

A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES

Submitted in partial fulfilment of the requirements for the award of

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By

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **MOHANA KRISHNAN V (42410034)** who carried out the Project Training “**A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **MOHANA KRISHNAN V (42410034)** hereby declare that the Project Report entitled “**A STUDY ON CONSUMER SATISFACTION TOWARDS KTM BIKES**” done by me under the guidance of **DR. PRINCY A.S** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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MOHANA KRISHNAN V

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ABSTRACT

Automobile sector is one of the evergreen parts in everyone life. India is one of the biggest 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. The India two-wheeler industry made a small beginning in the early 50's when automobile products of India (API) started manufacturing scooters in the country. Customer satisfaction is the degree of satisfaction provided the goods or services of a company as measured by the number of repeat customers.

The main objectives are to find out the customer satisfaction and loyalty towards KTM bikes. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customer of KTM bike. The major findings of the study are most of the respondents opinioned that KTM has improved. After KTM bikes, from the research it is concluded that the demographic variable such as age group, gender and occupation are having less impact on the factors of customers satisfaction. The research outcome also indicated that, most of the customers are satisfied towards KTM bike with respect to the chosen factors.

CHAPTER 1

INTRODUCTION TO CHAPTER

• INTRODUCTION

India is one of the largest manufacturers and producers of two-wheelers in the world. 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 prefers 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.

The two-wheeler industry has been growing steadily over the years all over the world. The global market for two-wheelers has shown tremendous growth over the past decade. Asia has accounted for the vast majority of growth, sales in the entire region growing more than threefold over the past decade. India is not an exception for that. Today with annual sales of 4.3 million units, the Indian two-wheeler market is the second largest in the world after China (annual sales of 10 million). The sector is divided into five major product classifications: mopeds, motorcycles, scooters, step thrust and ungeared scooters. The dominance of ISSN: 2348 9510 International Journal of Core Engineering & Management (IJCEM) Volume 3, Issue 1, April 2016 130 motorcycles in the two-wheeler industry is a common trend in most parts of the world. The reasons for this are product-specific as well as general. Fuel efficiency, riding comfort, larger wheelbase and as a result higher resale value than that of scooters, are features that make motorcycles more appealing to consumers than other categories. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also

be frustrating and even disappointing but never dull. For these following questions may arise regarding customer satisfaction. What factor affects the two-wheeler purchasing? What factor influences the customers? And so on. To find the solution to these questions the study has been carried out.

- **THEORETICAL INFORMATION ABOUT THE TITLE**

It is the study to attract the customers towards the KTM showroom by satisfying the expectations of the customers and also understanding the demand etc. The main aim is how to satisfy and to make feel better at showroom and also helps to use all the data for future perspective to improve satisfaction level. Customer satisfaction is the key to business to earn the profit and to obtain the market leadership. The term indicates it is group of clients that are inquisitive about the resource According to the Philip Kotler, “A market contains of all the possible customer of distribution a particular need or a want who is willing and able to engage in exchange, to satisfy the need or want”.

According to Cournot, “The Economists is recognized by the term market, not by any specific market place in which things are bought and vended, but the full of any region in which purchaser and vendor are in such a free intercourse with one other that the prices of the same goods tend to be at equity and quickly”.

According to Pyle, “The Market contains both the place and area in which venders are in the free competition with one another” So, the extent of the market depends upon worth of person WHO has the unjoyful wants, is doubtless skilled of playacting the exchange.

- **INDUSTRY PROFILE**

KTM AG (formerly KTM Sport motorcycle AG) is an Austrian motorcycle and sports car manufacturer owned by Pierre Mobility AG and Indian manufacturer Bajaj Auto. It was formed in 1992 but traces its foundation to as early as 1934. Today, KTM AG is the parent company of the KTM Group, consisting of a number of motorcycles brands’ is known for its off-road motorcycles (enduro, motocross and super moto). Since the late 1990s, it has expanded into street motorcycle production and developing sports cars – namely the X Bow. In 2015, KTM sold almost as many streets as off-road bikes. Since 2012, KTM has been the largest motorcycle manufacturer in Europe for four consecutive years.

Globally, the company is among the leading off-road motorcycle manufacturers. In 2016, KTM sold 203,423 motor vehicles worldwide. KTM was founded in 1934 by an engineer named Hans Trunkenpolz' in Mattighofen, Austria. The name of the company, which started as a metal workshop, was chosen as Kraftfahrzeug Trunkenpolz Mattighofen.

