



A STUDY OF CUSTOMERS SATISFACTION TOWARDS MRF TYRES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The importance of this study is to examine the customers level of satisfaction towards MRF tyres in Coimbatore city. It also tried to find out the factor which influence the users and the customer expectation towards MRF tyres. The data has been collected by survey methods through questionnaire with 120 respondents. Tools used in this project were simple percentage analysis and likert scale analysis. On this basis of the study, it found that customer is satisfied with tyres quality. These are the some find of the study. Most of the customer's suggestion is to improve the service in the rural area. Thus, the study concluded the customers are satisfied with the MRF tyres.

KEY WORDS: MRF tyres, customer satisfactions, Quality

INTRODUCTION

The importance of this study is to examine the customers level of satisfaction towards MRF tyres in Coimbatore city. It also tried to find out the factor which influence the users and the customer expectation towards MRF tyres. The data has been collected by survey methods through questionnaire with 120 respondents. Tools used in this project were simple percentage analysis and likert scale analysis. On this basis of the study, it found that customer is satisfied with tyres quality. These are the some find of the study. Most of the customer's suggestion is to improve the service in the rural area. Thus, the study concluded the customers are satisfied with the MRF tyres.

STATEMENT OF THE PROBLEM

Profit earning has become one of the important objectives of each and every company. It is very easy to attract new customers but retaining old customers is too difficult only the satisfied customer will remain loyal to the firm brands. If he finds any problems with tyres, he may change his positive attitude into negative attitude towards tyres given by the showroom.

OBJECTIVES OF THE STUDY

- To know the customer's satisfaction towards MRF tyres in Coimbatore city.
- To know the attributes which creates customer's satisfaction among tyre uses in Coimbatore.
- To know the satisfaction level of the customers with the MRF tyres.

RESEARCH METHODOLOGY

A research design is purely and simply the framework or plan for study that guides the collection and analysis of the data. In customer surveys, we have adopted this descriptive research design in collection and analysis.

PRIMARY DATA

In primary data collection, the data has been collected by using method of questionnaires.

SECONDARY DATA

The secondary data collection from various possible records like book, magazines, periodicals and websites.

SAMPLING TECHNIQUE

Convenient sampling technique was used.



SAMPLING SIZE

Sample size taken in this study was 120 consumers.

STATISTICAL TOOLS

- Simple percentage analysis
- Likert scale analysis

REVIEW OF LITERATURE

Kunal Madhav Vispute (2018) in his article "Company Analysis of Madras Rubber Factory (MRF) Limited " stated that The valuation has been performed using Free Cash Flow Models empowered with deep fundamental analysis, past financial performance, management performance, strategies adopted and various macroeconomic factors associated to it. The Tyre Sector has been analyzed in detail that holds a strong positive uphold in the upcoming time.

Veera Sudarsana Reddy (2015) in his article "Study On Customer Satisfaction In Jk Tyres Limited Hyderabad " stated that customer satisfaction is very important for any business whether it sales the product or service because it is satisfied then the make the repeat purchase and

tell other persons like their friends, neighbourhoods, family members etc. about their good experience and satisfied customers tell five other people about their good experience.

A. Natarajan (2016) in his article " A Study On Consumer Behavior Towards MRF Tyres at Chengam " stated that The consumer market is the same total of all the goods and service purchased in a given period by all the inheritance of a given country or a section for the satisfaction of their consumption needs. The consumer market actually consists of four components like People, Purchasing Power, needs for a specific product and Willing to fill the needs with a given product. The consumer orientation is the fundamental aspect of marketing management.

**TABLE
SIMPLE PERCENTAGE ANALYSIS**

Percentage analysis is used to find out the percentage value of all the entirely different questions used in finds comparison between two or more series of data.

$$\text{Percentage} = \frac{\text{Number Of Respondents}}{\text{Total number of respondents}} * 100$$

**TABLE 1
TABLE SHOWING PRICE OF MRF TYRES**

S.NO	PRICE	NO.OF. RESPONDENTS	PERCENTAGES%
1.	Affordable	62	52%
2.	Expensive	26	22%
3.	Very expensive	12	10%
4.	Cheap	20	16%
	Total	120	100

(Source: Primary Data)

INTERPRETATION

The above table shows that 52% of the respondents are affordable, 22% of the respondents are expensive, 10% of the respondents are very expensive, 16% of the respondents are cheap.

Majority (52%) of the respondents are belongs to affordable.

**TABLE 2
TABLE SHOWING THE USE MRF TYRES AGAIN**

S.NO	LIKE TO USE	NO. OF. RESPONDENTS	PERCENTAGE%
1.	Probably	47	38%
2.	Definitely	36	30%
3.	Maybe	29	24%
4.	Never used	8	6%
	Total	120	100

(Source: Primary Data)



INTERPRETATION

The above table shows that 38% of the respondents are probably, 30% of the respondents are definitely, 24% of the respondents are maybe, 2% of the respondents are never used.

Hence, majority (38%) of the respondents are belongs to probably.

LIKERT SCALE ANALYSIS

A Likert scale is a method of measuring attitudes, original scale of responses to a question or statement, ordered in hierarchical sequence negative to strong positive. Used mainly in behavioural science and psychiatry. In Likert scale method a person attitude is measured by combining (adding or averaging) their responses across all items.

TABLE 3
TABLE SHOWING SATISFACTION LEVEL OF FEATURES OF MRF TYRES AMONG ITS USERS

S.NO	SATISFACTION LEVEL	NO. OF RESPONDENTS	LIKERT SCALE	TOTAL SCALE
1.	Highly satisfied	55	5	275
2.	Satisfied	33	4	132
3.	Neutral	22	3	66
4.	Dissatisfied	5	2	10
5.	Average	5	1	5
	Total	120		488

(Source: Primary data)

CALCULATION OF LIKERT VALUE

$$\text{Likert Scale} = \frac{\sum (fx)}{\text{Total number of respondents}}$$

$$= \frac{488}{120}$$

$$= 4.0$$

Likert scale = 4.0

INTERPRETATION

From the above table and calculation, it is depicted that likert value is 4.0 which is greater than the mid value (2.5).

FINDINGS

- It is inferred the majority (52%) of the respondents are affordable with the MRF tyres in the Coimbatore city.
- The majority of the respondents (38%) are prefer the MRF tyres again.
- The likert scale value 4.0 which is greater than mid value (2.5) which shows that the customers are satisfied with the MRF tyres.

SUGGESTIONS

- Company can give more advertisement on mass media in the rural area.
- Some of the respondents expects more offers.
- MRF tyres needs to work on its readily available in market.
- For reducing the cost company can have installed new automated machineries.

CONCLUSION

From this study it is concluded that majority of the respondents are satisfied with the MRF tyres. The brand image influences the customer. Although from this study it is identified that it should focus on promotional measures to enhance their service to satisfy the customer. The MRF tyres tries to provide high quality and technology superior products to its customers. Company provide more advertisement and always keep customers need with development of MRF tyres.

REFERNCE

JOURNALS

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