

A Study on the Employee Management and Organizational Finance-Ark Motors – TVS at Krishnagiri

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ABSTRACT: This study provides insights into how ARK Motors maintains customer satisfaction, ensures efficient operations, and contributes to the brand image of TVS. By analyzing the internal processes and customer interactions, the study helps in understanding the practical working environment of a two-wheeler showroom and its significance in the local market. The automobile industry in India is one of the fastest-growing sectors, playing a vital role in the country's economic development. The objectives of the study is to analyse on functioning and performance of ARK Motors as an authorized TVS dealership in Krishnagiri. The sample of the study is 100. Descriptive research design and convenience sampling method has been used. Questionnaire has been used as a primary data. Simple percentage analysis have been applied to reach the findings of the study. It is found that that customers are generally satisfied with the sales process and the assistance provided by sales executives. Customers appreciated the product explanations, financing support, and guidance received during vehicle selection and purchase. It is suggested that The dealership should continue focusing on maintaining high standards of customer service and strengthening customer relationships. It is concluded that ARK Motors has achieved a commendable level of customer satisfaction and operational efficiency. Byimplementing the suggestions provided and continuing to focus on customer needs, the dealership can further strengthen its market position and enhance customer loyalty.

KEYWORDS: Employee Management, Employee Satisfaction, Remuneration, Employees Behaviour

I. INTRODUCTION

This study focuses on the organizational and operational aspects of ARK Motors, an authorized dealerof TVS MotorCompanylocated in Krishnagiri. ARK Motors operates as aretail showroom dealing in the sales and service of TVS two-wheelers, offering a wide range of motorcycles and scooters to meet customer needs. The study aims to understand how a dealership functions in a competitive automobile market, including its sales strategies, customer service practices, inventory management, and overall business performance. As the automobile sector continues to grow rapidly in India, dealerships play a crucial role in connecting manufacturerswith customers.

This study provides insights into how ARK Motors maintains customer satisfaction, ensures efficient operations, and contributes to the brand image of TVS. By analyzing the internal processes and customer interactions, the study helps in understanding the practical working environment of a two-wheeler showroom and its significance in the local market. The automobile industry in India is one of the fastest-growing sectors, playing a vital role in the country's economic development. Within this sector, two-wheeler vehicles have gained immense popularity due to their affordability, fuel efficiency, and convenience in both urban and rural areas. TVS Motor Company is one of the leading manufacturers in this segment, known for its innovation, quality, and wide range of products. Authorized dealerships act as a crucial link between the manufacturer and customers, ensuring effective distribution, sales, and after-sales service.

OBJECTIVES OF THE STUDY

The main objective of this study is to analyze the functioning and performance of ARK Motors as an authorized TVS dealership in Krishnagiri. It aims to examine the sales procedures, customer handling techniques, and service quality provided by the showroom. Another objective is to understand the marketing strategies used to attract and retain customers in a competitive environment. The study also focuses on evaluating inventory management, financial operations, and employee roles within the organization. Additionally, it seeks to identify customer satisfaction levels and factors influencing purchase decisions. By achieving these objectives, the study provides a comprehensive understanding of dealership management and highlights areas for improvement to enhance overall efficiency and customer experience. The primary objective of this study is to examine and analyze the operational efficiency of ARK Motors as an authorized TVS dealership in Krishnagiri. The study aims to understand how the dealership manages its sales processes, starting from customer inquiry to final delivery of vehicles. It also focuses on evaluating the effectiveness of customer service practices and the overall customer experience provided by the showroom.

Another important objective is to study the marketing strategies adopted by ARK Motors to attract potential customers and maintain a competitive edge in the market. This includes promotional activities, advertising methods, and customer engagement techniques. The study also seeks to analyze the role of employees in the organization, their responsibilities, and their contribution to achieving business goals. In addition, the study aims to assess inventory management practices, including stock availability, demand forecasting, and coordination with the manufacturer. Financial aspects such as pricing strategies, loan facilities, and revenue generation are also considered as part of the objectives. The study further intends to evaluate customer satisfaction levels by identifying factors that influence buying behavior and brand preference. Overall, the objective is to gain a comprehensive understanding of dealership operations and identify strengths and areas for improvement. The findings of the study can be useful for enhancing business performance, improving service quality, and achieving long-term customer loyalty.

II. REVIEW OF LITERATURE

Sales Performance and Marketing Strategies

Sales performance is influenced by multiple factors such as product quality, pricing, promotional activities, customer relationships, and market demand. Researchers have found that effective marketing strategies significantly improve dealership performance and profitability. Automobile dealerships often use promotional campaigns, test-drive programs, financing options, exchange offers, and seasonal discounts to attract customers. Relationship marketing has become increasingly important, with dealerships focusing on long-term customer engagement rather than one-time transactions. Literature suggests that well-trained sales personnel play a crucial role in influencing customer buying decisions. Customers expect accurate product information, honest recommendations, and personalized solutions. Therefore, continuous employee training is essential for maintaining sales effectiveness. For ARK Motors, effective sales management helps improve customer acquisition and market competitiveness while enhancing the overall brand image of TVS Motor Company.

Employee Performance and Organizational Effectiveness

Employees are considered valuable assets in service-oriented industries such as automobile dealerships. Several studies have demonstrated a strong relationship between employee performance and customer satisfaction. Motivated and skilled employees contribute to higher service quality, increased productivity, and improved customer experiences. Research indicates that employee training programs improve technical knowledge, communication skills, and problem-solving capabilities. In automobile dealerships, employees must possess expertise in vehicle specifications, financing procedures, customer handling, and service operations. Employee satisfaction also influences organizational effectiveness. A positive work environment, fair compensation, recognition programs, and career development opportunities contribute to higher employee morale and productivity. Therefore, ARK Motors must focus on employee development to achieve operational excellence.