In the early years, and in war years, the Trunkenpolz' company solely focused on vehicle repairs. In time, the company evolved to be the biggest repair workshops in Upper Austria after the war. Due to the war damage at the known vehicle manufacturers, there was an enormous lack of supply parts for motorized vehicles. Trunkenpolz made a virtue out of necessity and manufactured the most urgently needed spare parts inside his own company. The economic miracle loomed in Austria and the industry rapidly bounced back from setbacks and recessions. The Trunkenpolz family did not only benefit from these developments: the repair orders for trucks dropped remarkably and only the manufacturing of spare parts generated some revenue. It is hardly surprising that Trunkenpolz had to search for new options after the loss of revenues from the repair workshop. The population's wish for motorized transport came at a proper time. At that time, only a few rich people could afford a car. Therefore, Trunkenpolz decided to develop a lightweight motorcycle. The terms were set quickly – it should be a “real motorcycle” with foot pegs, without the pedal-drive known from the motor-driven bicycles. The 98cc Rotax engine with pull starter builds in the little town Günskirchen seemed to be the perfect choice.

- **STATEMENT OF THE PROBLEM**

There are many types of two-wheelers and they are playing an essential role in fulfilling the needs of customer now a days and the customer are more dynamic. Their needs and preference can be changing as per current scenario. The development of the two-wheelers mainly depends on the customer satisfaction. All the customers have different tastes, likes and dislikes and adopt different behavior patterns, while making purchase decisions. So, satisfying the customers occupies a most important position in business management.

- **SCOPE OF THE STUDY**

This study is directing towards providing KTM Motors with an insight into the success of as well as the buyers response and consciousness towards the brand, products, and services of the KTM. The information will be analyzed and presented in a simple and in an exact way on the basis of which pertinent

recommendations have been made to the firm to improve the services, policies, and strategies of the company.

- From the study, we can recognize the market of the other competitors and consequently formulate a strategy to enhance the market.
- The study is exclusively conducted to collect the information about our customer satisfaction towards KTM.
- The study is concerned only with KTM buyers.
- The research was carried out to find the factors which influence customer satisfaction level to a maximum level.
- The study projects that customer satisfaction level change with the changes in various factors like evaluating and change during the delivery of vehicles and after sale evaluation.
- This research is an attempt to provide feedback to KTM motors and the show room dealers, so that they can bring out changes in various department in their organization that which will help them in becoming a number of motor cycle company in India.
- The study here targets on customer satisfaction towards two-wheeler specifically related to KTM bike which is obtained from the survey.
- The study underwent is related to rural areas at Thirukazhukundram in Kanchipuram district.

• **NEED FOR STUDY**

- To understand Customer Preferences.
- To Assessing Product Performance.
- To Examining Brand Loyalty.
- To Long-Term Customer Value.
- To Long-Term Customer Value.

• **OBJECTIVES OF THE STUDY**

- To understand the conceptual framework about customer satisfaction
- To analyses the user's awareness towards KTM bikes
- To assess the customer preference towards KTM bikes.

- To analyses the satisfaction level of buyer towards KTM bike.

•LIMITATIONS OF THE STUDY

- Less number of respondents is taken for the study.
- Lack of response by the respondents to the study
- The fast-moving lifestyle of buyers may adversely affect this research.
- It is just determined only in the Chennai

CHAPTER 2

REVIEW OF LITERATURE

• INTRODUCTION

This section provides an analysis of the literatures relating to consumers buying behavior, brand, customer service and their purchase preferences. It also aims to bring out numerous studies in behavior of today's contemporary consumers especially in making purchasing decisions concerning automobiles. It tries to explain the process how people buy and use goods and services and their response to prices, advertising and store interiors. It also tries to explain the fundamental mechanisms which function to produce these responses. Hence, if marketing managers of these markets have responses to such questions, they can take improved management decisions. And if government has answers they can improve strategies and policies. We can say responses to all these questions on the role of consumer buying behavior can be provided by researchers. The two, marketing and consumer buying behavior does have a close affinity. Hence, this suggests that marketing is a customer of consumer research. Consumer researchers can only deliver responses to a number of problems raised by the numerous practices of marketers.

The marketing practices are mentioned below:

- Using price as an incentive.
- Using specific colors', music and aromas in the retail environment.
- Presenting new products using present brand names which can be labelled as brand extension.

In the past decade consumer buying behavior has changed intensely. Today's consumers have the facility to order online many tailored products ranging from jackets to lap top computers due to mass digitization. In today's digitized age people are familiarized with digitized newspapers, magazines, online editions of numerous other media which are receiving data from online sources.

• REVIEW OF LITERATURE

Abdullah et.al (2012) 1 in their study determined the attitude of consumers towards product attributes of Honda, KTM, and Suzuki motorbikes. The researchers used the Fishbein attitude- toward-object model and the theory-of reasoned-action model to analyze the consumer attitude. The results of consumer

ratings revealed that Honda brand has a higher valuation (60.03) than the two other brands KTM (56.14) and Suzuki (55.00). It is clear from the comparison of these values that consumers prefer the brand Honda to KTM and Suzuki because consumers evaluate that product attributes of Honda brand is better than on the attributes of KTM and Suzuki.

