



A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION TOWARDS JK TYRES IN COIMBATORE CITY

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ABSTRACT

JK Tyre & Industries Ltd is one of the leading automotive tyre manufacturers in India. The company mainly develops, manufactures, markets and distributes automotive tyres, tubes, flaps and retreads. It markets tyres for sale to vehicle manufacturers for fitment as original equipment and for sale in replacement markets. The company has manufacturing plants located in India and Mexico with worldwide distribution. The company has 134 sales, service and stock points located throughout the country. They have over 3,500 dealerships across India. The company's customer base covers virtually the entire Original Equipment Manufacturers in India together with Replacement Market for four wheeler vehicles, Defense and State Transport Units. Besides India, they have a worldwide customer base in over 45 countries across all six continents. JK Tyre & Industries Ltd was incorporated in the year February 14, 1951 as a private limited under the name JK Industries Pvt., Ltd. In this article we are going to see about JK Tyres

KEYWORDS: JK Tyre, India, Market

INTRODUCTION

A tire (American English) or tyre (British English; see spelling differences) is a ring-shaped component that surrounds a wheel's rim to transfer a vehicle's load from the axle through the wheel to the ground and to provide traction on the surface traveled over. Most tires, such as those for automobiles and bicycles, are pneumatically inflated structures, which also provide a flexible cushion that absorbs shock as the tire rolls over rough features on the surface. Tires provide a footprint that is designed to match the weight of the vehicle with the bearing strength of the surface that it rolls over by providing a bearing pressure that will not deform the surface excessively.

The materials of modern pneumatic tires are synthetic rubber, natural rubber, fabric and wire, along with carbon black and other chemical compounds.

They consist of a tread and a body. The tread provides traction while the body provides containment for a quantity of compressed air. Before rubber was developed, the first versions of tires were simply bands of metal fitted around wooden wheels to prevent wear and tear. Early rubber tires were solid (not pneumatic). Pneumatic tires are used on many types of vehicles, including cars, bicycles, motorcycles, buses, trucks, heavy equipment, and aircraft. Metal tires are still used on locomotives and railcars, and solid rubber (or other polymer) tires are still used in various non-automotive applications, such as some casters, carts, lawnmowers, and wheelbarrows.



SCOPE OF THE STUDY

- The study is purely based on the survey conducted in Coimbatore city and has focused on customers.
- The study conveys the information about the mind set which may vary from situation & where the respondents may not be able to give required and accurate information.

OBJECTIVES OF THE STUDY

- To study about the social status of customers.
- To know about the JK Tyres.
- To analyse the perception and satisfaction of customers
- To study the problems facing by customers.
- To offer suggestions based on the study.

LIMITATIONS OF THE STUDY

- Due to respondents busy schedules, the interest shown by respondents to answer the questionnaire may be less. This may have resulted in collecting inaccurate information.
- Due to time and cost constraints the sample size selected is 135.
- The selected sample size is small as compared to the total number of customers. Hence the obtained result may not be accurate as it may not represent the whole population.
- This analysis is only done on the customer point of view.
- The project is open for future improvement of the work.

REVIEW OF LITERATURE

Mahapatra, kumar and chauhan (2010)

A study on Customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on tyres in India roads with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in tyre manufacture companies in giving satisfaction to customer with the sample size of 100.

Kurkoti and prabhu (2011)

—Study on satisfaction with reference to JK Tyres in Hyderabad with the objectives to determine the customer satisfaction towards JK Tyres, to study the gap analysis and to find out the impact tyre quality.

Sharma, kiran Sharma and khan (2010)

Conducted — A study and analysis of Customer satisfaction of JK Tyres in Thiruppur, with the objectives to find out the satisfaction among the customers, market performance and market position of JK Tyres they taken sample size of 100 customers in Thiruppur city and concluded from this study that 80% people feel that safety are affordable whereas 10% do not agree, 74% believe that the attractive discount are offered but 26% are not satisfied with discounts, but the overall opinion about JK Tyres is very good.

Tools For Analysis

The tools used for analysis are

- Simple percentage analysis.
- Chi-square test
- Simple average
- Weighted average
- Rank analysis

Frequency Table Simple percentage

MODE OF VEHICLE USING BY RESPONDENTS

S. No	Mode of vehicle	No. Of. Vehicles	Percentage
1	Two wheeler	81	60%
2	Three wheeler	0	0
3	Four wheeler	49	36.3%
4	Heavy vehicle	5	3.7%
Total		135	100%

From the above table out of 135 respondents 60% of them are using two wheeler, And no one is using three wheeler, 36.3% of them are using four wheeler, 3.7% of them are using heavy vehicles.

Majority 60% of the respondents are using two wheeler.



OCCUPATIONAL STATUS?

S. No	Occupational Status	No. Of Respondents	Percentage
1	Student	51	37.8%
2	Employee	49	36.3%
3	Business	29	21.5%
4	Professional	6	4.4%
Total		135	100%

From the above table out of 135 respondents 37.8% of them are students, 36.3% of them are employees,

21.5% of them are business, 4.4% of them are professionals.

Maximum 37.8% of the respondents are Students.

Simple Average

WHY DID YOU PREFER "JK TYRES"

S. No	Why did you prefer "JK TYRES"	No. Of Respondents	Simple average
1	Quality	99	0.73
2	Price	11	0.08
3	Service	4	0.02
4	Durability	21	0.15
Total		135	1

From the above table out of 135 respondents 0.73 of them are prefer quality, 0.08 of them are prefer price, 0.02 of them are prefer service, 0.15 of them are durability.

