



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER PREFERENCES TOWARDS THE TVS JUPITER SCOOTER IN MADURAI CITY

**Dr.S.Manjula**

*Assistant Professor,*

*PG Department of Commerce with Computer*

*Applications,*

*Mannar Thirumalai Naicker College,*

*Madurai, Tamil Nadu, India.*

**S.Krishnakumar**

*Student,*

*PG Department of Commerce with Computer*

*Applications,*

*Mannar Thirumalai Naicker College,*

*Madurai, Tamil Nadu, India.*

**S.Santhosh**

*Student,*

*PG Department of Commerce with Computer Applications,*

*Mannar Thirumalai Naicker College,*

*Madurai, Tamil Nadu, India.*

### Abstract

The two-wheeler market in India has witnessed significant growth, with scooters emerging as a popular choice among urban commuters. This study aims to analyze customer preferences towards the TVS Jupiter scooter in Madurai City, focusing on factors influencing purchase decisions such as mileage, price, design, comfort, and after-sales service. The study provides valuable insights for marketers and manufacturers to tailor their strategies, enhance customer satisfaction, and strengthen market presence. Overall, understanding consumer preferences is essential for sustaining growth in the competitive two-wheeler industry.

**Keywords:** Customer Preference, TVS Jupiter, Buying Behaviour, Customer Satisfaction, brand perception

### Introduction

In today's competitive two-wheeler market, customer preference plays a vital role in determining the success of a brand. Scooters have become one of the most preferred modes of transportation in urban and semi-urban areas due to their convenience, fuel efficiency, affordability, and ease of handling. In cities like Madurai, two-wheelers are widely used for daily commuting because of increasing traffic congestion and rising fuel costs. The Indian two-wheeler industry has experienced



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

significant growth over the past decade, with scooters gaining popularity among men and women of different age groups. Among the leading manufacturers, TVS Motor Company has established a strong presence in the market with its reliable and customer-oriented products. One of its most successful scooter models is TVS Jupiter, which is known for its superior mileage, comfort, durability, and practical features. TVS Jupiter has gained considerable acceptance among customers due to its stylish design, smooth performance, and affordable maintenance costs. It aims to identify the key factors influencing purchase decisions, measure customer satisfaction, and evaluate the overall perception of the product. Understanding these aspects will help in suggesting strategies for improving customer satisfaction and enhancing market performance.

### Statement of the Problem

The two-wheeler industry in India has become highly competitive, with several brands offering a wide range of scooters with advanced features, attractive designs, and competitive pricing. In such a competitive market, understanding customer preference is essential for sustaining and improving market share. Although TVS Motor Company has established a strong position with its model TVS Jupiter, it faces stiff competition from other scooter brands in Madurai. Customer expectations are continuously changing due to factors such as technological advancements,

fuel efficiency concerns, price sensitivity, maintenance cost, brand image, and after-sales service quality. If these expectations are not properly understood and addressed, it may lead to customer dissatisfaction and reduced brand loyalty. The study also aims to identify any gaps between customer expectations and actual performance, and to suggest measures for improvement.

### Objectives of the Study

- To analyze the factors influencing customers to prefer TVS Jupiter in Madurai City.
- To examine the level of customer satisfaction towards TVS Jupiter with respect to price, mileage, comfort, and performance.
- To compare TVS Jupiter with other competing scooter brands in terms of features and customer preference.

### Research Methodology

#### Research Design

This study adopts a descriptive research design to analyze customer preference towards TVS Jupiter in Madurai City.

#### Source of Data

Both primary and secondary data were used for the study. Primary data were collected through a structured questionnaire from 100 TVS Jupiter customers selected using

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

convenience sampling. Secondary data were collected from company websites, journals, and related sources. The collected data were analyzed using simple percentage analysis and charts.

**Sample Size**

The study focuses on respondents in Madurai City. A total of 100 respondents were selected as the sample.

**Sampling Technique**

Stratified random sampling was applied for the study.

**Tools used for Analysis**

Statistical tools such as percentage analysis are used to interpret the data

**Limitations of the Study**

The study focuses only on respondents in Madurai City, so the findings may not be generalizable to other regions.

