

Article

A Study on Customer Preference and Satisfaction towards KTM Bike in Coimbatore City

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How to cite this article:

Amuthanayaki VP, Kodhainayaki N. A Study on Customer Preference and Satisfaction towards KTM Bike in Coimbatore City. *J Adv Res HR Organ Mgmt* 2021; 8(3&4): 18-20.

Date of Submission: 2021-12-04

Date of Acceptance: 2021-12-21

A B S T R A C T

KTM India most trusted two-wheeler automobile company launched Duke200 in 2008. This study was conducted in Coimbatore city where over the years; craze of two wheeler has improved a lot. Firstly people used to prefer scooter, rather than bikes because they use to say, it is also a gear vehicle good mileage and more importantly we have space to keep some articles in front of it but in bikes there is no such provision. The Euro emission norms led the existing players in to two stroke segment to install catalytic converter. All the new models are now being replaced by 4-stroke motorcycle. Excise duty on motorcycles has been reduced resulting in price reduction, while has aided in propelling the demand for motorcycle.

Keywords: Statistical Investigation, Customers, Satisfaction, Automobile, Generation Gap

Introduction

The Indian two wheeler market has a size of the over Rs 100,000 million. But how well is this automobile industry performing in their own country say two wheeler especially, because still India has developed only to that extent where every individual today owns a two-wheeler. Every month a company has to launch a new brand or a new version with latest technology, new models and at competitive prices. KTM India most trusted two wheeler automobile company launched Duke200 in 2008. This study was conducted in Coimbatore city where over the years; craze of two wheeler has improved a lot. Firstly people used to prefer scooter, rather than bikes because they use to say, it is also a gear vehicle good mileage and more importantly we have space to keep some articles in front of it but in bikes there is no such provision.

But as we can see the generation gap between ages, peoples, have started thinking driving and as well as look wise, bikes are better than Scooters, and it decline the sales of scooter and a treatment increase in bikes. Now a days

even in school, students have started using two-wheelers as their mode of travelling and naturally when it comes to colleges, students will only prefer bikes rather than any other form of two-wheelers. In the rural area consumer have come to prefer sturdier bikes to withstand the bad road conditions.

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Statement of the Problem

The entire customer has different minds, tastes, likes, dislikes and adopt different behaviour pattern. The reason for customer satisfaction of KTM bike was evaluated by getting feedback from the customers and findings. The study would help the company to improve the sales/ marketing of KTM bike.

Objectives of the Study

- To identify the level of customer Preference towards the KTM bikes
- To understand customer attitude towards KTM bike
- To measure customer satisfaction of KTM bike owner
- To find the areas of improvement of the KTM bikes and give suggestions for their improvement

Scope of the Study

Customer's expectations change accordingly with time. Customer's expectations should be studied with great efforts, so that marketers can design the product based on the need of the Customers. If the customers were met then the customer may turn as an asset to the company because opinion leader for others. So that the company can increase its market share.

Customer's expectation is mainly based on the following attributes

- The product or service
- The price
- The place
- Promotion

Data Collection Method

The researcher used questionnaire for collection of primary data. Secondary data were collected from different sources.

Sources of Data

- The Primary Data were collected through questionnaire

from Consumers of KTM motorbikes

- The Secondary Data were collected from company profile, magazines, market sources and internet

Tools for Analysis

- Simple percentage analysis
- Ranking analysis
- Likert analysis

Sampling Plan

Population

- Population in statistics means the whole of the information which comes under the preview of statistical investigation. Here the population in Customers of supreme motors for the last three years

Sampling size and Area

- 150 Consumers of KTM motorbikes in Coimbatore district

Sampling Procedure

- Convenient Random sampling method

Review of Literature

S. Saravanan, N. Panchanatham and S. Pragadeeswaran "consumer behavior towards showroom service f two wheeler is the main of this paper. They explain product promotion. Consumer consideration all factor at the time of purchasing vehicle. Brand image is the important for consumers at the time of purchase.

Table I. Company Profile

Name	KTM Automobile
Type	Aktien Gesellschaft (AG)
Industry	Motorcycle, Automotive
Founder	Hans Trunkenzpoiz, Ernst Kronreif
Head quarter	Mattighofen, Austria
Key people	Stefan Pierer (CEO), Viktor Sigl (CFO)
Products	Motorcycles, sports cars
Number of employees	2931
Website	Ktm.com

Table I. Company Profile

S. No.	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total Score	Rank
1	Price	9(6)	34(5)	47(4)	38(3)	16(2)	7(1)	565	6
2	Quality	11(6)	42(5)	45(4)	27(3)	13(2)	13(1)	576	5
3	Brand	42(6)	39(5)	30(4)	27(3)	6(2)	7(1)	667	2
4	Availability	19(6)	56(5)	45(4)	21(3)	6(2)	4(1)	653	4
5	Stylish	40(6)	51(5)	30(4)	15(3)	9(2)	6(1)	684	1
6	Performance	42(6)	39(5)	30(4)	27(3)	6(2)	6(1)	666	3

Dr. K. Lakshmi Priya “they explain about the wealth of the every business unit depends upon the marketing efficiency. Company achieves profit objectives in a Competitive environment and also rapid growth over the couple of years.

Dr. Peeyush K. Pandey “They explain about urban and suburban India is focused heavily international automobile manufacturer and rural India is being focused more by India companies as well as determines the product and satisfaction level in rural and urban area.

Analysis and Interpretation

Ranking Analysis: (Most factors influence to buy KTM Bikes by the respondent)

Interpretation

The table 4.3.1 shows that the out of 151 respondents, price is in the rank 6, quality is in the rank 5, brand is in the rank 2, availability is in the rank 4, stylish is in the rank 1 and performance is in the rank 3.

Conclusion

We should profitable achieve our business objectives by retaining current customers and gaining new one by continually meeting and exceeding their needs and expectation. So, continues customer satisfaction measurement is essential. Better services must be provided in all the service centers, the quality of the materials which is used to build the bike is very poor. It must be upgraded. Spare parts of the bike must be made available all the times since the bike is being very popular among the people. Hence by doing so we can still able to improve the sales of the bike in all the areas and people can get a good perception on the bike always.