



A STUDY ON CUSTOMER SATISFACTION TOWARDS MRF TYRES (WITH SPECIAL REFERENCE TO COIMBATORE 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, the data 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

Customer satisfaction means “The utility which customer expect from the product” and when a customer get expected utilities it’s called as customer satisfaction.

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

The customer market is the some total of all the goods and service purchased in a given period by all the inhabitance of a given country or a section for the satisfaction of their consumption needs. The customer market actually consists of four components like People, Purchasing Power, needs for a specific

product and willing to fill the needs with a given product.

STATEMENT OF THE PROBLEM

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 difficult 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, service etc., and then he make decision to purchase.

SCOPE OF THE STUDY

The study focuses of how and why customers make decision to goods and services, customer



behaviour research goes for beyond these facets of customer behaviour and considers the uses customer their sub sequent evaluations.

This record is used to find out the satisfaction level of customer towards the service and attitude given in MRF Tyres. This study is to identify the facilities provided to the customer.

OBJECTIVES OF THE STUDY

A Customer is not depend on us we are dependent on Customer, this statement is basis thing for every firm or service sector.

- To know the attributes which creates customer satisfaction among MRF tyre user.
- To know the customer behaviour towards MRF Tyres.
- To know the brand preference and the satisfaction level.
- To identify the factors influencing the purchase of MRF Tyres.
- To know the satisfaction level towards dealer service.
- To offer suggestion for further improvement.

RESEARCH METHODOLOGY

A research design is purely and simply the framework or plan for study that guides the collection and analysis of the date. In customer surveys, we have adopted this descriptive research design in collection and analysis. The data was collected from 120 respondents from Coimbatore city through questionnaire. Chi-Square analysis, Weighted average analysis, Ranking analysis were used to analyses the data.

LIMITATIONS OF THE STUDY

- The research was conducted within a limited duration. So, detailed and comprehensive study could not be made.
- Level or response is low because of fear and illiteracy of Respondents.
- Due to time and cost constraint the sample size selected is 120.
- 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.
- 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.

REVIEW OF LITERATURE

- **Parasuraman, zenithal and Berry (Leonard L)** between 1985 and 1988 Provides the basis for the measurement of customer satisfaction with a service by using the gap between the customers expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction 'gap' which is objective and quantitative in nature.
- **A.Natarajan1, T.Sivasakthi2 and P.Muniyasamy3 (2016)** A study on customer behaviour towards MRF tyres at chengam. This project report is the result of customer behavior of MRF tyres in Chengam. The objective of the study to find out the behavior of customer towards MRF tyres in Chengam, and offer some valuable suggestion on the basis of the study.

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DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is none that simply describes something such demographic characteristics of customer. Who use products that descriptive study is typically concerned with determining the frequency with which something occur. This study is typically guided by an initial hypothesis.

For example, and investigation of trends in consumption of factors with respect to socio-economic characteristics such as age, sex, occupation, income.

SAMPLE SIZE

The study based only on the Behaviour of customer. Total number of sample taken for the study is 120 respondents.

LOCATION OF THE STUDY

The location of the study is in Coimbatore town.

**SAMPLE DESIGN**

Convenience sampling techniques were used for the study.

TYPES OF DATA

- Primary data
- Secondary data

The nature of data collected for study are primary and secondary data. Primary data are those which are collected as first-hand information. Secondary are those which are collected from magazines, books, newspaper. etc.,

PRIMARY DATA

Data observed or collected directly from first-hand experience. it is collected through questionnaires.

SECONDARY DATA

Secondary data include those data, which are collection from some earlier research work and are applicable to the study the researcher has presently undertaken.

TOOLS USED FOR DATA COLLECTION

Total undesigning research, analysis data and drawing conclusion most research studies result in large volume of raw data, which must be suitably questionnaire is used as data collected too. A questionnaire consists of a set of question presented to respondents for the answer to be filled by them. A structural non-disguised questionnaire is adopted of this study.

TECHNIQUES USED FOR DATA ANALYSIS

The role of statistics in research is to function as a so that the same can be read easily and can be used for further analysis. Percentage (%). The data are reduced standard from with the base equal to 100.

CHI- SQUARE

The quantity χ^2 describes the magnitude of discrepancy between theory and observation (ie) it can be known whether a given discrepancy between theory and observation can be attributed, to change or whether it results from the inadequacy of the theory to fix the observed facts.

The greater value of χ^2 the greater would be the discrepancy between observed and expected

frequencies. The formula for computing chi-square test is,

$$\chi^2 = \sum (O-E)^2/E$$

Where

O - Observed frequency

E - Expected frequency

The calculated value of χ^2 is compared with the table value of 2 for given degree of freedom at specific level of significance it is accepted when the calculated value is lesser than tabulated value and rejected when the calculated value is greater than the table value.

WEIGHTED AVERAGE

Weighted average is a mean calculated by giving values in a data set more influence according to some attribute of the data. It is an average in which each quantity to be averaged is assigned a weight, and these weightings determine the relative importance of each quantity on the average. Weightings are the equivalent of having that many like items with the same value involved in the average.