The study shows that the social environment of consumers like family members, peers, other people and the sellers also affect the consumer subjective norm formed by normative beliefs (NBJ) and Consumer motivation (MCJ) in making product purchasing decisions regarding motorcycle. The consumers of Honda motorbike are highly influenced by family members (2.26), the consumers of KTM motorbike are highly influenced by other people (2.34) and the consumers of Suzuki motorbike are also highly influenced by other people (2.26).

Debasis et.al (2014)² in his study on 'Consumer Satisfaction of Two-Wheeler Bikes' has found that Bajaj, Hero and Honda bike owners are more satisfied in mileage than KTM & TVS motorbikes. Bajaj, Honda and KTM bike owners are more satisfied with power than Hero and TVS motorbikes. KTM and Honda Bike owners are more satisfied with technology while Hero, Bajaj and Honda motor bike owners are more satisfied with After Sales Service.

Samir (2007)³ analyzed the customer perception and the customer satisfaction towards specific brands of motorbike. The study shows that 114 respondents are influenced to purchase their motorbike through Television advertisements, 33 respondents are influenced to purchase their motorbike through Newspaper advertisements, 5 respondents are influenced to purchase their motorbike through advertisements made through Wall painting, 12 respondents are influenced to purchase their motorbike through Hording and 36 respondents are influenced to purchase their bike through Magazine advertisements. It was also found that 41 respondents are fully satisfied with the performance of their motor bikes, 104 respondents are satisfied with the performance of their motorbike, 42 respondents are moderate in satisfaction with the performance of them

motorbikes and 3 respondents are poorly satisfied with the performance of their motorbike. Furthermore, 53 respondents are influenced to purchase a bike by its brand image, 81 respondents are influenced to purchase a bike by its Fuel efficiency, 27 respondents are influenced to purchase a bike by its lesser Price,

17 respondents are influenced to purchase a bike by its comfort and 25 respondents are influenced to purchase a bike by its Style Majority of the respondents came to know about their bike from friends, 87 respondents came to know about their bike through advertisement, 10 respondents came to know about their bike from publicity, 47 respondents came to know about their bike through family members and 11 respondents came to know about their bike from other sources.

Mallikarjuna Reddy (2006)⁴ stated that as far as mileage per liter of petrol is concerned, Hero Honda is ruling the market and finding favor with the consumers. KTM and TVS bike are far below the expectations of the consumers based on mileage per liter of petrol. This is also due to constant advertisements through newspapers, TV, Cable TV, hoardings and road shows. Hero Honda attained supremacy due to mileage factor. In these hard days of price increases and poor incomes, everyone is concerned with economic use of vehicles. Naturally Hero Honda has become favorite of the masses.

Santosh Kumar et.al (2005)⁵ in their study found that Hero Honda splendor is highly preferred by the respondents when compared to other models of Hero Honda motorbikes. The study also revealed that 88.5 percent of the consumers are aware of the different brands of two-wheelers available in the market.

R. Sivarani (2008)⁶ in her study has found that friends are the major source of information for the consumers who buy Hero Honda motorbikes. They are followed by relatives, colleagues, advertisement, and other sources. She has studied the awareness of the consumers regarding different models of Hero Honda motor bikes. It was clear that 64.7 percent consumers are aware of all models of Hero Honda motorbikes, whereas 35.3 percent consumers were not aware of all models. 28

A. Ramani (2014)⁷ stated that majority of the respondents are (46 percent) of the respondents feel that Suzuki motorbike gives 55-70 km per liter. Majority of the respondents (64 percent) feel

that appearance of Suzuki motorbike is good. It is clear from the study that majority of the respondents (54 percent) feel good about the delivery facilities of Suzuki Showroom at Tirunelveli City. Majority of the respondents (54 percent) feel that the service charges in Suzuki Company are very low. It is also understood that the company's customer care is good.

Anbazhagan (2011) 8 in his study stated that "Safety", "Road Grip" and "Maintenance" are the major factors that determine the purchase decision of two-wheelers. "Ignition Performance," "Availability of Spare Parts" and "Warranty / Guarantee" are the least factors that determine the purchase decision of two-wheelers. The customers are more influenced by the advertisements and least influenced by their spouse towards the purchase decisions of two-wheelers. Customers under the age of 26 – 35 years are more satisfied with the Performance factor and the customers less than 25 years are less satisfied with the Performance factor. 40 percent of the respondents are not satisfied by the services rendered by their dealer and hence the manufacturer had to monitor and motivate the dealers to render more service to the end users so that they could retain their customers in the competitive two-wheeler market.

The respondents have given more preference to safety, maintenance road grip and price. Hence the two-wheeler manufacturer had to focus more on these factors. In the hectic congested traffic situation respondent prefer more safety for their life hence the manufacturer had to provide more attention on the safety aspect. Most of the 29 respondents have given importance to performance factors like suspension, ignition, battery pulling capacity speed, and brake and the two-wheeler manufacturer had to focus more on suspension because most of the respondents travel in their two-wheeler for more hours. The manufacturer must adopt unique technology to improve the pulling capacity and braking system in the technology era.

