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 analyses 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

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>
<thead>
<tr>
<th>S. NO.</th>
<th>GENDER</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>102</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

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 a 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 agrees-disagrees scale for a series of statements. Thus, the range captures the intensity of their feelings for a given item.

FORMULA

\[
\text{Likert Scale} = \frac{\Sigma(fx)}{\text{Total number of respondents}}
\]

\[
f = \text{Number of respondents}
\]

\[
(fx) = \text{Total score}
\]

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)

<table>
<thead>
<tr>
<th>S. NO.</th>
<th>FACTORS</th>
<th>NO. OF RESPONDENTS</th>
<th>LIKERT SACLE VALUES(x)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Strongly agree</td>
<td>50</td>
<td>5</td>
<td>250</td>
</tr>
<tr>
<td>2</td>
<td>agree</td>
<td>50</td>
<td>4</td>
<td>200</td>
</tr>
<tr>
<td>3</td>
<td>Neutral</td>
<td>15</td>
<td>3</td>
<td>45</td>
</tr>
<tr>
<td>4</td>
<td>Disagree</td>
<td>3</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Strongly disagree</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>120</td>
<td></td>
<td>503</td>
</tr>
</tbody>
</table>

(Source: Primary data)

\[
\text{Likert scale} = \frac{\Sigma(fx)}{\text{Total number of respondents}}
\]
INTERPRETATION

Likert scale value 4.2 which is greater than the mid value 3, so the customers 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>
<thead>
<tr>
<th>S.NO</th>
<th>PARTICULARS</th>
<th>RANK 1</th>
<th>RANK2</th>
<th>RANK3</th>
<th>RANK 4</th>
<th>TOTAL SCORE</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Design</td>
<td>38(4)</td>
<td>36(3)</td>
<td>34(2)</td>
<td>12(1)</td>
<td>340</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>152</td>
<td>108</td>
<td>68</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Price</td>
<td>18(4)</td>
<td>55(3)</td>
<td>38(2)</td>
<td>18(1)</td>
<td>338</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>72</td>
<td>165</td>
<td>76</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>performance</td>
<td>28(4)</td>
<td>26(3)</td>
<td>46(2)</td>
<td>20(5)</td>
<td>382</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>112</td>
<td>78</td>
<td>92</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Quality</td>
<td>38(4)</td>
<td>13(3)</td>
<td>42(2)</td>
<td>27(1)</td>
<td>414</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>128</td>
<td>91</td>
<td>120</td>
<td>75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(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.

INFERRENCE

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 agrees with the Michelin tyres as loyal brand.
find the customers opinion and analyze the market position of jktyres limited. It’s found that the usage of jktyre has been increase 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.

- Natarajan. T. Sivasakthi, and P. Maniyasamy (2016)], The consumer market actually consist of four components like people, purchasing power, need of specific product and willing to fill the needs with a given product. The study focus of how and why consumers make decisions on purchasing goods and services. Consumers familiar with jumbo and TVS tyres. But, MRF leads in usage of tyres upto 5 years. The promotional strategies like jumbo, TVS, MRF also should have a promotional strategies for upcoming in the market. Thus, the MRF tyres showroom should consider in retaining the existing customer and by adopting the needed strategies.

- Dr. S.B. IniyaThAhamed (2017)], Now a days, The proprietor of bike have a wide decision of models. People who interface the too many work. It empowers individual to travel more as often as possible for their day to day needs. Customer satisfaction is the important for the firms to have a good relationship. Consumer value is the bundle of benefits as customers expect from a given product or service. The object of the study is to analyze the customer satisfaction towards the product and found that the company initiates various steps based on the recommendation of the study of the customers expectation.

- Dr. M. Rajesh, Dr. T N V R L Swamy, Dr. Susan Chiriyath (2018)], The aim of this study is to measure the brand awareness among tyre industry and the customer preference while purchasing motorcycle tyre and this study helps Tolinstyres to identify the brand awareness of their products among other competitors in the market. Thus, found that the consumer preferences included price of tyres, type of tyre, dealer, Origin country of tyre company, and advertisement. Mostly, the consumers are prefer Indian tyre company are more suitable to Indian road conditions. MRF stands the higher in brand awareness of goods. Hence, the tolins should build own network of exclusive stores which most preferred by the customers and they should be aware in the aggressive marketing and increase in visibility of their brand.

- 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 store to fine the satisfaction level and sales promotion by providing better products.

- Emmanuel Baffour-Awuah (2018)[ ], The purpose of the study was to determine the influence of service quality on customer satisfaction. Vehicle tire is one of the salient components of the automobile. Safety of passengers and vehicles largely depends on the quality of tires used by vehicles. The provision of service quality certainly improves customer satisfaction.

- Dr. Ruhi Bakhare, Mr. Pratik Bisen (2019)[ ], Customer satisfaction data includes survey, rating, and opinion. These can help a company to control a recovery of changes made in the product or service. The gratification will differ from person to person, product to product and service to service. This means, that the level of satisfaction differs from the subject to the other products and service of an organization. The conclusion of the study shows different aspects of Apollo tyres. The Apollo tyres satisfies the customers need, purpose, price equal to the quality and availability, promotional activities, etc...

WEBSITES
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- www.internationaljournal.org
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