RANKING METHOD

Ranking method is one of the simplest performance evaluation methods. In this method, employees are ranked from best to worst in a group. The simplicity of this method is overshadowed by the negative impact of assigning a 'worst' and a 'best' rating to an employee. Such discriminations lead to negativity within a group and have a negative impact on performance.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with data analysis and interpretation of the information collected by the issue of questionnaire – cum – schedule on customer satisfaction towards the vehicle of **MRF TYRES** Special reference to CoimbatoreTown. The collected information is further analysed and interpreted on different categories viz., age group, income level.

**TABLE 1: WEIGHTED AVERAGE METHOD FOR LEVEL OF SATISFACTION TOWARDS MRF TYRES**

Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total Score	Mean Score
Guarantee & warranty	40	72	15	0	0	127	410
Credit facilities	10	52	33	6	2	103	332
Time duration	0	36	39	2	0	77	248
Price of the product	20	64	27	2	1	114	368
Performance of the product	30	32	33	12	0	107	345

From the above weighted average method, it is noticed that the respondent has been given high score as (410) to guarantee and warranty.

TABLE 2: RESPONDENT'S AGE WISE REASON FOR PREFERRING

Age / Reason		Product Availability	Brand	Quality	Price	Total
Below 20 Years	Count	1	1	0	0	2
	% of Total	3.2	3.2	0	0	6.5
21-30 Years	Count	1	10	6	0	17
	% of Total	3.2	32.3	19.4	0	54.8
31-40 Years	Count	0	4	5	0	9.0
	% of Total	0	12.9	16.1	0	29.0
41-50 Years	Count	0	1	0	1	2
	% of Total	0	3.2	0	3.2	6.5
51 above years	Count	0	1	0	0	1
	% of Total	0	3.2	0	0	3.2
Total	Count	2	17	11	1	31
	% of Total	6.5	54.8	35.5	3.2	100

TABLE 3: CHI-SQUARE TEST

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.5	12	0.01

Significant value 0.05 is greater than P value (0.01). Here we accepting null hypothesis and rejecting alternative hypothesis. So, it is clearly

indicated that there is no significant relationship between the age and brand preference.

**TABLE 4: RESPONDENT'S INCOME WISE REASON FOR PREFERRING**

Income / Reason		Product Availability	Brand	Quality	Price	Total
Below 5000	Count	0	2	0	0	2
	% of Total	0	6.5	0	0	6.5
5001 to 10000	Count	1	3	2	0	6
	% of Total	3.2	9.7	6.5	0	19.4
10001 to 20000	Count	0	5	5	0	10
	% of Total	0	16.1	16.1	0	32.3
20001 to 30000	Count	1	1	3	0	5
	% of Total	3.2	3.2	9.7	0	16.1
Above 30000	Count	0	6	1	1	8
	% of Total	0	19.4	3.2	3.2	25.8
Total	Count	2	17	11	1	31
	% of Total	6.5	54.8	35.48387	3.2	100

TABLE 5: CHI-SQUARE TEST

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.42	12	0.41

Significant value 0.05 is less than P value (0.41). Here we rejecting null hypothesis and accepting

alternative hypothesis. So it is clearly indicates that there is significant relationship between the income and brand preference.

TABLE 6: RANKING METHOD

Particulars	I	II	III	IV	Total Score	Mean Score	Rank
Price	28	18	18	9	73	235	3
Brand image	20	442	14	5	81	261	2
Quality	48	27	8	6	89	287	1
Availability	28	6	22	11	67	216	4

From the above ranking method, it is noticed that the respondent has been given first rank as to quality, second rank to brand image, third price of the product and the fourth rank is to product availability.

FINDINGS

- In majority of respondents for frequency male.
- The majority of respondents age group 21 – 30 years
- The most of respondent's education Under Graduate.
- Most of respondents are married.

- The most respondent's occupation level of employee.
- In Coimbatore the Majority of respondent's monthly income having Rs.10001– 20000.
- Most respondents are come to know through the advertisements.
- Most respondents using MRF tyres from 1 to 5 years.
- Most respondents are preferring the reason is brand.
- Most respondents are satisfied about guarantee & warranty.



- Most respondents are satisfied about the credit facilities.
- Most respondents are neutral about the time duration.
- Most respondents are satisfied about the price of the tyre.
- Most respondents are neutral about the performance level.
- Customers familiar with jumbo & tvs tyres.
- Chi-square test states that there is no significant relationship between age and customer preferring
- From the Chi-square test clearly identified there is significant relationship between income and customer preferring.

SUGGESTIONS

- Some of the respondents feel that the price high. Hence it should be revised.
- Some of the respondents feel the size of the packages moderate.
- Some of respondents are feel that changes may be needed in the style of the tyres which can prolong the durability and performance
- Some of the of the respondents feel to improve the availability.
- Some of the respondents suggested reduced price.
- In future JUMBO & TVS will be competitor for MRF tyres

CONCLUSION

The study gives a detailed report on customer behaviour towards preference of MRF tyres. It is from this research is calculated that the customers are satisfied with the MRF tyres performance and special feature of the tyres. but some important have to be made in reducing the price of MRF.

As the other brands like TVS and JUMBO 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 the market the MRF tyre's showroom should show be very vigilant in retaining existing customer and they have to adopt needed strategies to get their potential customer.

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