Most of the respondents prefer Hero Honda in terms of overall performance with the score value of 3.56 while Bajaj secures the second place with a mean score 3.26. Most of the respondents ranked Hero Honda to be the best in aspects of features and outlook than the other brands of motorbikes. Thus, to fulfill the satisfaction of the respondents the manufacturers are expected to understand the users' views and expectations.

Weerasiri (2015) 9 attempted to analyze why Indian two-wheeler brands are becoming more popular and which factors affect the purchasing decision. Data were collected from four districts representing the Sri Lankan population using questionnaire. The researcher employed six variables namely Price, Technology and Design, Product Awareness, Spare Parts Availability, After Sales Services and Economic Conditions. According to statistics, Bajaj, Honda, KTM, TVS and Mahindra are the key players in India as well as Sri Lankan market. Most of Sri Lankan two-wheeler customers prefer to buy these brands. According to

the correlation analysis it was revealed that there is a significant relationship between independent variables and consumers' buying intention towards the Indian two-wheelers. According to the research findings, 86 respondents (43%) were aware of the price of two-wheelers in different companies, 47 respondents (18.5%) were 30 having neutral idea regarding the prices and 69 respondents (34.5%) were not aware of the current market prices offered by the companies. The findings revealed several implications for marketers to have better segmentation and targeting in the automobile industry especially on two-wheeler sales.

Catherine Remy Etal (2016) 10 made an empirical approach to measure the satisfaction of two-wheeler customer satisfaction. The studies revealed that majority of the respondents are satisfied with maintenance cost of two-wheelers. The respondents using KTM motorbike are more satisfied than the other two-wheeler brands. The age groups between 20-25 years were more satisfied when compared to other age groups. There is no significant difference in the satisfaction level of consumers belonging to different occupations categories. Four factors were identified for the satisfaction level namely economic aspects, optimum service, time and safety, easy handling and service facilities. The grand mean score values of these factors indicate that companies have to give more focus on the factors to expand customer base.

The six sigma result for the Hero Honda Motorbike shows that two-wheeler users were satisfied with the petrol consumption, resale value, and mileage. Six Sigma for the performance of TVS shows that two-wheeler users were satisfied with easy handling; Six Sigma for the performance of Bajaj shows that two components namely resale value and maintenance were greater than 3 which means that the satisfaction level is average; Six Sigma for the performance of KTM reveals that the two-wheeler users were satisfied with during service delivery time, maintenance,

31 spares available, comfortable seat, easy handling, availability of color, delivery time purchase, and after sales service.

Col Tajammul (2015) 11 analyzed the perception of Youngsters in making purchase decision of Bikes or Scooters in and around Landan near Mohali. Most of the male respondents prefer Bajaj brand of motorbike and most of the female respondents prefer Honda brand of Scooters. Majority of the respondents pay

more attention on Style and Color while purchasing Two-wheelers and give least priority to Service Centre and pollution free attributes.

Most of the respondents prefer Mileage as their second priority and Outlook of the Two-Wheeler as their third priority. Ease of availability and Self-start attributes are also preferred the most. Some of the Male students are shifting towards Scooters because of various reasons like Style, Color, Mileage, Ease of Availability and Luggage space. After the demerger, Bajaj is coming up very fast. The market of Bajaj is continuously making a rise to the success. 28 percent of respondents get influenced by Two-wheelers through Television, 24.67 percent of respondents through friends, 17.33 percent of respondents through dealers, 18 percent through newspaper and 12 percent through internet.

Sakthivel Murugan (2014)¹² had investigated the extent of perception of women consumers towards the purchase decision of two-wheelers in metropolitan cities of India. ANOVA technique is used to study the influence of region on women consumers in their preference, attitude, decision making and satisfaction towards the purchase of two-wheelers. The results were significant at 95 percent confidence level 32 for all variables. Accordingly, the perception of women consumers of two-wheelers in four regions differ widely with respect to variables like schemes, product performance, promotional schemes, utilitarian benefits, personal characters, product characteristics, promotional schemes, product aspects and value-added benefits. This leads to the mean wise comparison of four regions women consumers of two-wheelers.

The results reveal that the perception of women consumers of two-wheelers at Chennai City was significantly different with respect to variables like product performance and utilitarian benefits; the perception of women consumers of two-wheelers at Delhi City was significantly different with respect to the variables, quality information and value-added benefits. Personal factors,

product characteristics, product aspects, promotional schemes were significant only to the women two-wheeler consumers at Kolkata City. It was found that regions have strong influence on the preference, attitude, decision making and satisfaction of women consumers towards two-wheelers in India. When making a two-wheeler purchase decision, the personal factors and product characteristics are important for women consumers in India.

