



# A STUDY ON CONSUMER SATISFACTION TOWARDS BRANDED TWO-WHEELER TYRES (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT

When we think of the safety features of any vehicle, we did not likely think of the side mirrors, the seat belts and the airbags. While these are certainly on that list, there's another important part of the vehicle which many vehicle owners overlook: the tyres. Tyres are the only components that make contact with the road while you ride a two-wheeler, it means all the hi-tech elements of the bike and their performance can be translated on to the road only through tyres. The tools that are used in this study is Simple Percentage Analysis. The suggestions reveal most of the respondents have preferred quality brands and has also concluded to concentrate on prime brands of tyres.

**KEYWORDS:** Tyres, Vehicle, Performance, Quality.

## INTRODUCTION

When we think of the safety features of any vehicle, we did not likely think of the side mirrors, the seat belts and the airbags. While these are certainly on that list, there's another important part of the vehicle which many vehicle owners overlook: the tyres.

Motorcycle tyres are the outer part of motorcycle wheels, attached to the rims, providing traction, resisting wear, absorbing surface irregularities, and allowing the motorcycle to turn via counter steering. The two tyres' contact patches are the motorcycle's connection to the ground, and so are fundamental to the motorcycle's suspension behaviour, and critically affect safety, braking, fuel economy, noise, and rider comfort. The history of motorcycle tyres is a clear progression of steady improvement in grip, allowing better acceleration, braking, and turning, along with improved comfort, safety, durability, and reliability.

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Tyres are a significant part of your bike, but most of the time they go unnoticed even after undergoing a detailed maintenance session. The customer market is some total of all goods and

services purchased in a given period by all the inhabitants of a given country or a section for the satisfaction of their consumption need. The level of satisfaction can also differ subject to the other products against which the customer can associate the organization's products. Customers who are satisfied with their tyres are more likely to repurchase the same brand again.

Never underestimate the importance of having good, properly inflated tires on our motorcycle. The small contact patches provided by the front and rear tires, the motor-cycle's only source of traction. Deterioration of your tires' condition can jeopardize this contact patch and bring a good ride to a quick end. Safe riding depends on selecting the right tires, inspecting and maintaining them, and replacing them as necessary.

## OBJECTIVES OF THE STUDY

- To know the socio-economic status of the respondents.
- To know the customer awareness towards the branded two-wheeler tyres.
- To know the brand preference of the branded two-wheeler tyres.
- To find out the customer satisfaction regarding towards the branded two-wheeler tyres.



## REVIEW OF LITERATURE

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research. A good literature review doesn't just summarize sources – it analyses, synthesizes, and critically evaluates to give a clear picture of the state of knowledge on the subject.

**Dr. S.B. I neat armed (2017)** studied that; In India bike industry has procured a new tallness' amid the most recent five years with overwhelming rivalry and origin of the condition of craftsmanship and changes in innovation. The proprietor of bikes has now a wide decision of models. In India, for the most part in urban ranges, two Interfacing with work. Going by individuals, conveying loads, outside occupations like offering and so forth. In Rural territories it empowers individuals to travel more as often as possible to close-by towns for they day-by-day needs.

**Dr.M. Rajesh, Dr. T N V R I. Swamy, Dr. Susan Chirayath (2018)** studied that; The aim of this study is to measure the brand awareness among the customers about the various brands in Motorcycle

Tyre industry and to study the customer preferences while purchasing a motorcycle tyre. Brand awareness is always considered to be an unavoidable criterion in determining a consumer's purchase decision. Brand awareness can be depicted into 3 facets – Top of the Mind Recall, Unaided Recall and Aided Recall, each of these 3 facets having its own influence on the customer's buying decision. This paper tries to study the brand awareness of the motorcycle tyre brands in all the three facets.

**Dr. Ruchi Bakare and Mr. Pratik Bison (2019)** studied that; Customer satisfaction is defined as a capacity that can found out that to what extent the customers happy with a company's products, services, or capabilities. Customer satisfaction data, includes surveys, ratings and opinions and can help a company to control how to best recover or changes its products and services. An organization's key emphasis must be to gratify its customers. This is applicable to industrial firms, retail and wholesale businesses, government bodies, service companies, nonprofit organizations, and every subgroup within an organization.

