



A STUDY ON CUSTOMER SATISFACTION ON KTM MOTORCYCLE (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a person product's perceived performance in related to his or her expectations. If the performances falls short of expectation, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds his or her expectation, the consumer is delighted. The link between consumer satisfaction and consumer loyalty is not proportional. Suppose consumer satisfaction is rated on scale from one to five. At a very low level of consumer satisfaction, consumers are likely to abandon the company and even had-mouth it. At levels two or four, consumers are fairly satisfied but still find easy to switch when a better product comes alone. At level five, the customer is very likely to repurchase and even spread good word of mouth about the company. High satisfaction or delightment creates an emotional bond with the brand or company.

KEYWORDS: *Satisfaction, factors, consumer, buying behaviour, two wheeler, Percentage analysis, Ranking analysis, Likert analysis etc.,*

INTRODUCTION

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perception performance in relation to his or her expectation". As the makes it clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of the expectations of the customers, the customer is dissatisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch, when a better offer comes along.

Customer satisfaction is a measure of how products 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 businesses complete for customers, 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.

Especially the youngsters prefer motorbikes rather than cars. Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favourite among the youth generation.

India is the second largest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the Government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc

The year 2012 was important for the Indian motorcycling industry as it was the time when KTM,



in partnership with Bajaj Auto, introduced the biking aficionados to the true thrill of 200cc motorcycles at an unbeatable price with the launch of the Duke 200. Here was a product that delivered performance that the 200cc segment of motorcycles had never seen at a ridiculously affordable price tag.

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 market place. The study would help the company to improve the sales and services of KTM bikes.

SCOPE OF THE STUDY

In the current scenario, the automobile sector is the fastest growing sector in India. Innovation and Adoption of latest feature have raised the competitiveness in the automobile sector. The study is aimed at identifying the level of consumer perception towards two-wheelers effect on consumers buying behavior. The outcome of the study makes clear that the perception about the KTM motors holds in the place of mind of the customers which could be useful for management to formulating the strategies in future sales growth plans of the two-wheelers.

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 services after sales and service.

RESEARCH METHODOLOGY

AREA OF THE STUDY

Coimbatore is selected for the location of the study.

SOURCE OF DATA

The **Primary data** were collected through a well-framed and structured questionnaire from the number of respondents.

Secondary data were collected from various Journals, website and internet.

SAMPLE SIZE

The sample size consisting of 120 respondents to measure the customer's satisfaction towards KTM motors in Coimbatore.

TOOLS & TECHNIQUES

Percentage analysis, Ranking analysis, Likert analysis were used to analyse the data.

LIMITATION OF THE STUDY

Through every care was taken and all intervening factors considered still, the following limitations were inevitable.

- This study is mainly based on the customer satisfaction, but the customer satisfaction will always changing in nature.
- The study was conformed to two-wheeler consumers in Coimbatore only.

REVIEW OF LITERATURE

G.Mahalakshmi (2014) : To find out the customer satisfaction level in TVS XL and analysis the factors influencing the usage of TVS XL. This study is based on the primary data. The primary data have been collected from questionnaire method. The primary data was collected from 240 respondents. Out of 240 response, 70 response is features attracted in riding comfort and 18 respondents are other features attracted.

G.Ramaya & KVR.Rajandran(2018) : To identify the customer Satisfaction of Honda two wheelers. The research is a descriptive study based on survey method. Both primary and secondary data have been used in this study. The primary data was collected from 50 respondents. Data are collected from various publication of journals, newspapers, web sites. Maximum number of people felt that brand ambassadors will affects at the time of purchasing the products. The performance and design are nice when compared to other models.

Sanjupa giri & Kumar Thapa(2016) : To identify the customer Satisfaction of two wheelers after sales and service. Kano Model analysis and the customer satisfaction in term of major and supporting after sales services. The research found out that the satisfaction level depends on brand of the bike. Research found that there is no relationship between occupation and customer satisfaction. They agreed that the customer satisfaction could only obtained with help of effective after sales and service.