Ameer (2014)¹³ studied the customer satisfaction with regard to Royal Enfield Bullet. It was found that most of the respondents are aware of Thunderbird, Bullet Electra, Bullet 500 and Bullet 350 model of Royal Enfield bullet. The source of awareness of most of the respondents is Television followed by Newspaper, Magazines, Friends/relatives and others. Most of the respondent's prompt to buy Royal Enfield Bullet. based on the company image and style. Almost all respondents 33 are satisfied with the performance of their Royal Enfield Bullet. But they are not happy with overall sales service provided by the Company. The study suggested that Royal Enfield should concentrate on its advertising campaign to reach all customers.

Murali Manohari (2013)¹⁴ made a study on customer's preference towards iconic brand Royal Enfield Motorbikes in Coimbatore City, the study could provide appropriate and timely information about the position of preference level of customer towards Royal Enfield. This study also investigates the services and factors which influence the customers to purchase the Royal Enfield bikes and also identify what customers are expecting from the Royal Enfield. Customer preference is influenced strongly by culture, social, personal and psychological factors. For this purpose, 120 customers were selected and obtained the various responses based on the questionnaire method. By and large it was found that most of the customers are choosing Royal Enfield vehicles because of its Vehicle Appearance, pickup, good models and engine appearance.

Najeemudeen (2016)¹⁵ studied the information sources for Two-wheeler Purchase in Malappuram District of Kerala. Most of the customers tend to gather maximum information on two-wheelers for making a final decision on which brand and model to be purchased. Age and Occupation of the respondents have an impact on the sources of information about two-wheelers. Brand of two-wheeler owned, type of two-wheeler owned, duration of ownership of the two-

wheeler, the duration of changing the Two-wheeler and the number of brands considered before making the final buying decision also have some bearing upon the buying motives of the customers towards Two-wheelers. Customers put more faith on the feedbacks given 34 by the existing two-wheeler users and word of mouth reviews they gather from friends, family members and, colleagues than any other sources of information. Customers are widely using internet and social media for collecting information about the latest models of two-wheelers, reading online reviews, checking customer feedbacks, making

comparisons of brands/models etc. before zeroing at a final choice and this process seems to influence their purchase decision. Many of the customers seek the opinion and recommendation of two-wheeler mechanics about the best brands and models of two-wheelers available in the market before making a purchase decision.

There is an increasing tendency among the customers to read the reports and review articles in newspapers and automotive magazines for gaining more information about the latest models of two-wheelers available in the market and their features. Customers tend to show a very low reliance upon television commercials of two-wheeler companies now a days, as they provide some biased, exaggerated and self-boosting information about their own products, which may not be right always. Modern day customers are very shrewd and highly rational. Technological advancements have opened a wide variety of sources to them from which they can access information on any product to their fingertips within Nano seconds. They cannot be deceived anymore with the graphical sorcery in the television commercials and the glittering promotional materials, offers or any such things. Instead of getting lured by the advertisements, they have started collecting information from all the available sources, with the help of which they make the most logical and rational purchase decision 35

Malar Mathi (2013)¹⁶ undertook a study on consumer buying behavior towards HERO MOTO CORP in Erode. The study revealed that 27 percent of the respondents prefer to buy splendor plus motorbike, 18 percent of the respondents prefer to buy CBZ Extreme, 17 percent of the respondents are preferring HUN, 11 percent of the respondents prefer Passion Plus and the remaining 18 percent of the respondents are preferring other models of Hero. The study shows that 25 percent of the respondents using hero Honda bike 1 to 2 years, 22 percent of the respondents are using for more than 3 years, 21 percent of the respondents are using only for the past 6 months, 18

percent of the respondents are using for 3 to 4 years and the remaining 13 percent of the respondents are using for 2 to 3 years. The analysis also shows that 32 percent respondent get awareness through Television, 23 percent of the respondents get awareness through magazine, 28 percent of the respondents get awareness from internet. Therefore, there is no significant relationship between gender and attitude of the respondent towards hero motors. There is a close approach between annual income of the respondents and preferable model of the Hero Honda bike.

Sathish (2011)¹⁷ undertook a study on consumer behavior towards Automobile Products with Special Reference to Two- Wheeler in Tirunelveli City. The objective of the study is to find out the consumer behavior of automobile products in terms of their buying decisions and motives in the two-wheeler segment. It is interesting to note that the consumer like costly bike because many of the good features are found in those costly bikes even though the consumers may not have the purchasing power to buy it. Value addition and the Aesthetic values attract more consumers in the two 36 wheelers segment. Therefore, the manufacturer is required to give a constant research look in the design of two-wheeler product to attract more consumers. The study has revealed the most favored brands as Hero Honda, Bajaj and TVS respectively in the two-wheelers segment. It was found that the consumer prefer two-wheeler the value significance is 0.792 which is greater than because of its utility and easy handling in the heavy rough traffic.

