



A STUDY ON CUSTOMER SATISFACTION OF MICHELIN TYRES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study concluded that in this modern business economy it is very important to analyse the customer satisfaction of the Michelin tyres. The study result shows the majority of the consumers are satisfied with the Michelin tyres, but also there is a drawback such as hike in price and such other factor like design of the product. If necessary steps to re-solve problems of retaining customers of Michelin tyres will be high, the company can understand the preference and overall perception of the consumer.

KEY WORDS: *Customer Satisfaction, analyses.*

INTRODUCTION

Now a day's, It becomes very important factor for every organization to enhance the level of customer satisfaction. Customer satisfaction according to ISO 9000, users opinion about the degree to which its meets its requirements. Thus customer satisfaction is defined as "a measurement that determines how happy customers are with a company's products, services, and capabilities". Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Customer satisfaction is the perception of a consumer, It is primarily based on two top-level factors, namely expected value versus delivered value. Michelin is a French tyre manufacturer based in Clermont-Ferrand, France. It is the second largest tyre manufacturer in the world after Bridgestone.

STATEMENT OF THE PROBLEM

- In today's competitive world, the commercial vehicle have been increased by high. In that way, the everyconsumer thinks to have a reasonable and sustainable tyres.

- While riding in every way of speed at the degree of kilometres, the Michelin brand of tyres gives the satisfaction level for their vehicles. The vehicle tyres are the primary thing for the riding purpose.
- They do prefer the same brand for the future purchase with the satisfaction of various factors like price, quality, etc...

SCOPE OF THE STUDY

To study the customer's expectation according to this brand purchase and the customer's attitude and satisfaction level of consuming the brand "Michelin" tyres. To know the quality, service, sales, etc... regarding the product, to know the exact preferences of the customer. The study has been conducted among the different places in Coimbatore city.

OBJECTIVE OF THE STUDY

1. To evaluate the customer attitude towards Michelin tyres.
2. To study the quality and customer preference towards Michelin tyres.
3. To identify the satisfaction level of customers towards Michelin tyres.



4. To offer valuable suggestions for improving brand loyalty of Michelin tyres.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve research problem, it may be understood as a science of studying how research done systematically. This includes geographical area covered, method of data collection.

SOURCE OF DATA

The study includes both primary and secondary data.

- Primary data respondents concerned and collected by using predefined questionnaire.
- Secondary data is collected from the various articles, journals and websites.

SAMPLE DESIGN

- The sample design used to collect data from the respondent is convenient sampling.

AREA OF STUDY

- The study is conducted in Coimbatore city.

SAMPLE SIZE

- The sample size which take for the study is 120.

TOOLS USED FOR DATA ANALYSIS

- Simple Percentage Analysis
- Ranking Correction
- Likert Scale Analysis

LIMITATIONS OF THE STUDY

- The study is carried out on a certain period and hence it is influenced by prevailing factors during the period
- The data is collected only from Coimbatore city
- Limited tools have been used to interpret the data collected

REVIEW OF LITERATURE

Ms. RenuGulia (2014), The “tyre industry” in India grew slowly until 1970’s when there was a spurt of companies entering in the market. This research paper evaluates the position of JK tyres in the market and the role of direct and Indirect marketing. Today, marketers are directing their efforts in retaining the customer and customer’s base. Their focus has shifted towards the three elements and they are people, service and marketing. Most of the industries use information technology to provide best services to their customers. Automotive market in India seems

to offer opportunity for growth and its hopeful of increasing market share in high performance tyre segment.

B. Theeban Kumar, M. Mahalakshmi, (2015), Satisfaction is a person’s feeling of pleasure or disappointments results from comparing products of outcome in relation to his or her expectation. The process whereby the individual deciding whether, what, when, who, from whom to purchase goods and services can be termed as customer behavior. The main objective of the study is to conclude the customer satisfaction towards Apollo tyres limited. The majority of the sample customers are using Apollo tyres. In order to sustain in market, the company should adopt technical advertisement in the product.

