

A Study On Consumer Satisfaction Towards MRF Tyres In Dharmapuri District

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I. INTRODUCTION

The most important object of each and every organisation is to earn greater profit, to acquire this object the organisation have to extend its income by using getting greater consumer and the solely way to get greater patron is that the organisation have to supply predicted pride to the customers. Here the phrase consumer delight skill “the utility which client count on from the product” and when a purchaser get predicted utilities it is referred to as as consumer satisfaction. MRF manufactures the biggest vary of tyres in India and enjoys the best company choice for most reliable quality, enterprise manufactures the greatest vary of tyres in India and is the market chief with the biggest market share it tyre industry. Since 1984 MRF tyres has persistently been chosen as oem fitment by using nearly each and every essential automobile producer in India aside from tyres MRF additionally producer conveyor belts, pretreads and superior polyurethane paints. Here each and every purchaser of MRF is getting pleasure and it may additionally analyzed through the following information. MRF world No. 1 award for client delight via J.D Power Asia pacific for 2001&2002. It is additionally created proper company identify in different nations also, and it is the first Indian corporation to export tyres to the US, the very birthplace of tyre technology. It is the first organization in India to manufacture and market Nylon tyres passenger tyres commercially. MRF is imparting massive quantity of merchandise to the purchaser as per the requirement and need. They grant greater warranties to the clients and it will indicates that the enterprise has assured on its product. So as per the above statistics it observed that the purchaser pleasure toward MRF tyres is good.

STATEMENT OF THE 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, service 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 Customers Satisfaction towards MRF Tyres in Dharmapuri District”.

OBJECTIVES OF THE STUDY:

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

Objectives are:

1. To know the customer satisfaction towards MRF Tyres in Dharmapuri District.
2. To know the attributes which creates customer satisfaction among MRF Tyres users in Dharmapuri District.
3. To know the satisfaction level of the customer with the MRF Tyres.
4. To know valuable suggestion from the customers.

SCOPE:

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

RESEARCH METHODOLOGY

To achieve the stated objective a survey was conducted at Dharmapuri District regarding customer “satisfaction towards MRF Tyres” provided by MRF Tyres show room Dharmapuri.

Primary Data:

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

Secondary Data:

These are generally published sources which have been collected originally for some other purpose, they are not gathered specially to achieve the objectives of the particular research project 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
3. Mail survey

Questionnaire

It is the most commonly used instrument in collecting primary data. A questionnaire consisting of set of questions presented to a respondent for his/her answer. The questionnaire is very flexible in the sense that there are many ways to ask questions.

Data Collection:

Method used to collect data for the study was through survey. Survey is a systematic collection of information directly from the respondents; survey was through personal interview which involves collection of data through face to face communication with the help of questionnaire.

Method of Sampling:

Dharmapuri District has a huge population and each person's opinion cannot be collected. So the respondents were chosen randomly in Dharmapuri District.

Sample Size:

Sample size for the study consisted of 100 persons residing in Dharmapuri District. Among them only some of them responded and others rejected to respond as they were not interested.

Sample Unit:

Customers of MRF Tyre showroom and owners of vehicles in Dharmapuri District.

LIMITATIONS:

1. 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.
2. Due to time and cost constraint the sample size selected is 100.
3. 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.
4. The project is open for further improvement of the work.

II. LITERATURE REVIEW**Customer satisfaction**

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Measuring customer satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed. Work done by Berry (Bart Allen) and Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include. Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front

line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model. Work done by Parasuraman, Zeithaml 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 customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance. The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured.

Improving Customer Satisfaction:

Published standards exist to help organizations develop their current levels of customer satisfaction. The International Customer Service Institute (TICSI) has released The International Customer Service Standard (TICSS). TICSS enables organizations to focus their attention on delivering excellence in the management of customer service, whilst at the same time providing recognition of success through a 3rd Party registration scheme. TICSS focuses an organization's attention on delivering increased customer satisfaction by helping the organization through a Service Quality Model. TICSS Service Quality Model uses the 5 P's - Policy, Processes, and People, Premises, Product/Services, as well as performance measurement. The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.

HISTORY OF THE COMPANY

1946: A young entrepreneur, K. M. Mammen Mappillai, opened a small toy balloon manufacturing unit in a shed at Tiruvottiyur, Madras (now Chennai).

1949: Although the factory was just a small shed without any machines, a variety of products, ranging from balloons and latex-cast squeaking toys to industrial gloves and

contraceptives, were produced. During this time, MRF established its first office at 334, Thambu Chetty Street, Madras (now Chennai), Tamil Nadu, India.

1952: MRF ventured into the manufacture of tread rubber. And with that, the first machine, a rubber mill, was installed at the factory.

1955: MRF soon became the only Indian-owned unit to manufacture the superior extruded, non-blooming and cushion-backed tread-rubber, enabling it to compete with the MNC's operating in India at that time.