There are several two-wheeler bike models available in the markets which are offered by various companies. Some of the most popular brands are Hero MotoCorp, Honda, Bajaj, TVS and KTM. Different models of these brands are available in the market to suit the tastes of the consumers. Hence, an attempt was made to examine as to how many brands are considered by a prospective buyer before a purchase decision is taken. It was observed that 57% of the respondents interviewed considered two brands before making a final choice. Very few had considered just a single brand. It implies that most respondents do not take an outright decision to purchase a particular brand, but consider more than one brand, and evaluate them before zeroing in on the final decision. Further, analysis reveals that in urban areas, 46 percent considered two brands, 26 percent considered their brands, 18% considered one brand and 10 percent considered four brands before taking a purchase decision. In rural areas, 68 percent considered two brands, 16

percent considered three brands, 12 percent considered four brands and 4 percent considered one brand only. Urban consumers, therefore, appear to consider a greater number of brands before making a purchase, than their rural counterparts.

Sheetal Soni In (2012) ¹⁸ has studied the consumer behavior towards Two-wheeler Bikes – by comparing Rural and Urban Consumers of Jodhpur District of Rajasthan. In urban areas, 36 percent of the consumers

using Hero MotoCorp rated the performance is good, while 28 percent felt that the performance is excellent and 36 percent rated the performance as fair. In rural areas, 21 percent reported that the performance is good, 36 percent said that it is excellent and 43 percent reported the performance to be fair.

Coming to Bajaj, in urban areas, 68 percent of the respondents felt that the performance of their two-wheeler bike was good, 18 percent reported the same to be excellent and 14 percent felt that it was fair. In rural areas, out of 11 consumers, 55 percent felt that the performance was good, 9 percent rated it as excellent and 36 percent felt that the performance is fair. In urban areas, out of 11 respondents who use TVS Two-Wheelers, 73 percent reported that the performance of their two-wheeler was good, 9 percent said that it was excellent and 18 percent rated it as fair. In rural areas, out of 12 respondents, 50 percent felt the performance was good, and 25 percent each rated it as excellent and fair respectively. In urban areas among consumers using two-wheelers manufactured by other companies, 17 percent felt that the performance was good, 50 percent felt that the performance was excellent and 33 percent reported the performance as fair. In rural areas, 54 percent rated the performance as good, 23 percent felt that it was excellent and another 23 percent reported it to be fair.

Venkateswaran et.al (2013)¹⁹ studied the influence of new media marketing on compact car purchasing decision of the consumers. The study was based on the 38 perception, behavior and satisfaction of the consumers over compact cars. Questionnaires were used to collect the primary data from sample respondents. Simple random sampling technique was adopted in the study to select the 200 respondents and descriptive statistical tools such as percentage, mean, median and standard deviation have been used to describe the profile of consumers, preferred product attributes and level of satisfaction. ANOVA, T-test and F-test were used to test the significant

differences between the groups of respondents in their perception and satisfaction regarding selected independent variables like age, sex and income. Chi-Square test was used to test the association between the consumer demographic characteristics and preferred product attributes and satisfaction. Multiple regression analysis was used to study the influence of income and lifestyle on overall satisfaction level of the respondents. Correlation analysis was used to establish the relationship between 'the factors which influenced the purchase' and 'the factors which favored the level of satisfaction'. Factor analysis was

employed to identify the key factors responsible for the consumers' purchase of cars and level of satisfaction after purchase. Cluster analysis was used to identify the consumers with similar tastes and preferences with respect to purchase of car.

Most of the respondents have knowledge in new media marketing. Watching advertisement over the internet through electronic devices is increasing day by day and the consumers stated that the influence of new media over marketing will have a positive impact in the upcoming years. It was found that Companies like Hyundai, Maruti, Volkswagen and Tata play a major role in new media marketing through websites like Google, Gmail, YouTube, Facebook, Twitter, personal blogs, 39 commercial websites and their own websites. The new media had a positive impact on consumer view over the cars they are going to purchase. Each individual gains wide knowledge on the product before they purchase a car getting information from product reviews through social websites, private blogs, and also through the company's website which contains information like product specification, colors, variants, and price detail. The car companies in India must show interest in penetrating through new media by making the consumers aware of their products. In India, Maruti and Volkswagen Companies have developed new trends in internet marketing. The percentage of new media marketing is increasing day by day in India which has a positive growth in coming years.

Donald. G.S et.al (1990) ²⁰ investigated empirically the sales-advertising relationship in the Greek car market which operates in an environment characterized by high inflation and depreciating currency. Car manufactures were grouped for this study in three broad categories according to the cars' country of origin. The results of the analysis suggest that car manufacturers need to reconsider their present advertising strategy by taking into consideration both the effects of advertising on rivals' sales and the customers' attitudes to car sales pricing.