Sharmila Devui M, Ankitbose, Gopinathan, Ninushaarm , Bharthvajan(2019) : To find out there problems faced by the respondents in using two wheelers. This study is an imperial study combining the use to both primary data and secondary data. Data have been collected from 120 response of the study area. For selecting response, convenience sampling technique was used. Point scaling technique was used to analysis customer satisfaction towards Hero. The study shows that most of the respondents have opinion about the price level is low.

**DATA ANALYSIS & INTERPRETATION**

The collected data were grouped, edited, tabulated in a master table and analysed using the following statistical tools.

- Percentage Analysis
- Ranking Analysis
- Likert Scale Analysis

Table showing level of satisfaction of respondents in design of vehicle

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Highly satisfied	42	5	210
Satisfied	45	4	180
Neutral	29	3	87
Dissatisfied	1	2	2
Highly dissatisfied	3	1	3
Total	120	15	482

Source: Primary Data

Formula

$$\begin{aligned} \text{Likert scale} &= \sum(fx) / \text{Total number respondents} \\ &= 482/120 \\ &= 4.00 \end{aligned}$$

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.

Table showing level of satisfaction of respondents in riding comfort

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Highly satisfied	12	5	65
Satisfied	52	4	208
Neutral	21	3	63
Dissatisfied	19	2	38
Highly dissatisfied	15	1	15
Total	120	15	389

Source: Primary Data

Formula

$$\begin{aligned} \text{Likert scale} &= \sum(fx) / \text{Total number respondents} \\ &= 389/120 \\ &= 3.25 \end{aligned}$$

INTERPRETATION

Likert scale value is 3.25. Hence the majority of the respondents are moderate in riding comfort of KTM vehicle.

Table showing level of satisfaction of respondents in service charge

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Highly satisfied	10	5	50
Satisfied	31	4	124
Neutral	52	3	156
Dissatisfied	16	2	32
Highly dissatisfied	11	1	11
Total	120	15	373

Source: Primary Data

**Formula**

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(fx)}{\text{Total number respondents}} \\ &= \frac{373}{120} \\ &= 3.10 \end{aligned}$$

INTERPRETATION- Likert scale value is 3.10. Hence the majority of the respondents are moderate in service charges of KTM vehicle.

Table showing level of satisfaction of respondents in overall experience

Factors	No. of Respondents	Likert Scale	Total Score (fx)
Highly satisfied	10	5	50
Satisfied	53	4	212
Neutral	37	3	111
Dissatisfied	17	2	34
Highly dissatisfied	3	1	3
Total	120	15	410

Source: Primary Data

Formula

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(fx)}{\text{Total number respondents}} \\ &= \frac{410}{120} \\ &= 3.42 \end{aligned}$$

INTERPRETATION - Likert scale value is 3.42 is greater than mid value (3). The majority of the respondents are satisfied in overall experience of KTM vehicle.

Table showing ranking factor in KTM vehicle 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)	364	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

Source: Primary Data

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.

FINDINGS**SIMPLE PERCENTAGE ANALYSIS**

- 38% of the respondents come under the age group of 20- 30 years
- 58% of the respondents are Male
- 36% of the respondents get information from their friends
- 34% of the respondents get attracted by the Mileage of KTM vehicle
- 52% of the respondents get delivery of bike on promised time

- 52% of the respondents get KTM motorcycle for test drive on their Showroom visit
- 37% of the respondents noticed a top speed of 120 while riding
- 37% of respondents get KTM vehicle for its Speed
- 32% of the respondents Purchased KTM vehicle in 2-3 years
- 36% of respondents face the problem of non-availability of spares at the time of service
- 32% of the respondents get influenced by the Power of KTM vehicle
- 45% of the respondents have 250cc engine KTM motorcycle

LIKERT SCALE ANALYSIS

- Likert scale value is 4.0. so, the customers are satisfied in KTM vehicle design.



- Likert scale value is 3.25 so, the customers are moderate in riding comfort of KTM vehicle.
- Likert scale value is 3.10 so, the customers are moderate in service charges of KTM vehicle.
- Likert scale value is 3.42 so, the customers are satisfied in overall experience of KTM vehicle.

RANK ANALYSIS

- According to the source collected the first preference of factor is given to the Initial preference of KTM motorcycle.

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 customer are came to know about the company by friends, the company can improve the advertising factor.

- Vehicles are not provided on the promised date after services, company should improve the time of delivery.

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.

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