**Data Analysis and Interpretation**

**Table 1**  
**Factors Influencing Customers to Prefer TVS Jupiter**

Factors	Number of Respondents	Percentage (%)
Mileage	35	35%
Price	20	20%
Comfort	18	18%
Brand	15	15%

Image		
Design & Style	12	12%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Primary Data

The table shows that **35% of respondents prefer TVS Jupiter mainly due to its mileage**, which is the most influential factor. Price (20%) and comfort (18%) are also important factors affecting customer preference. Brand image and design play a comparatively smaller role in influencing purchase decisions.

**Table - 2**  
**Level of Customer Satisfaction Towards TVS Jupiter**

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

Source: Primary Data

Majority of the customers have a positive opinion towards TVS Jupiter. About 40% of the respondents are highly satisfied



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

and 35% are satisfied with the scooter. This indicates that 75% of the customers have a favorable perception of the product. Only 15% of the respondents expressed neutral opinion, while a small percentage (7% dissatisfied and 3% highly dissatisfied) showed dissatisfaction. This clearly indicates that TVS Jupiter has a strong customer satisfaction level in Madurai City, with very few customers expressing negative feedback.

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

**Table 3**

**Comparison of TVS Jupiter with Other Scooter Brands**

Scooter Brand	Number of Respondents	Percentage (%)
TVS Jupiter	45	45%
Honda Activa	30	30%
Suzuki Access	15	15%
Hero Pleasure	10	10%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source: Primary Data**

The table indicates that majority (45%) of the respondents prefer TVS Jupiter over other scooter brands, making it the most preferred scooter among the respondents. Honda Activa is the closest competitor with 30%, while Suzuki Access and Hero Pleasure have comparatively lower preference levels.

**Findings**

- Majority of the respondents prefer TVS Jupiter mainly due to its mileage.
- Majority of the customers (40%) have a positive opinion towards TVS Jupiter.
- Majority (45%) of the respondents prefer TVS Jupiter over other scooter brands, making it the most preferred scooter among the respondent

**Conclusion**

The study concludes that the TVS Jupiter scooter has gained considerable preference among customers in Madurai City due to its reliability, fuel efficiency, comfort, and affordable price. The analysis shows that mileage is the most influential factor affecting customers' purchasing decisions, followed by price, comfort, and overall performance. Most respondents expressed a high level of satisfaction with the scooter's features, indicating that it meets the daily commuting needs of urban riders. The study also reveals that the strong brand image and effective after-sales service provided by TVS contribute to customer loyalty and trust. When compared with other competing scooter brands, TVS Jupiter holds a strong position in the market, although competitors such as Honda Activa remain close alternatives. The study highlights that customer satisfaction plays a vital role in maintaining market share. Therefore, continuous improvement in product features and service quality can further strengthen the popularity of TVS Jupiter among consumers.

**References**

1. Sreeja, O. K., and Vennila Shree S. "A Study on Consumer Preference and Satisfaction of Usage towards Electric Two Wheelers with Special Reference to Calicut City, Kerala." *Educational*



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

*Administration: Theory and Practice*, vol. 30, no. 4, 2024, pp. 9277–9285.

2. Ranjith Kumar, M. S., and Harish S. "A Study on Customers Preference and Satisfaction towards Electric Two Wheelers, Coimbatore City." *International Journal of Research Culture Society*, vol. 9, no. 3, 2025, pp. 155–160.
3. Raj, Diwakar S., and N. Kannan. "A Study on Consumer Perception towards Two-Wheeler Industry among Different Brands with Special Reference to Chennai City." *International Journal of Health Sciences*, vol. 6, 2022.
4. Lumbini, Tulsi Tamang, and Achyut Gyawali. "A Comparative Study of Customer Preference and Brand Loyalty among Leading Two-Wheeler Brands." *NPRC Journal of Multidisciplinary Research*, 2025.
5. Patil, Mallikarjun, et al. "Evaluation of Prospective Users' Choice Decision toward Electric Two-Wheelers Using a Stated Preference Survey: An Indian Perspective." *Sustainability*, vol. 13, no. 6, 2021.
6. Banupriya, G., and V. Sengamalam. "A Study on How Consumer Awareness Shapes the Electric Scooter Preferences of Working Women." *International Journal of Environmental Sciences*, vol. 11, no. 7, 2025.