Kanwal et.al (2011) ²¹ attempted to study the pre purchase behavior and the post purchase behavior of consumers of passenger cars in Punjab and identified the factors that influence the purchase decisions of customers while purchasing a car. The study was conducted by choosing 200 respondents from Punjab with different demographic characteristics using simple random sampling method. Maruti Swift was found to be the most preferred brand. There was a close competition for second place between Tata Indica Vista, Maruti Swift Desire, Volkswagen Polo and Ford Ikon. This showed a close competition in

this segment. Nissan Micra and Fiat Punto were among the least preferred brands among the respondents. Majority of respondents were found to be relying on friends and advertisements as their source of information about car brands. Internet, Sales personnel and dealers were not found to be much effective sources of information in Punjab region. The study further identified that immediate family has the maximum influence on purchase decisions followed by Friends and Relatives. The Dealers and Media had less influence on purchase decisions of cars. Majority of consumers have reported that they were satisfied with their vehicle. Most of the owners of Nissan Micra were willing to change their Vehicle followed by owners of Ford Ikon and Chevrolet Spark. The consumers who were extremely satisfied and were not willing to change their vehicle includes the owners of Tata Indica Vista and Maruti Swift. Results of Multi-dimensional scaling showed that brand name, fuel efficiency and price highly influence the consumers in purchasing car.

Warittha (2016) 22 emphasized that the manufacturers of instant should adopt marketing concept and develop marketing orientated strategies. Marketing strategies should be implemented at the functional level, for example product, promotion, distribution and price. The manufacturers should attract more consumers by making innovations in instant functional coffee in terms of benefits with different consumer; aroma, multiple flavors and product information on the packaging. Moreover, clear nutritional facts labeling on packages are a valuable source of information that informed decisions by helping them understand the health benefits. Manufacturers 41 need to provide easy-to-understand benefits which relate to purchasing decisions of consumers. In addition, scientific support for health promises must be provided on packaging to build consumer trust. Also, building a trusted brand image would be an advantage for the company in terms of the opportunity to sales and setting the price. The marketplace

should match with the target behavior and instant coffee should be easily available at places as convenience stores, supermarkets, and hypermarkets.

Cerjak (2015) 23 stated that ethical products like organic and Fair-Trade products, have recorded strong growth of the market and they become increasingly important for consumers. The results of previous studies have shown an increase in consumer knowledge and awareness on issues of trade and ethical consumption and empirical evidence shows that ethical consumption is more celebrated than practiced. The study investigates Croatian consumers' knowledge and attitude towards Fair Trade concept and their

motives for purchase of Fair-Trade coffee in different sales channels. The results of the survey showed that half of the respondents have heard of Fair-Trade concept, mostly through the Internet, and Radio/Television. Younger respondents and those with higher education and higher perceived economic status are more familiar with Fair Trade concept. According to their opinion, this form of trade has a positive impact on the environment; it strengthens sustainable development, helps in poverty reduction and in improving the living conditions for workers and producers in developing countries. Respondents consider Fair Trade label as credible and quality of Fair-Trade products as satisfactory.

Respondents expressed readiness to buy Fair Trade coffee if it would be more available either in shops or in cafes with more educated consumers and those who are more familiar with the Fair-Trade concept expressing higher purchasing intention. Nonetheless, the price according to majority of respondents should not exceed 20 percent of the price of regular coffee. The main motives for choosing Fair Trade coffee are similar for both distribution channels-shops and cafes. The most frequently mentioned motive was a fair price for producers, followed by a high quality of Fair-Trade coffee and curiosity. The ethical consumers feel responsible toward society and express these feelings through their purchasing behavior.

Caring for a fair price for producers is more pronounced in women, more educated and urban consumers. Women and younger respondents are also more sensitive on environmental impact of Fair-Trade coffee compared to men and aged respondents. The main results emerged from the conjoint analysis showed that respondents perceive the price of coffee as most important

attribute (29.44 percent), followed by brand (24.99 percent), Fair Trade sign (22.46 percent) and origin (22.11 percent). Summarizing the results of the analysis it can be concluded that Croatian consumers, especially urban, educated, middle-aged consumers with average to high economic status, are interested in purchase and consumption of Fair-Trade coffee. If this coffee would be available, especially in larger and more frequent stores and cafes, and its price would not be significantly higher compared to other types of coffee, its market share could increase in the following years. The findings of the study contribute to the existing literature by providing empirical evidence for the Fair-Trade marketers and governments to optimize their marketing and information efforts.

John Cranfield et.al (2010)²⁴ focused on assessing consumer preferences for Fair Trade coffee products, which vary by the nature of particular attributes. Using a hypothetical choice setting and conjoint analysis of data from a survey of consumers in Vancouver and Toronto, the study explored which attributes were more important. Results suggested that price was the most important attribute to consumers, followed by nature of the Fair-Trade claim, region of origin, nature of production method, roast of the coffee bean and, lastly, form of the coffee. The importance of these attributes did not vary appreciably across the Toronto and Vancouver samples. As expected, utility was decreasing in price, with consumers in Toronto being more price-sensitive.