1963: Nylon Hot-Stretch Unit of the latest design was commissioned in November. 6,25,000 Right Equity shares offered at par in the proportion 1:2.1967 MRF became the first Indian company to export tires to the U.S.A..

1973: MRF scored a major breakthrough by being among the very first in India to manufacture and market Nylon tyres.

1978: The Company finalised a technical know-how collaboration with B.F. Goodrich Co., U.S.A., which became fully operative in early 1980-81.

1980: The Company crossed several milestones in its history. It went into technical collaboration with BF Goodrich Tire Co., USA in the year. The name of the Company, **Madras Rubber Factory Ltd.** was changed to MRF Ltd in the year.

2003: MRF and Bridgestone are ranked highest in a tie for the second year in a row in customer satisfaction with original tries according to JD Power Asia Pacific. Mr. C.D.Khanna has ceased to be the Director of the company. And Mr. K.S.Narayanan has resigned from the board of MRF. Mr. N.Kumar and Mr. Ranjit Issac Jesudasen have been appointed as the directors of the company. Mr. Arun Mammen as Managing Director of the Company w.e.f 1 April 2004.

2007: MRF Ltd launches premium truck tyre Super Lug 50-FS.

2011: MRF Ltd inaugurated its 7th manufacturing facility at Ankanpally near Hyderabad, exclusively for radial tyres. MRF Ltd crosses gross revenue mark of Rs 10,000 crores.

III. DATA ANALYSIS AND INTERPRETATION

MAXIMUM KILOMETERS PROVIDE MRF TYRES

S.N O	PARTICULA R	NO OF RESPONDENT S	PERCENTAG E (%)
1	Below 40,000	16	16

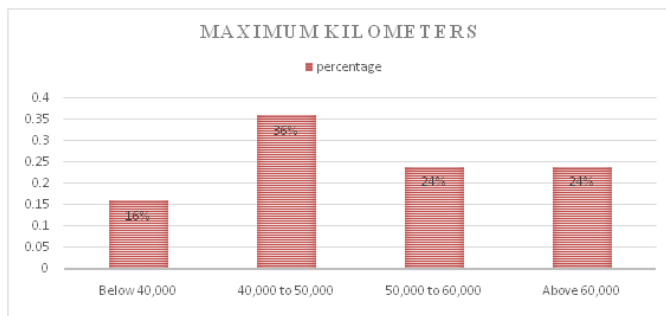
2	40,000 to 50,000	36	36
3	50,000 to 60,000	24	24
4	Above 60,000	24	24
	Total	100	100

SOURCE : PRIMARY DATA

INTERPRETATION:

As per table no.4.12, shows that, out of 100 respondents, 16 percent of respondents are below 40,000, 36 percent of respondents are 40,000 to 50,000, 24 percent of respondents are 50,000 to 60,000 and above 60,000. So, majority 36% of the respondents are using 40,000 to 50,000 kilometers.

MAXIMUM KILOMETERS PROVIDE MRF TYRES



MOTIVATED YOU TO PURCHASE MRF TYRES

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
1	Friend	28	28
2	Brand image	24	24
3	Advertisement	28	28
4	Self decision	20	20
	Total	100	100

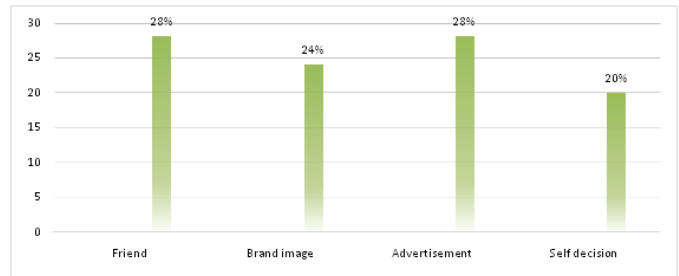
SOURCE : PRIMARY DATA

INTERPRETATION:

As per table no.4.13, shows that, out of 100 respondents, 28 percent of respondents are friend, 24 percent

of respondents are brand image, 28 percent of respondents are advertisement, 20 percent of respondents are self decision. So, majority of the respondents are friend and self decision.

MOTIVATED YOU TO PURCHASE MRF TYRES



MRF TYRES SATISFIED YOUR PURPOSE

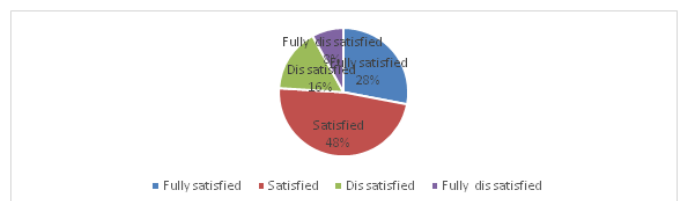
S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
1	Fully satisfied	28	28
2	Satisfied	48	48
3	Dissatisfied	16	16
4	Fully dissatisfied	08	08
	Total	100	100

SOURCE: PRIMARY DATA

INTERPRETATION:

As per statistical details shown in table no.4.14, out of 100 respondents, 28 percent of respondents are fully satisfied, 48 percent of respondents are satisfied, 16 percent of respondents are dissatisfied, 08 percent of respondents are fully dissatisfied. Therefore, largest number (58%) of respondents are selecting satisfied.

