A STUDY THE CUSTOMER SATISFACTION TOWARDS MRF TYRES IN KARUMATHAMPATTI CITY

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ABSTRACT

This project report is the result of customer behavior of MRF tyres in Coimbatore. The objective of the study to find out the behavior of customer towards MRF tyres in Coimbatore, and offer some valuable suggestion on the basis of the study. This study has covered the consumer of MRF tyres. The research design adopted for this study was descriptive research design. The sample size is 120. the sampling technique used for this purpose was simple random sampling. For conducting survey a questionnaire was prepared. for this study purpose two types of data were collected, thedata collected through questionnaire forms the primary data, the data collected journals, website and records of the forms this secondary data. The data so collected is then classified and tabulated for the purpose of analysis and then percentage analysis was used as statistical tools for analysis purpose.

KEYWORDS: *Brand, Customer, Market, Preference, Satisfaction.*

INTRODUCTION

The main object of every organisation is to earn profit, to achieve this object the organisation should increase its sales by getting more customer and the only way to get more customer is that the organisation should provide expected satisfaction to the customers.

Here the word customer satisfaction means "the utility which customer expect from the product" and when a customer get expected utilities it is called as customer satisfaction.

MRF manufactures the largest range of tyres in India and enjoys the highest brand preference for superior quality, company manufactures the largest range of tyres in India and is the market leader with the largest market share it tyre industry.

STATEMENT OF PROBLEMS

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 customer is too difficulty only the satisfied customer will remain loyal to the firm brands.

A person enters a showroom when he wants to purchase tyres, but before purchasing tyres he consults so many persons about tyre. Like about price,quality,sevice etc, and then he make decision to purchase.

If he finds any problem with tyres, he may change his positive attitude into negative attitude towards tyres given by the showroom.

Considering, all above points, I have decided "To study the customer satisfaction towards MRF tyres in karumathampatti city".

OBJECTIVES OF STUDY

1. To know the customer satisfaction towards MRF tyres in karumathampatti city.
2. To know the attributes which creates customer satisfaction among MRF tyres users in karumathampatti.
3. To identify the factors influencing the purchase of MRF tyres.
4. To know the satisfaction level of the customer with the MRF tyres.
5. To know valuable suggestion from the customer.

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SCOPE OF STUDY

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

METHOLOGY OF STUDY

To achieve the stated objective a survey was conducted at Karumathampatty city regarding customer "satisfaction towards MRF tyres" provided by Selvanayagi amman tyres showroom in karumathampatty.

PRIMARY DATA

Primary data is collected by the random sampling method. Hence we have interviewed 100 customers through Questionnaire and personal interview and collected the primary data.

SECONDARY DATA

Secondary data are generally published sources which have been collected originally for some other purpose, they are not gathered specially to achieve the objectives for some other purpose, they are not gathered specially to achieve the objectives of the particular research projects hands but already assembled.

SURVEY TECHNIQUES

Once the researcher has decided to use survey method for collecting data he has to make a decision to adopt any one of the following survey techniques

1. Personal interview
2. Telephone survey

TOOLS USED FOR STUDY

- Simple percentage analysis
- Correlation coefficient
- Weighted average analysis
- Chi-square analysis

LIMATATIONS OF STUDY

- Due to respondents busy schedules, the interests shown by respondents to answer the questionnaire may be less. This may have resulted in collecting inaccurate information.
- Due to time and cost constraint the sample size selected is 100.

- 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.
- The project is open for further improvement of the work.
- Less time available or an interview or conversation with the workers.
- The workers were busy with their work.

LITERATURE REVIEW

1] **Kaur,(2010)** analysed that The last two years have been the toughest for the Indian tyre industry with continuing slump in the market of commercial vehicles which sustains the domestic tyre industry and the spurt in the prices of Raw materials. As a result, India' tyre industry is re industry not likely to lift itself out of its recession for some more time as the market shows no signs of any dramatic recovery. The recession seems there to stay for a period of time and to ensure the domestic tyre industry does not succumb under the pressure it is important for the government to take immediate effective steps will the economy is back on the road of recovery.

