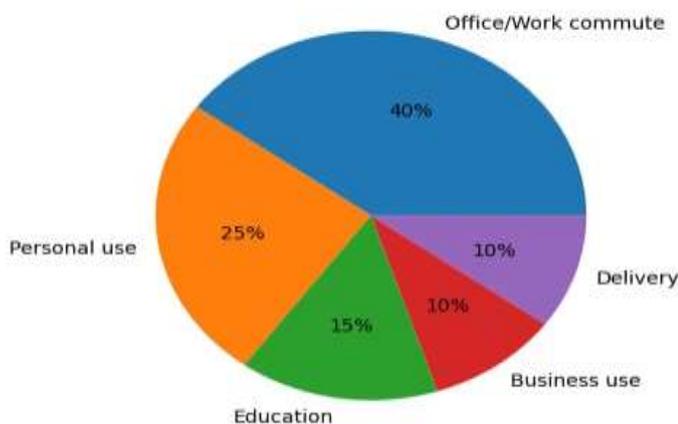
ANALYSIS AND INTERPRETATION

1. What is your primary purpose for buying the vehicle?

TABLE: 1

Purpose	No. of Respondents	Percentage (%)
Office/Work commute	40	40%
Education	15	15%
Business use	10	10%
Personal use	25	25%
Delivery/Commercial purpose	10	10%
Total	100	100%

Pie Chart Representation (Usage Percentages)



Interpretation:

The majority (40%) of respondents purchased the vehicle mainly for office or work commute. Personal use accounts for 25%, showing that convenience and daily travel are key reasons for

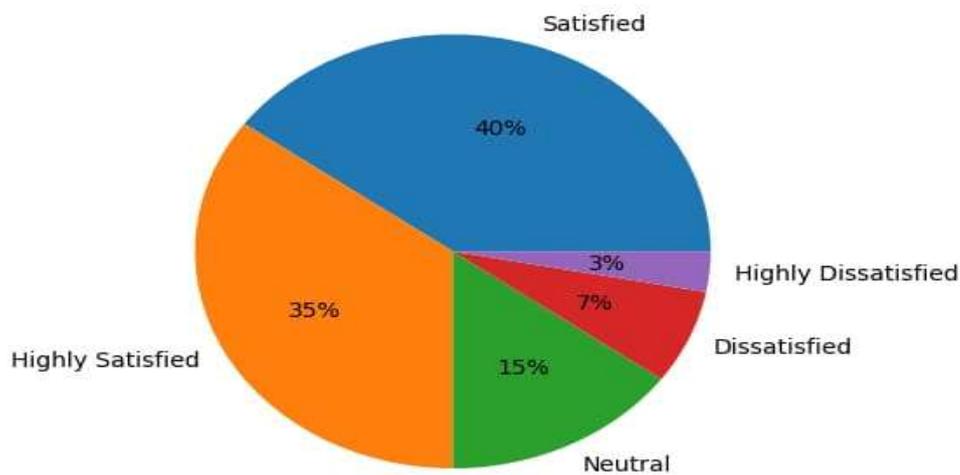
purchase. Business and delivery purposes together make up 20%, indicating moderate commercial usage.

2. Are you satisfied with your TVS vehicles?

TABLE: 2

Satisfaction Level	No. of Respondents	Percentage (%)
Highly Satisfied	35	35%
Satisfied	40	40%
Neutral	15	15%
Dissatisfied	7	7%
Highly Dissatisfied	3	3%
Total	100	100%

Pie Chart Representation (Satisfaction Levels)



Interpretation:

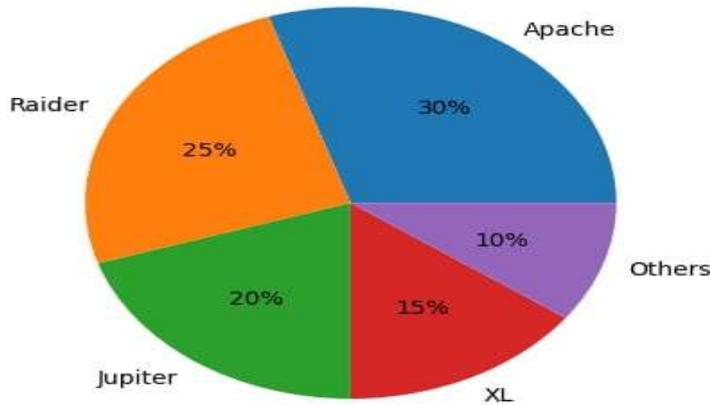
The data shows that 75% of customers are satisfied or highly satisfied with their TVS vehicle. Only 10% expressed dissatisfaction. This indicates a positive overall customer experience and good product performance.