Majority 0.73 of the respondents are preferred quality.

Rank Analysis

ANALYSIS OF PROBLEM FACING WHILE PURCHASING "JK TYRES"

Factors	I	II	III	IV	V	Total	Rank
Lack of information	15 (75)	10 (40)	25 (75)	32 (64)	38 (38)	292	V
Non co-operation of showroom people	38 (190)	27 (108)	15 (45)	22 (44)	18 (18)	405	III
Delay	11 (55)	18 (72)	19 (57)	40 (80)	32 (32)	296	IV
Lack of service center	35 (175)	40 (160)	20 (60)	18 (36)	7 (7)	438	II
Costly service	52 (260)	30 (120)	12 (36)	14 (28)	12 (12)	456	I

It could be observed from the table that factors towards the —Costly service placed as **FIRST RANK** followed by —Lack of service center placed as **SECOND RANK**. —Non co-operation of showroom people and **THIRD RANK** Delay, **FOURTH RANK**. —Lack of information placed as **FIFTH RANK** respectively.



Weighted Average

RELATIONSHIP BETWEEN OCCUPATION AND OVERALL SATISFACTION LEVEL OF THE JK CUSTOMERS

It is observed from the above table that 0.37- of the respondents are student, 0.36- of the respondents are employee , 0.21 – of the respondents are business, 0.04 – of the respondents are professional.

OCCUPATION	OVERALL SATISFACTION LEVEL OF JK CUSTOMERS					TOTAL	MEAN SCORE
	HIGHLY SATISFIED (5)	SATISFIED (4)	NEUTRAL (3)	DIS SATISFIED (2)	HIGHLY DIS SATISFIED (1)		
Student	15	25	1	6	4	51	0.37
Employee	13	29	4	1	2	49	0.36
Business	6	19	2	0	2	29	0.21
Professional	3	2	1	0	0	6	0.04
TOTAL	37	75	8	7	8	135	1

RELATIONSHIP BETWEEN OCCUPATION AND OVERALL SATISFACTION LEVEL OF THE JK CUSTOMERS, THE HIGHEST MEAN SCORE IS 0.37 – THE RESPONDENTS ARE STUDENT

CHI – SQUARE ANALYSIS

RELATIONSHIP BETWEEN AGE AND OVERALL SATISFACTION LEVEL OF THE JK CUSTOMERS

TABLE 4.17

Hypothesis

There is no relationship between age of the respondents and overall satisfaction towards JK customers.

AGE	OVERALL SATISFACTION LEVEL OF JK CUSTOMERS					TOTAL
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DIS SATISFIED	HIGHLY DIS SATISFIED	
Below 20years	1	5	0	1	1	8
21 to 30YEARS	18	24	2	5	2	51
31 to 40YEARS	5	15	3	1	3	27
Above 40years	13	31	3	0	2	49
TOTAL	37	75	8	7	8	135

To find out the association between age and satisfaction level of the respondents Calculated value of chi-square = 13.9

Degree of freedom r = Row – Column
 $= (4-1) (5-1) = 3*4 = 12$

Table Value = 5.226

CHI – SQUARE RESULT TEST ANALYSIS

Calculated Value	Degree of freedom	Table Value	Result
13.9	12	5.226	Significant

The calculated value of chi-square at 5%level of significance is higher then the table value hence the hypothesis is rejected. Hence there is a relationship between age and satisfaction of JK Tyres used by



respondents.

FINDINGS, SUGGESTIONS AND CONCLUSION

Finding of the Study

Simple Percentage Analysis

- Majority 37.8% of the respondents are in the age group of 20 – 30 years.
- Majority 69.6% of the respondents are male.
- Maximum 37.8% of the respondents are Students
- Majority 83.7% of the respondents educational qualification is graduate.
- Majority 58.5% of the respondents are middle class people.
- Majority 60% of the respondents are using two wheeler.
- Majority 37% of the respondents are selected the option 2 members.
- Majority 52.2% of the respondents are 1 person.
- Majority 71.1% of the respondents are selected self –decision.
- Majority 73.3% of the respondents are preferred quality.
- Majority 73.1% of the respondents are using tubeless tyres.
- Majority 88% of the respondents are prefer to use tubeless tyres.
- Majority 51.9% of the respondents are selected 2 to 4 years
- Majority 85.2% of the respondents are purchasing middle range tyres.
- Majority 62.7% of the respondents are satisfied
- Majority 75% of the respondents are selected Costly service.

CHI-SQUARE ANALYSIS

- There is a relationship between age and satisfaction of JK Tyres used by respondents.
- There is no relationship between age and satisfaction of JK Tyres used by respondents.
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SUGGESTIONS

- ✓ The price of the JK Tyre can be reduced to attract customers.
- ✓ Improvement in design can also attract customer.
- ✓ Online advertisement can be given to attract new customers.
- ✓ Different offers can be made to increase the sale.
- ✓ Improving the quality is helps to retain the old customer and also attract the new customer.
- ✓ Sponsoring in many events is helps to attract new customers.

CONCLUSION

According to the study I conclude that the JK TYRES company satisfies the customer need and the purpose , but only problem is with price of the tyres. So, as per study in my opinion based on project, I can say that JK TYRES should think about price of the tyres provided by them in order to capture the maximum market segment.

According to Coimbatore city the market is vast almost the whole district customers and other new people purchase the JK Tyres because it is old brand running tyre in market .

Almost people demands the JK Tyres comparing to other company tyres.

Company should provide more advertisement and always keep satisfying customers need with development of JK Tyres.