## RESEARCH METHODOLOGY

<b>Methods of data collection</b>	Both Primary and Secondary data
<b>Sampling design</b>	Convenient sampling technique
<b>Sampling size</b>	130 respondents

## STATISTICAL TOOLS

- Simple Percentage analysis

## LIMITATIONS OF THE STUDY

In spite of detailed analysis made in the present study is not free from the limitations. The following are the important limitations:

- The data was collected only from the vehicle owners who residing in Coimbatore city, particularly, Karattumedu, Viswasapuram, Saravanampatti, Kurumbapalayam, Kovilpalayam are alone considered.
- A sample of 130 respondents were identified and questionnaire were distributed to carry out the study during the period of January 2021 to March 2021 are alone considered.
- The sample size may not be the exact, we believe that our results are very helpful to retain the customers and to upgrade the product specifications.

## FINDINGS OF THE SIMPLE PERCENTAGE ANALYSIS

- Mostly(33%) respondents were in the age group of 21 – 30Years.
- Majority (64%) of the respondents were male.
- Majority(61%) of the respondents are Unmarried.
- Majority (51%) respondents are coming under the College Level.
- Mostly (39%) of the respondents are earning below 10,000.
- Mostly (34%) of the respondents are Private Employee.
- Mostly (57%) of the respondents are Nuclear Family.
- Mostly (58%) of the respondents are 3-5 family members.
- Mostly (35%) of the respondents are preferred MRF tyre.
- Mostly (41%) of the respondents are preferred MRF tyre.



- Mostly (38%) of the respondents are identify the brand through the Friends and Relatives.
- Mostly (35%) of the respondents are replacement of the brand two-wheeler tyre in two year once.
- Majority (52%) of the respondents are cause for purchasing branded two-wheeler tyre in Better Quality.
- Mostly (42%) of the respondents are promotional Activities for branded two-wheeler tyre through discounts.
- Mostly (29%) of the respondents are source of influence through the internet advertisements.
- Mostly (35%) of the respondents are signs of bad tyres through excessively worn tread of tyres.
- Mostly (47%) of the respondents are source of information about branded two-wheeler tyre through internet.
- Mostly (30%) of the respondents are top company MRF tyre.
- Mostly (34%) of the respondents are way to stop tyre creaks through all the above.
- Mostly (29%) of the respondents are long lasting MRF tyre.
- Mostly (32%) of the respondent Indian branded two-wheeler tyre company MRF tyre.
- Mostly (35%) of the respondents are life of branded two-wheeler tyres in 2 years.

## SUGGESTIONS

- Tyre manufacturing Companies should concentrate more on television advertisement, as most people get attracted through television only.
- For promotional offers, the companies should go for increased margins rather than going for other ways.
- In order to retain the prime position, the competitive strategies may be used for better service, quality improvement etc.
- Constantly, upgrade the specifications to attract the new customers.
- To retain the customers who would shift from one brand to others, the company should offer attractive incentives through, discounts etc.,
- Improve the distribution network and make available the products in needed time of customers.
- The problems once mentioned by the customers must be taken care off.

## CONCLUSIONS

According to the study I concluded that the branded two-wheeler tyre companies always satisfy the customer needs and the purpose, but only problems is with the services given to the customer at the showroom. So, as per study, I can say that the branded two-wheeler tyre companies should think about the services provided by showroom to capture the maximum market segments. As, Coimbatore city is one of the vast markets and having mass younger population who are in the age group of 21-30 years, they are going to buy their own two-wheelers in the years to come. The study gives a detailed report on customer behavior towards preference of MRF tyres. It is observed that the customers are satisfied with the MRF tyres with their unique special feature. As the other brands like TVS tyre, CEAT tyre and Apollo tyre are familiar among the customers and these brands are available by improve promotional strategies. so MRF tyres has to come up long way to attain good position in the market.

In order to attract the new customers, it is essential to give more advertisements through social medias with upgraded product specification, best quality tyres with significant discounts will all along help the tyre manufacturing industries to reach its new heights in the near future. I hope my findings, suggestions will support the tyre manufacturing company in an effective and better way.

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