

**PROJECT REPORT ON**  
**“A STUDY ON AFTER SALES AND SERVICE QUALITY ON**  
**CUSTOMER RETENTION WITH SPECIAL**  
**REFERENCE TO TVS MOTORS”**

**SUBMITTED BY**

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**4AL21BA067**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**MR. NEERAJ RAI**

Assistant Professor

PG Department of

Business Administration

AIET, Mijar

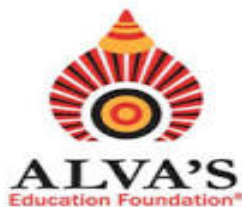
**EXTERNAL GUIDE**

**MR. HARSHA**

HR Manager

TVS Motors

Shivamogga



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**  
**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY**  
**SHOBHAVANA CAMPUS MIJAR, 2022-2023**



**CHETAN UDYOG MOTORS  
AND SERVICES**

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**CERTIFICATE**

This is to certify that Mr. Sachin MJ, Student of MBA IV Semester (Reg. No.4AL21BA067), Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 13.04.2023 to 27.05.2023 in our organization on the topic of "A study on after sales and service quality on customer retention to TVS Motors Limited." as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

For TVS Motors Limited

MARKETING MANAGER

**CHETHAN UDYOG**  
Authorised Main Dealer  
T.V.S. Motor Company  
B.H.Road.SAGAR  
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# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

(A Unit of Alva's Education Foundation @ Moodbidri)  
Affiliated to Visvesvaraya Technological University, Belagavi ss  
Approved by AICTE, New Delhi & Recognised by Government of Karnataka  
Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

## CERTIFICATE

This is to certify that **SACHIN M J** bearing **USN 4AL21BA067** is a bonafide student of the Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belagavi. The project report on **"A STUDY ON AFTER SALES AND SERVICE QUALITY ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO TVS MOTORS SHIVAMOGGA"** is prepared by him under the guidance of **Mr. Neeraj S Rai, Senior Assistant Professor, PG Department of Business Administration** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of Internal Guide

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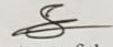
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### DECLARATION

I, Sachin M J, hereby declare that the project report entitled "A Study on after sales and Service quality on customer retention with special reference to TVS motors". Is prepared by me under the guidance of **MR. NEERAJ RAI, ASSISTANT PROFESSOR PG DEPARTMENT OF BUSINESS ADMINISTRATION**, Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university /Institution.

Place: *mijan*

Date: *6/09/23*

  
Signature of the Student

4AL21BA067

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Mr. Neeraj Rai** Assistant Professor Dept. of the MBA, for his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal, Alva's Institute of Engineering and Technology, Mijar, Moodabidiri.

I am grateful to **Mrs. Priya Sequeira**, HOD, MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodabidri whose timely suggestions and encouragement support me to complete this project.

With Regards,

Sachin M J

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## **EXECUTIVE SUMMARY**

The Project work “A Study on after sales and Service quality on customer retention with special reference to TVS motors”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the Study:

1. Assess the impact of training employee on customer retention customer retention.
2. Determine the extent to which customers are satisfied with different facets of TVS motor sales and servicing.
3. Examine the relationship between effective communication and customer retention.

This report is divided in to five chapters. First chapter is about Introduction and History of TVS Motors. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programmes benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.