MRF TYRES SATISFIED YOUR PURPOSE



RETAILER REACT WITH CUSTOMERS

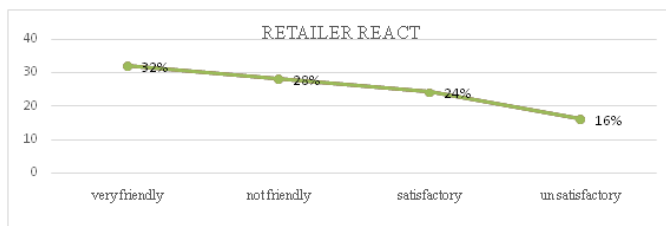
S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
1	Very friendly	32	32
2	Not friendly	28	28
3	Satisfactory	24	24
4	Un satisfactory	16	16
	Total	100	100

SOURCE : PRIMARY DATA

INTERPRETATION:

The above the table indicate retailer react with customers out of 100 respondents, 32 percent of respondents are very friendly, 28 percent of respondents are not friendly, 24 percent of respondents are satisfactory, 16 percent of respondents are fully unsatisfactory. Therefore, largest number of respondents are selecting very friendly.

RETAILER REACT WITH CUSTOMER



PROBLEMS FACED WHILE PURCHASING MRF TYRES

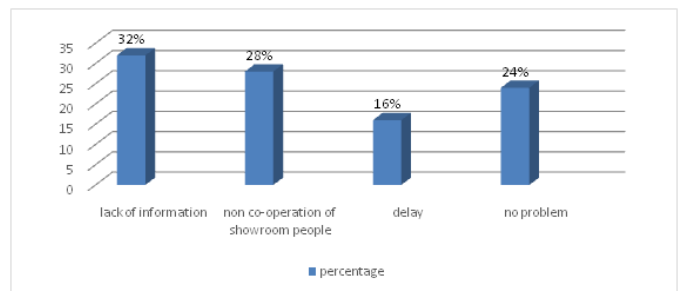
S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
1	Lack of information	32	32
2	Non co-operation of show room people	28	28
3	Delay	16	16
4	No problem	24	24
	Total	100	100

SOURCE: PRIMARY DATA

INTERPRETATION:

As per statistical details shown in table no.4.16, out of 100 respondents, 32 percent of respondents are lack of information, 28 percent of respondents are non co-operation of show room people, 16 percent of respondents are delay, 24 percent of respondents are no problem. Therefore, largest number (32%) of respondents are selecting lack of information.

PROBLEM FACED WHILE PURCHASING MRF TYRES



WILLING TO SWITCH OVER OTHERS BRANDS

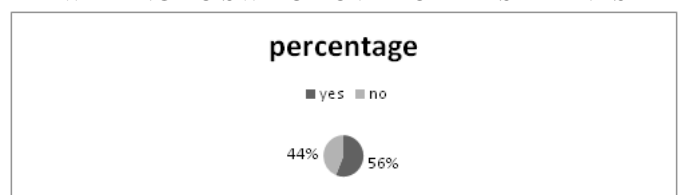
S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE (%)
1	Yes	56	56
2	No	44	44
	Total	100	100

SOURCE0: PRIMARY DATA

INTERPRETATION:

As per table no 4.17, out of 100 respondents, 56 respondents are yes, 44 percent of the respondents no. So, 56% respondents are says that yes and remaining 44 percent of respondents are no.

WILLING TO SWITCH OVER OTHERS BRANDS



IV. FINDINGS

1. The study shows that 36% of respondents are used MRF tyres maximum 40,000 to 50,000 kilometers and 24% of respondents used 50,000 to 60000 klms and 24% are used above 60,000 klms.
2. The study shows that 28% of respondents have purchased on there motivated advertisement and friends and 24% of the respondents are motivate the brand image.
3. The study shows that 48% of the respondents are satisfied about MRF tyres and 28% of respondents fully satisfied.
4. The study shows that majority of respondents means 48% are satisfied with the fulfillment of their need/purpose.
5. The study shows that the respondents are having very good opinion about the behavior of showroom people about 32% of customers are saying they are very friendly, 28% of respondents are saying not friendly and 24% of respondents are saying satisfactory and only 16% are dissatisfactory.
6. The study shows that 56% of the respondents are willing to switch over the other brands yes and 44% of respondents are saying no.

V. SUGGESTIONS

- 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.
- 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.
- 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.

VI. 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 Dharmapuri District 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.

REFERENCES

- [1] To complete this project I have referred the following books:
- [2] Marketing Management - Philip Kotlar.
- [3] Marketing Research - Tull & Hawkins
- [4] Marketing Research, G.C.Beri, Third Edition, Tata McGraw
- [5] <http://www.mrftyresindia.com>