

A Study On Customer Satisfaction Towards Ktm Bikes

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Abstract- 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.. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions.

Keywords- Customer expectations, consumer preference, customer satisfaction, customer loyalty and customer perception

I. INTRODUCTION

India is one of the largest manufacturers and producers of two-wheelers in the world. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This difference was achieved due to many reasons like restrictive policy followed by the Government of India towards the passenger car industry, growing demand for personal transport, ineffectiveness in the public transportation system etc. The Indian two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. In the last few years, the Indian two wheelers industry has been spectacular growth the country stands next to china and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheelers industry, bikes and scooters cover major segment. Bikes are large variety of two wheelers that are available in the market, known for the most recent technology and improved mileage Indian bikes, mopeds stand for style and class for everyone in India.

II. OBJECTIVES OF THE STUDY

- To know about the factors influencing the customer decisions of purchasing KTM bike.
- To know about the services rendered by the dealer.
- To know the respondents problems towards KTM vehicles.
- To view the satisfaction level of the customers of two wheeler vehicles in KTM.

III. LIMITATIONS OF THE STUDY

- Time has been a major constraint throughout the study.
- As this survey was restricted to Coimbatore this cannot be stated as an in depth research on this subject.
- Enough care is taken in formulating the questionnaire; still some errors may creep in.
- The consumer response varies according to different products.
- Quality verses price was not taken into the consideration.

IV. RESEARCH METHODOLOGY

The methodology planned in this study as follow

SOURCE OF DATA

• Primary data

The study is based on primary data collection. To collect the primary data questionnaire is framed in a simple and understandable way to the user of KTM Bikes.

• Secondary Data

The secondary data was collected from the articles, journals, news paper and various websites.

SAMPLING DESIGN OF THE STUDY

- The sampling technique in this study is convenient sampling.
- The sample size is comprises of different type of users who are using KTM Bikes.

SAMPLE SIZE

The sample size is 100 respondents in the present study.

AREA OF THE STUDY

The data have to be collected from the respondents in Coimbatore city.

PERIOD OF THE STUDY

Period of this study is December 2020 to March 2021.

TOOLS FOR ANALYSIS

- Simple Percentage Analysis
- Chi - Square Analysis
- Rank Analysis

V. REVIEW OF LITERATURE

A.Priyanka and Dr.B. Ponnuthai “*A Study on Customers Perception Towards The Usage of KTM Bikes*”: The authors suggest marketing philosophy of business assumes that an organization can best serve, prosper and attain profit by identifying and satisfying the needs of its customers.

KTM and Bajaj: An Austrian-Indian Partnership in the Motorcycle Industry Austria-based motorcycle manufacturer KTM has managed to become the number one European seller of motorcycles. To achieve this goal, the company has chosen to engage in a joint venture with Indian motorcycle manufacturer Bajaj Auto Limited (BAL).

Leslie Lazar and Schiffman:The authors suggested consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages.

Batra. S.K &Kazmi: The book has described consumer decision making process, buyer’s black box and importance of consumer behaviour studies for marketers in order to understand what satisfy the ultimate consumer. The book described vital characteristics of Indian consumer and competitive advantages in Indian context for the marketers.

K.V.Shanmugavadivu, G.Kalaimani “*A Study on Customer Satisfaction towards KTM Bikes in Erode*”: The authors clearly explains the customer satisfaction towards KTM bikes. The result of the study are use full to assess customers response and let us know what exactly customers are looking for when they buy a two-wheeler.

SIMPLE PERCENTAGE ANALYSIS

PROBLEMS FACED AT THE TIME OF SERVICING YOUR VEHICLES

FACTORS	NO.OF. RESPONDENTS	PERCENTAGE
HIGHER PRICE SPARE PARTS	29	29
NON-AVAILABILITY OF SPARE PARTS	29	29
DELAY IN SERVICE	26	26
LOW QUALITY OF SPARE PARTS	16	16
TOTAL	100	100

SOURCES: Questionnaire

INTERPRETATION

In this table it shows the problems faced at the time of servicing your vehicles 29% of the respondents are higher price spare parts, 29% are non-availability of spare parts, 26% are delay in service, 16% are low quality of spare parts.

INFERENCE

Majority 29% of the respondents are higher price spare parts and also 29% of the respondents non-availability of spare parts.

RANKING ANALYSIS

TABLE

USAGE LEVEL

FACTORS	1 x 5	2 x 4	3 x 3	4 x 2	5 x 1	TOTAL	RANK
Mileage	26 (130)	36 (144)	15 (45)	13 (26)	10 (10)	100 (355)	2
Power	11 (55)	25 (100)	36 (108)	22 (44)	6 (6)	100 (313)	4
Maintenance	40 (200)	22 (88)	17 (51)	6 (12)	15 (15)	100 (366)	1
Looks	22 (110)	34 (136)	29 (84)	5 (10)	10 (10)	100 (353)	3

SOURCES: Questionnaire

INTERPRETATION

From this Ranking analysis, it is understood that, the “Maintenance “has been ranked as 1, “Mileage “has been ranked as 2,” Looks” has been ranked as 3 and “power” has been ranked as 4.

INFERENCE

Majority of the respondents choose “Maintenance” as first rank.

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN AGE AND PURCHASE REASON OF

KTM VEHICLES

EXPECTED VALUE TABLE

AGE	BRAND NAME	LOW MAINTAINANCE	MIL EA GE	PRIC E	WIDE RANGE OF PRODUCTS	TO TA L
Below 18 years	4	1	1	0	0	6
18 – 25	21	19	13	4	7	64
26 - 35	0	8	3	4	7	22
36 - 45	0	5	0	1	1	7
Above 45 years	0	0	0	1	0	1
	25	33	17	10	15	100

CHI-SQUIRE TEST ANALYSIS

CALCULAED VALUE (X ₂)	DEGREE OF FREEDOM	TABLE VALUE	HYPOTHESIS
11.5174	14	26.296	Accepted

INTERPRETATION

Calculated value of chi-squire at level of significance is lesser than the table value. Therefore, hypothesis is accepted. Hence it can be concluded that there is no significance relationship between Age and reason to purchase.

VI. FINDINGS OF THE STUDY

- Majority of the respondents feel that there is problem of non-availability of spare parts in the market and the cost of the spare parts are also so high
- Majority of the respondents choose Maintenance as first rank under usage level .
- Calculated value of chi-squire at level of significance is lesser than the table value. Therefore, hypothesis is accepted. Hence it can be concluded that there is no significance relationship between Age and reason to purchase

VII. SUGGESTIONS

- The company could introduce bikes with more mileage.
- The company can offer more service to the customers.
- The spare parts can be made available in the market .
- The overall performance can be improved in the future and take the company to the next level.

VIII. CONCLUSION

Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they’ve purchased them. This satisfaction is often referred to as utility. Consumer value can be determined by how consumer utility compares between different items. Consumer preferences can be measured by their satisfaction with a specific item, compared to the opportunity cost of that item since whenever you buy one item, you forfeit the opportunity to buy a competing item. This study is based on the customer response for KTM. This study will help the organization in general to improve the customer response in the company for longer period.

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