3. Which TVS vehicle do you own?

TABLE: 3

Model	No. of Respondents	Percentage (%)
TVS Apache	30	30%
TVS Raider	25	25%
TVS Jupiter	20	20%
TVS XL	15	15%
Others	10	10%
Total	100	100%

Pie Chart Representation



Interpretation:

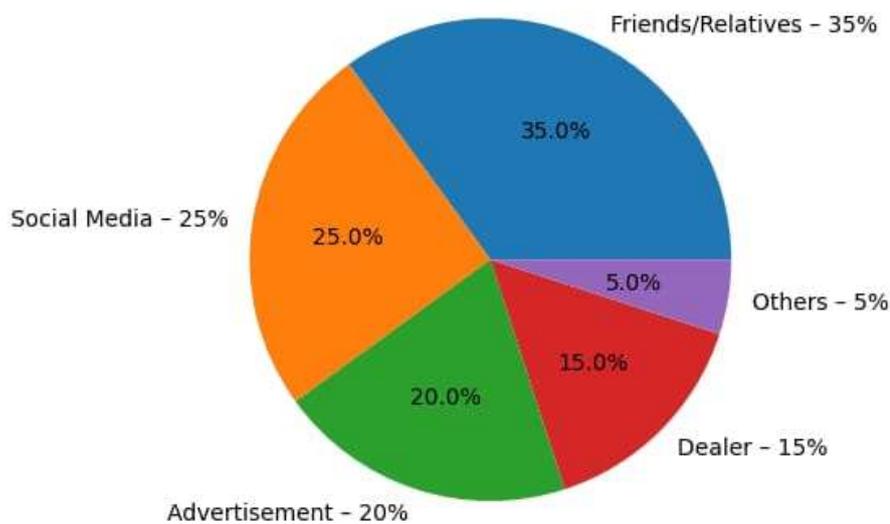
Most respondents own TVS Apache (30%), followed by TVS Raider (25%). This shows a strong preference for sporty and commuter motorcycles. Scooter models also hold a significant share, indicating diverse customer demand.

4.How did you come to know about TVS vehicles?

TABLE: 4

Source	No. of Respondents	Percentage (%)
Advertisement	20	20%
Friends/Relatives	35	35%
Social Media	25	25%
Dealer	15	15%
Others	5	5%
Total	100	100%

Sources Influencing Purchase Decision (Percentage Distribution)



Interpretation:

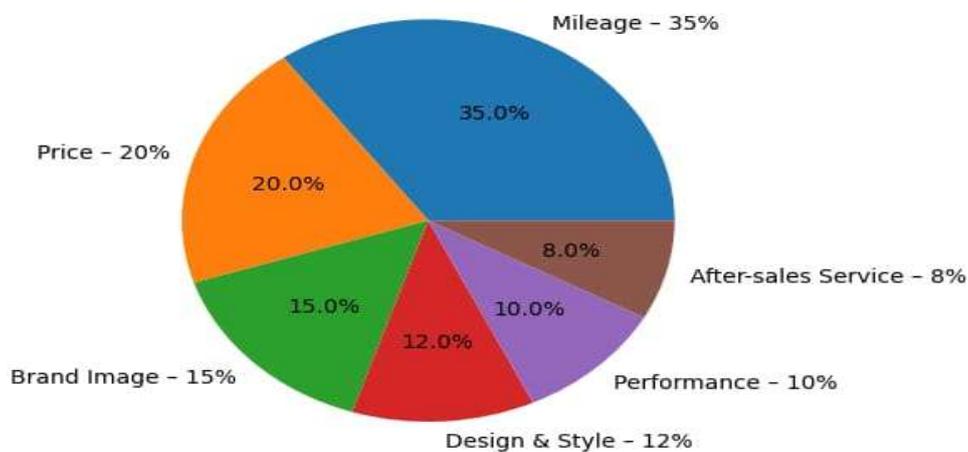
Word-of-mouth (35%) is the strongest source of awareness. Social media also plays a major role (25%), indicating the importance of digital marketing strategies.

5. What was the main reason for purchasing TVS vehicle?

TABLE: 5

Reason	No. of respondents	Percentage
Mileage	35	35%
Price	20	20%
Brand Image	15	15%
Design & Style	12	12%
Performance	10	10%
After sale Service	8	8%
Total	100	100%

Consumer Preference Factors (Percentage Distribution)



Interpretation:

Mileage is the most influential factor (35%) in purchasing decision. Price and brand image are also important considerations. This shows that customers focus mainly on fuel efficiency and affordability.

Findings

- Most customers prefer TVS Motor Company bikes mainly for good mileage and fuel efficiency.
- Price and affordable EMI options strongly influence purchase decisions.
- Brand image and word-of-mouth recommendations play a significant role in buying behaviour.
- Majority of customers are satisfied with performance and comfort.
- Some customers face minor issues related to service delays and spare parts availability.

Suggestions

- Improve service efficiency and reduce waiting time at service centers.
- Ensure continuous availability of spare parts.
- Introduce advanced features and updated models to attract young customers.
- Strengthen digital marketing and promotional campaigns.
- Implement customer feedback and loyalty programs to enhance satisfaction.

Conclusion

The study reveals that customers prefer TVS Motor Company two-wheelers mainly due to mileage, affordability, and brand trust. Price and fuel efficiency are the key factors influencing purchase decisions. Most customers are satisfied with performance and comfort, though minor service-related issues exist. By improving after-sales service and introducing innovative features, TVS can further strengthen customer satisfaction and market position.

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