HISTORY AND PROFILE OF THE STUDY

Two brothers, Édouard Michelin and André Michelin, ran a rubber factory in Clermont-Ferrand, France. One day, a cyclist whose pneumatic tyre needed repair turned up at the factory. The tyre was glued to the rim, and it took over three hours to remove and repair the tyre, which then needed to be left overnight to dry. The next day, Édouard Michelin took the repaired bicycle into the factory yard to test. After only a few hundred metres, the tyre failed. Despite the setback, Édouard was enthusiastic about the pneumatic tyre, and he and his brother worked on creating their own version, one that did not need to be glued to the rim. Michelin was incorporated on 28 May 1889. In 1891 Michelin took out its first patent for a removable pneumatic tyre which was used by Charles Terront to win the world’s first long distance cycle race, the 1891 Paris–Brest–Paris. Michelin acquired the recently merged tyre and rubber manufacturing divisions of the American firms B.F. Goodrich Company (founded in 1870) and Uniroyal, Inc. (founded in 1892 as the United States Rubber Company) from Clayton, Dubilier & Rice. Uniroyal Australia had already been bought by Bridgestone in 1980. This purchase included the Norwood, North Carolina manufacturing plant which supplied tyres to the U.S. Space Shuttle Program.

DATA ANALYSIS AND INTERPRETATION

In this chapter the analysis and interpretation of the “A Study on customer satisfaction of Michelin tyres (With special reference to Coimbatore city)”, is presented based on the opinion of sample of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions were analyzed through



- Simple percentage analysis
- Likert scale
- Rank analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is carried out for most of all questions given in the questionnaire. This analysis describes the classification of respondents failing each category. The percentage analysis is mainly used for standardization and comparisons are support with the analysis.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

**TABLE NO. 1
TABLE SHOWING SIMPLE PERCENTAGE ANALYSIS**

S. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	102	85
2	Female	18	15
	TOTAL	120	100

Source: Primary data

INTERPRETATION

The above table shows that 85% of the respondents are Male and 15% of respondents are Female

INFERENCE

Majority, 85% of the respondents were male.

LIKERT SCALE

A Likert scale is a psychometric scale commonly used in research employing questionnaires. Self-reporting is the most widely used approach to scaling responses in survey research. The term is often used interchangeably with rating scale, or more accurately the Likert-type scale, even though the two are not anonymous. The scale is named after its inventor, psychologist Rensis Likert. Likert distinguished between a scale proper, which

emerges from collective responses to set of items, and the format in which responses are scored along a range. Technically speaking a Likert scale refers only to the former. When responding to a Likert questionnaire item, respondents specify their level of agreement or disagreement on a systematic agree-disagree scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

FORMULA

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

f = Number of respondents
 (fx) = Total score

MID-VALUE

Mid-value indicates the middle most value of Likert scale.

TABLE SHOWS THE LEVEL OF SATISFACTION OF THE FACTORS IN MICHELIN TYRES (LOYAL BRAND)

S. NO.	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUES(x)	TOTAL
1	Strongly agree	50	5	250
2	agree	50	4	200
3	Neutral	15	3	45
4	Disagree	3	2	6
5	Strongly disagree	2	1	2
	TOTAL	120		503

(Source: Primary data)

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



= 503/120

= 4.2

INTERPRETATION

Likert scale value 4.2 which is greater than the mid value 3, so the customers are agrees with the Michelin tyres as loyal brand.

RANKING METHOD

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or

different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc... to different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The rankings themselves are totally ordered.

TABLE NO: 4.3.1
TABLE SHOWS THE FACTORS OF THE MICHELIN TYRES

S.NO	PARTICULARS	RANK 1	RANK2	RANK3	RANK 4	TOTAL SCORE	RANK
1	Design	38(4) 152	36(3) 108	34(2) 68	12(1) 12	340	3
2	Price	18(4) 72	55(3) 165	38(2) 76	18(1) 25	338	4
3	performance	28(4) 112	26(3) 78	46(2) 92	20(5) 100	382	2
4	Quality	38(4) 128	13(3) 91	42(2) 120	27(1) 75	414	1

(Source: Primary data)

INTERPRETATION

The above table shows that the Quality is rank 1, performance is rank 2, design is rank 3, Price is rank 4.