2] **(S MohanaKumar & TharianGeroge K , 2001)** come to conclusion that, The emerging trends in production, export and imports of major categories of tyre in the post reforms phase till 1996- 97 . The analysis indicate that there are well defined limitations in sustaining the domestic demand driven export growth to reap the advantages of scale economies. Despite the boom in the exports in the initial phase the exports of truck and bus tyres has a percentage of its production has declined from its pick level of 33.87 % in 1994- 95 to 21.49 % in 1996 -97.

DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching of patterns or relationship that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Section A: deals with,

- Simple percentage analysis of collected data.

Section B: deals with application of statistical tool such as,

- Correlation and co-efficient analysis
- Weighted average analysis

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- Chi-square analysis

SIMPLE PERCENTAGE ANALYSIS

TABLE 1
AGE OF THE RESPONDENTS

AGE GROUP	NO.OF RESPONDENTS	PERCENTAGE
BELOW 20 YEARS	41	32.8%
21 TO 35 YEARS	79	63.2%
36 TO 50 YEARS	4	2.8%
ABOVE 50 YEARS	1	1.2%
TOTAL	125	100%

INTERPRETATION

The above table shows that 32.8% of respondents are in the age group of below 20 years, 63.2% are 21 to 35 years, 2.8% are 36 to 50 years, 1.2% are above 50 years.

Majority of the respondents belong to the age group between 21 to 35 years (63.2%).

CORRELATION CO-EFFICIENT ANALYSIS

TABLE 2
MONTHLY INCOME AND KINDS OF VEHICLE

S.N0	MONTHLY INCOME	KINDS OF VEHICLE
1	46	58
2	24	40
3	23	17
4	32	10
TOTAL	125	125

CORRELATION CO-EFFICIENT VALUE: 0.61816
INTERPRETATION

The above table shows the correlation co-efficient values of two variables. It indicates that there is positive relationship between the **monthly income and the kinds of vehicles**. The correlation value is 0.61816

WEIGHTED AVERAGE ANALYSIS

TABLE 3
CHARACTERISTICS OF MRF TYRES

FACTORS	1(4)	2(3)	3(2)	4(1)	TOTAL	MEAN SCORE
PRICE	38	39	33	15	125	2.8
	152	117	66	15	350	
QUALITY	30	58	32	5	125	2.904
	120	174	64	5	363	
DURABLE	20	45	54	6	125	2.632
	80	135	108	6	329	
PERFORMANCE	25	53	32	15	125	2.704
	100	159	64	15	338	
MILEAGE	32	40	38	15	125	2.712
	128	120	76	15	339	

INTERPRETATION : The above table indicates the characteristics of MRF tyres. Quality scores the highest mean score **2.904.**

CHI- SQUARE ANALYSIS

TABLE 4
REALATIONSHIP BETWEEN AGE AND INFLUENCING FACTOR

S.NO	AGE IN YEARS	INFLUENCING FACTOR				TOTAL
		PRICE	DURABILITY	BRAND IMAGE	AVAILABILITY	
1	Below 20 years	11	19	6	5	41
2	20 to 35 years	12	32	29	6	79
3	35 to 50 years	0	2	2	0	4
4	Above 50 years	0	1	0	0	1
	TOTAL	23	54	37	11	125

To find out the association between age and influencing factor of respondents to purchase it, chi square test is used and result is given below.

HYPOTHESIS

There is significant relationship between age of the respondents and influencing factor given by them to purchase it.

CHI-SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Overall percentage	10.379^{a}	9	16.919	Accepted

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between age and satisfaction level of respondents on price stability.