Digital Transformation in Automobile Dealerships

Recent literature highlights the growing importance of digital technologies in dealership operations. Customers increasingly rely on online platforms to gather information about vehicle models, prices, features, financing options, and service appointments. Digital transformation has enabled dealerships to improve customer engagement through websites, social media platforms, mobile applications, and online booking systems. Researchers have observed that digital tools enhance communication efficiency and customer convenience. TVS dealerships increasingly offer digital

services such as online vehicle booking, service scheduling, customer feedback systems, and digital payment options. These technological advancements contribute to improved customer satisfaction and operational efficiency. For ARK Motors, adopting digital technologies can enhance customer experiences, streamline business processes, and improve overall competitiveness.

III. RESEARCH METHODOLOGY

Descriptive research design is used in this study. Convenient sampling method is followed I this study. Both primary and secondary data collection are used in this study. Sample size is 100 in this study. Percentage analysis is used in this study.

IV. DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Variables	Categories	No. of Respondents	Percentage (%)
Age	18–25 years	16	16.0
	26–36 years	50	50.0
	37–46 years	24	24.0
	Above 46 years	10	10.0
Marital Status	Married	54	54.0
	Unmarried	46	46.0
Educational Qualification	Diploma	10	10.0
	Graduates	48	48.0
	Post Graduates	20	20.0
	Professional	18	18.0
	Others	4	4.0
Working Experience	Below 1 year	6	6.0
	1–3 years	56	56.0
	3–5 years	28	28.0
	Above 5 years	10	10.0

The consolidated table indicates that the majority of the respondents belong to the 26–36 years age group (50.0%) and are married (54.0%). Most respondents are graduates (48.0%), while 20.0% are postgraduates, 18.0% possess professional qualifications, 10.0% hold diplomas, and 4.0% fall under the others category. Regarding work experience, the majority of the respondents have 1–3 years of experience (56.0%), followed by 3–5 years (28.0%), while 10.0% have more than five years of experience and 6.0% have less than one year of experience. Overall, the demographic profile reveals that the respondents are predominantly married graduates aged between 26 and 36 years, with 1–3 years of work experience.

V. FINDINGS

The study conducted at ARK Motors, an authorized dealer of TVS Motor Company, revealed several important findings regarding customer satisfaction, dealership operations, and service quality. The majority of customers belong to the age group of 21–30 years, indicating that young adults form a significant customer segment for the dealership. Most respondents became aware of ARK Motors through friends, relatives, and existing customers, highlighting the importance of word-of-mouth promotion and customer referrals in attracting new customers. The study found that fuel efficiency, vehicle performance, affordability, and brand reputation are the major factors influencing customers to purchase TVS vehicles.

The findings indicate that customers are generally satisfied with the sales process and the assistance provided by sales executives. Customers appreciated the product explanations, financing support, and guidance received during vehicle selection and purchase. The dealership infrastructure, showroom facilities, and vehicle display arrangements were also rated positively by most respondents. The study further revealed that vehicle delivery procedures are well-organized and customers are satisfied with the information provided during the delivery process.

A significant percentage of customers expressed satisfaction with the after-sales services offered by ARK Motors. Customers reported positive experiences regarding vehicle servicing, maintenance quality, availability of spare parts, and technician expertise. Employee behavior was found to be courteous, professional, and customer-friendly, contributing to a positive customer experience. The study also showed that complaint handling mechanisms are effective and that customer issues are generally resolved within a reasonable period. Overall, the majority of respondents expressed satisfaction with the products and services offered by ARK Motors and indicated their willingness to recommend the dealership to others.

VI. SUGGESTIONS

Based on the findings of the study, several suggestions can be made to further enhance the performance and customer satisfaction levels of ARK Motors. The dealership should continue focusing on maintaining high standards of customer service and strengthening customer relationships. Regular customer feedback surveys should be conducted to identify changing customer expectations and areas requiring improvement. Collecting and analyzing customer feedback can help management take corrective actions and improve service quality.

ARK Motors should enhance its digital presence by promoting online service booking, customer support, and digital communication channels. The dealership can utilize social media platforms more effectively to increase customer engagement and create awareness about promotional offers, new product launches, and service campaigns. Additional training programs should be organized for employees to improve their communication skills, product knowledge, and customer handling abilities. Continuous employee development will contribute to higher service quality and customer satisfaction.

VII. CONCLUSION

The study conducted at ARK Motors, an authorized dealer of TVS Motor Company, provides valuable insights into customer satisfaction and dealership operations. The findings indicate that ARK Motors has successfully established itself as a reliable and customer-oriented dealership through its commitment to quality products and services. Customers have expressed positive opinions regarding vehicle quality, sales support, dealership facilities, employee behavior, and after-sales service. The dealership has been effective in meeting customer expectations and maintaining a strong relationship with its customer base.

ARK Motors has achieved a commendable level of customer satisfaction and operational efficiency. By implementing the suggestions provided and continuing to focus on customer needs, the dealership can further strengthen its market position and enhance customer loyalty. The study confirms that customer satisfaction plays a crucial role in the growth and success of automobile dealerships and that ARK Motors is well-positioned to achieve future business growth through its commitment to excellence and customer service.

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