



A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study is based to identify the factors the consumer buying behaviour of the KTM bikes. So, I decided to do the projects as "A study on customer satisfaction towards KTM bike". The main objectives of the study is to find out the prominent reason on customer satisfaction towards KTM bikes. To Know the factor influencing the customer decisions to purchase KTM bikes. To study the satisfaction level of consumers on KTM bikes. To Know about the company's service after sales and service. To analyze economic and demographic performance of the KTM bikes. Tools used in this project is simple percentage analysis. Most of the customers suggestions is to improve the non-availability spare parts, so the company can improve the spare parts factor. Some of the customers expects that, the test drive should be available for all models in showrooms.

KEY WORDS: Customer satisfaction, Customer decisions, KTM bikes.

1. INTRODUCTION

Customer satisfaction is a measure of how product and services supplied by a company meet or surpass customer expectation. It is seen as a significant performance indicator within business and part of the four prospective of the balanced scorecard. In a competitive marketplace where business complete for customer, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business.

2. STATEMENT OF THE PROBLEM

The reason for customer satisfaction towards KTM bike was evaluated by getting feedback from the customers and findings. Customer satisfaction

provides an indication of how successful the organization is providing products and services to the marketplace. The study would help the company to improve the sales and services of KTM bikes.

3. OBJECTIVES OF THE STUDY

- To know the factors influencing the customer decisions to purchase KTM bikes.
- To study the satisfaction level of consumers on KTM bikes.
- To know about the company's service after sales and service.
- To analyze economic and demographic performance of the KTM bikes.

4. RESEARCH METHODOLOGY

Area of the Study	Coimbatore City
Sample Design	Convenient Sampling Method
Sample Size	120

5. TOOLS

- Percentage analysis
- Ranking analysis
- Likert analysis



6. REVIEW OF LITERATURE

Basavaraj.H. Huggie (2016), To study the factors influencing the customers to purchase the TVS Two wheelers. The research has studied only TVS Two wheelers. Other Two-wheeler companies have been excluded in the study; it is clear from the study that 21% of people are aware about TVS Two through TV ad.”

V. suganthi & R. Renuka, M. Phil (2016), To Analyse the level of satisfaction of customers for maruthi Suzuki swift cars. The study is based on the

primary data collected from 200 respondents, who have purchased the cars. Findings of the study are 78% of the respondents preferred brand by the majority of the consumers.

Debasis Tripathy & Ronald Mani (2014), To study the satisfaction level of consumers, who use Bikes. The data collected through questionnaire from city of Allahabad. Data has collected through various publications of books. A total of 600 existing customers were randomly selected from the city of Allahabad.

7. TABLE

• SIMPLE PERCENTAGE ANALYSIS

Table Showing Age Group Of Respondents

Age	No. Of. Respondents	Percentage%
Below 20 years	32	27
20 -30 years	45	38
31 – 40 years	28	23
Above 40 years	15	12
Total	120	100

INTERPRETATION

From the above table it is found that 27 % of the respondents belongs to the age group below 20 years, followed by 38 % are in the group between 20 years - 30 years, 23% represent the age group between

31Years-40 years. 12 % is represented by the age group above 40 years.

- Majority of the customers (38 %) are in the age group of 20-30 years.

• LIKERT SCALE ANALYSIS

Table showing level of satisfaction of respondents in design of vehicle

Factors	No of Respondents	Likert scale value	Total scores
Highly satisfied	42	5	210
Satisfied	45	4	180
Neutral	29	3	87
Dissatisfied	1	2	2
Highly satisfied	3	1	3
Total	120	15	482

$$\begin{aligned} \text{Likert scale} &= \Sigma (f \times x) / \text{Total number respondents} \\ &= 482/120 \\ &= 4.00. \end{aligned}$$

INTERPRETATION

Likert scale value is 4.00, its greater than the mid

value (3). Hence the majority of the respondents are satisfied in KTM vehicle design.

• RANKING SCALE ANALYSIS

Table showing ranking factor in KTM vehicles of respondents

Factors	R1	R2	R3	R4	R5	Total	Final rank
Breaking	28(5)	42(4)	18(3)	16(2)	16(1)	410	II
Engine performance	26(5)	23(4)	20(3)	31(2)	20(1)	262	III
Initial pickup	36(5)	14(4)	26(3)	21(2)	23(1)	479	I
Handling comfort	14(5)	18(4)	23(3)	35(2)	30(1)	311	V
Mileage	16(5)	24(4)	32 (3)	17(2)	31(1)	337	IV



INTERPRETATION

In KTM vehicle, the respondents have ranked initial pickup as first (1), breaking power is ranked as second (2), Engine performance is ranked as third (3), Mileage is ranked as fourth (4) factor and finally handling comfort is ranked as fifth (5) by the respondents.

8. SUGGESTION

- The main dissatisfying factor is non availability spare parts so the company can improve the spare parts factor.
- Test drive should be available for all models in showroom.
- Many customers are dissatisfied by mileage company can improve the mileage
- Many customers are came to know about the company to friends, the company can improve the advertising factor.

9. CONCLUSION

This study was conducted with the aim of the customer satisfaction on KTM motorcycles. The sample was collected from the customers who hold the KTM two-wheelers and know about the satisfaction level of the KTM bikes. In this study, most of the respondent are having good opinion about the KTM bikes and the finding and the suggestion of the study will support the company in an effective and better way.

10. REFERENCE

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