TABLE 5
REALATIONSHIP BETWEEN MONTHLY INCOME AND KINDS OF VEHICLE

S.NO	MONTHLY INCOME	KINDS OF VEHICLE				TOTAL
		MOTOR CYCLE	SCOOTER	MOPED	HEAVY VEHICLE	
1	Below 5000	29	5	5	3	42
2	5000 to 10000	15	14	4	0	33
3	10000 to 15000	6	10	5	0	21
4	Above 15000	8	11	3	7	29
	TOTAL	58	40	17	10	125

To find out the association between monthly income and kinds of vehicle of respondents, chi square test is used and result is given below.

CHI-SQUARE TEST

Factor	Calculation value	Df	Table value	Remarks
Overall percentage	32.417	9	16.919	Rejected

INTERPRETATION

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between monthly income and kinds of vehicle of respondents.

FINDINGS
SIMPLE PRECENTAGE

- Majority of the respondents belong to the age group between 21 to 35 years (63.2%).
- Majority of the respondents are Male (69.6%).
- Majority of the respondents are unmarried(80.8%).
- Majority of the respondents educational qualification is under graduate(69.6%).
- Majority of the respondents are student (60.8%)
- Majority of the respondents income was below 5000(36.8%).
- Majority (46.4%) of the respondents are having motor cycle.
- Majority (30.9%) of the respondents are buy by their friends suggestion.
- Majority (43.2%) of the respondents are influence by durability of the product.
- Majority(53.2%) of the respondents are respondent that the tyre getting repair rarely.
- Majority(51.2%) of the respondents said good about the services of the dealer.
- Majority(46%) of the respondents chose the second position
- Majority(46.3%) of the respondents are not faced any problem while purchasing MRF tyres.
- Majority(36.6%) of the respondents chose CEAT is the main competitor for MRF tyres in market
- Majority(51.2%) of the respondents said that the service charges are reasonable.

HYPOTHESIS

There is significant relationship between monthly income of the respondents and kinds of vehicle.

CORRELATION CO-EFFICIENT ANALYSIS

The above table shows the correlation co-efficient values of two variables. It indicates that there is positive relationship between the **monthly income and the kinds of vehicles**. The correlation value is 0.61816

The above table shows the correlation co-efficient values of two variables. It indicates that there is positive relationship between the **age of the respondents and suggested to buy MRF tyres** .The correlation value is 0.352622.

WEIGHTED AVERAGE ANALYSIS

The above table indicates the characteristics of MRF tyres. Quality scores the highest mean score **2.904.**

CHI- SQUARE ANALYSIS

It is clear from the above table show that, the calculated value of chi-square at 0.05% level is more than the table value. Hence the hypothesis is accepted. So there is a relationship between age and satisfaction level of respondents on price stability.

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SUGGESTIONS
SUGGESTONS TO SHOWROOM

- Showroom must recruit well qualified and skilled labours that care about the customer.
- It will abolish the problem of unskilled and poor quality service.
- Showroom employees and workers should maintain friendly relation with every customers.
- Showroom should provide the remolding system to the existing customers.

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- Showroom should maintain tyres, tube, air compression machines etc,. which are needed to the customer at any time.
- Always adopt the improvement of servicing system and keep the showroom in good conditions.

SUGGESTIONS TO COMPANY

- The company should reduce the price of there products.
- Improve the distribution network and make available the products in needed time of customers.
- Company always keeps some prizes and gifts to attract the customers.
- The products should advertised in the Regional TV channels and in leading newspaper must.

CONCLUSION

According to the study I conclude that the MRF TYRES company satisfies the customer need and the purpose, but only problem is with the service given to the customers by the showroom. So, as per study in my opinion based on project I can say that MRF TYRES should think about the service provided by showrooms in order to capture the maximum market segment.

According to karumathampatti city the market is vast almost the whole district customers and other new people purchase the MRF Tyres because it is old brand running tyres in market. Almost people demands the MRF Tyres comparing to other company tyres.

Company provide more advertisement and always keep customers need with development of MRF Tyres.

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