INFERENCE

Quality is ranked 1 based on the respondents ranking towards the factors of the Michelin tyres.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS

- Majority, 85% of the respondents were male.
- Majority, 58.3% of the respondents are 20- 30 years.
- Majority, 53% of the respondents are students.
- Majority, 74% of the respondents are Under Graduate.
- Majority, 43.3% of the respondents are earning below Rs 60,000.
- Majority, the maximum number of respondents are unmarried.

- Majority, 48.3% of the respondents are from 2 – 6 members of the family.
- Majority, the 38.3% of the respondents are using the Michelin tyres for 1 – 2 years.
- Majority, the 58.3% of the respondents purchase the Michelin tyres from the retailer.
- Majority, The 60.8% of the respondents like the safety of the Michelin tyre.
- Majority, 56.7% of the respondents says that the Michelin tyre stands for long time.
- Majority, 48.5% of the respondents have not been faced any problems.
- Majority, 46.7% of the respondents says that the advertisement was informative.
- Majority, 47.5% of the respondents reported as no issues or problems came in Michelin tyres.
- Majority, the 60% of the respondents have been used the Michelin tyres for the car.

LIKERT SCALE

- Likert scale value 4.2 which is greater than the mid value 3, so the customers are agrees with the Michelin tyres as loyal brand.



- Likert scale value is 4 which is greater than the mid value of 3, so the customers agrees with the durability of Michelin tyres.
- Likert scale value 3.5 which is greater to the mid value of 3, so the customers are satisfied about the price.
- Likert scale value 3.8 which is greater than the mid value 3, so the customers agrees with the Michelin brand when compared to other brand tyres.
- Likert scale value 3.7 which is greater than the mid value of 3, so the customers agrees with the designs.
- Likert scale value 4.6 which is greater than the mid value of 3, so the respondents agreed with the warrantee of Michelin tyres.
- Likert scale value 3.8 which is greater than mid value 3, so the customers agrees with the availability of Michelin brand in showroom.

SIMPLE RANKING METHOD

- Quality is ranked 1 based on the respondents ranking towards the factors of the Michelin tyres.

SUGGESTIONS

- From the study, it is suggested to bring a different pattern for a motorcycle.
- From the study, it is suggested to make a constant price of the tyre in every showroom.

CONCLUSION

I conclude that the tyres are the primary tool for every vehicle. It comprises the maturity of travelling besides the condition of the tyre. Michelin brand available in most of the showroom and the consumers are well satisfied with this brand comparing to other brands. The brand has a unique style and named as loyal among from the consumers. The Michelin brand beats high with the quality and safety from the product. It matches a perfect fit for all kind of vehicles. It delivers a stable smooth comfort in every road conditions. So, the research is fulfilled with the satisfaction of the consumers of Michelin tyres in Coimbatore city. And the consumers will prefer the same brand in future as they are satisfied with this brand.

REFERENCE

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find the customers opinion and analyze the market position of jktyres limited. It's found that the usage of jktyre has been increased more than 40% than the previous year. Its performance, durability, quality, technical specification impressed purchasing. I conclude, that jk is been lagging a step ahead to that the MRF is more preferable and it's because of only the vital role of the advertisement of brand ambassadors like Sachin Tendulkar, Brian Lara, and Rohit Sharma.

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- Swami Manohar and Dr. Ch. Bals Nageswara Rao (2018)[], *"With the philosophy of marketing production to marketing trend of consumer satisfaction has been important. Customer satisfaction is a part of customers experience that exposes a suppliers behaviour on customers expectation, In case of both the product as well*



as service. The objective of the study is to determine the customer satisfaction on tyres. I conclude that the customer satisfaction and the customer loyalty is important part of resources by individual and this method of process should be followed in every stores to fine the satisfaction level and sales promotion by providing better products.

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