

**“A STUDY ON IMPACT OF POST PURCHASE-SERVICE QUALITY  
ON CUSTOMER LOYALTY WITH REFERENCE TO LOBO TVS  
MOTORS”**

**Submitted by:**

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**Submitted to:**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI**

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

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

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**ALVA'S**  
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**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,**

**SHOBHAVANA CAMPUS, MIJAR MOODBIDRI**

**2023-24**



## LOBO MOTORS

(Authorised Dealer : TVS Motor company Limited)

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10.06.24  
Date : .....

### TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr.Yashwith B Shetty, USN 4AL22BA119 has successfully completed the project of Sales and Marketing activities in our organization. During this course he is trained to handle customers, field marketing activities and completed the project as required.

We found him sincere and hardworking and capable enough to convince the customers and look after the needs in the sales and marketing field.

We wish him success in his future.

Yours Truly,

Ronald Lobo

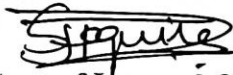
Proprietor



Date: 09/09/2024

## CERTIFICATE

This is to certify that **Yashwith B Shetty** bearing USN 4AL22BA119, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgavi. The Project report on "A Study on impact of post purchase-service quality on customer loyalty with reference to Lobo TVS Motors", is prepared by him under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD



Signature of Principal  
PRINCIPAL

Viva – Voce Examination

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Signature of Internal Examiner  
(Name & Affiliation)

Signature of External Examiner  
(Name & Affiliation)

## DECLARATION

I Yashwith B Shetty, bearing hereby declares that the Project Title entitled “**A STUDY ON IMPACT OF POST PURCHASE-SERVICE QUALITY ON CUSTOMER LOYALTY WITH REFERENCE TO LOBO TVS MOTORS**” is prepared by me under the guidance of Mrs. Priya Sequiera, HOD PG Department of Business Administration Alva's Institute of Engineering and Technology and External Guidance by Mr. Sujith Marketing Manager Lobo TVS Motors.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for 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: Mijar

Date: 21/09/2024



Signature of the Student

(Yashwith B Shetty)

## 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 encouraged and supported for the successful completion of this Work.

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My profound thanks to **Mr. Sujith**, Marketing Manager LOBO TVS Motors, Belthangady who took interest in explaining concepts and imparting necessary inputs pertaining to the Project work, without which it would not have been possible for me to complete this work. I am also very thankful to other executives and staff of the company for their co-operation.

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## **EXECUTIVE SUMMARY**

This study investigates the impact of post-purchase service quality on customer loyalty at Lobo TVS Motors. It aims to identify key factors influencing customers' perceptions of service quality after a purchase and analyze their relationship with customer loyalty. Through a detailed survey of customers and analysis using SPSS, the study reveals that factors such as responsiveness, reliability, and service efficiency significantly affect customer loyalty. The findings emphasize that enhancing post-purchase service quality can lead to improved customer retention and long-term loyalty. This study offers valuable insights for Lobo TVS Motors to refine its service strategies and maintain competitive advantage.

The study was conducted for the period of Six Weeks. The first chapter deals with the Introduction, Industry profile and company profile along with the products that are offered, areas of operations etc. The Second chapter talks about the theoretical background of the study and the literature review. The Third chapter contracts with the Research design such as problem statement, need, objectives, scope, methodology, hypothesis and limitations of the study. The fourth chapter deals with Analysis and interpretation of the collected data. The fifth and the final chapter deals with the findings, Conclusion and suggestions given for the study conducted.