It was identified that there are three consumer segments in both cities; in Toronto, these segments are labeled as Fair Trade-Focused, Price Conscious, and Balanced Buyers; for Vancouver, these segments are labeled Organic and Fair Trade-Focused, Price Conscious, and Balanced Buyers. The main difference between the two cities related to the importance of the production method, with consumers in Vancouver placing more importance on the organic mode of production compared to Toronto. Using multinomial logic regression, the researcher attempted to measure the association between respondent membership in the respective segments and various socioeconomic, demographic, and consumption behavior variables. Results indicate that a broad spectrum of variables influenced segment membership, but that no single variable explained membership in similar segments across Toronto and Vancouver, suggesting heterogeneity of segment membership across these markets.

Tanja Lautiainen (2015)²⁵ studied the factors affecting consumers' buying decision in the selection of a coffee brand. Results of the empirical study indicated that there was a relationship between social, personal and psychological factors and the decision-making process in coffee brand selection, but it was not credible. It can be said that these factors have effect when consumers are making decisions concerning purchasing. The result showed that family, friends and neighbors are the most important factors that affect the decision making when selecting coffee brand. It was found that consumers are using different steps in decision-making process during purchasing coffee. However, there was indication that consumers make often impulse decisions when the steps of the decision-making process are discarded. The results of the study give the general view that social, personal and psychological factors have some effect, but statistical reliability is not strong. To understand how people consume the same coffee brand for so long periods, consumers were asked to indicate why they are consuming coffee. 72.09 percent of respondents stated that the reason was habit and 13.95 percent said that it was addiction. It seems to be that

consumers rely on family and people close to them when searching information about products. This result disproves the first hypothesis set for this study that family has no effect on the decision-making process. It is interesting that consumers receive only little information about coffee from Internet, consumer ratings and blogs while in these days social media is so powerful.

Mahalakshmi (2014)²⁶ has studied the consumer satisfaction of two-wheelers in Thane District. The study was restricted only to Thane city. A total of 240 consumers of departmental stores were personally surveyed with a structured questionnaire. 45 Statistical analysis such as percentage analysis and Chi square were carried out. The preferences of the consumers clearly indicate their importance of advertisement in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. At the beginning of the century the automobile entered the transportation market as a toy for the rich. However, it became increasingly popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted.

Hamza ET.AL (2010) ²⁷ stated that Cognitive Dissonance is a post-purchase phenomenon where the consumers are in fix with their recent decision. It is a situation that exists when

consumers who have made recent purchases feel doubts about the wisdom of their decisions. Customer expectations can be explained as the ideas and feelings of a customer about the product or service and depends on what he or she needs from the product. The relation between customers' expectations and its relative importance in generating Cognitive Dissonance to such customers have been studied by the authors and reported in this paper. The study is conducted among the students' belonging to the age group of 19-25 years in a university from the state of Kerala, who bought a durable product very close to the time of study (in seven days). The dimensions of customers' expectations have been classified as expectation on quality, expectation on after sales service, expectation on customer consideration, expectation on offers/promotions, and expectation of price.

The study revealed that when expectation of price, expectation of offers/promotions and expectation on after sales service are high or very strong, then the chance for cognitive dissonance are ⁴⁶ also very high, and other two expectations such as expectation on quality and expectation on customer consideration have not been found as important in generating cognitive dissonance.

The old prophecy that once a customer is a customer has become a myth in the present day's competitive world. Brand image is still a magic with the consumer. So, to hold the customer to the brand and attract new consumers the companies must produce products those are efficient and competent along with its marketing activities that help in sales of the product.

Geetha Bai (2012) 28 stated that there are several factors which determine the purchase decision of any product. Among them brand image is one of the strongest factors which set forth as a parameter (35%). Durability of product stood second strongest parameter (20%) and past experience of either others or own is also paramount factor which is considered by 17 percent of respondents. It is therefore concluded that 'brand image' of the product is the principal parameter for making purchase decision in. Male customers still playing crucial role while making purchase of two-wheelers and it is also seen drastic rise in number of female customer base not only as decision makers but also influencing to buy ladies bikes such as Honda Active, Pleasure, Scooty, Suzuki, TVS-Wego, etc. Brand image and durability features of the bikes are the strong

parameters for buying followed by past experience of the usage. It highlights the influence of family members related to the buyer behavior of two-wheeler. Influence of the family members reveals that majority of respondents are influenced by the decision of "husband" and also a 47 equal number of respondents viewed as the purchase decision is also determined by the life partner (wife) which is second among the family members.

Whereas, the factor analysis reveals that Husband influence among the family members is high. Suggestions: Today we are standing at a threshold in the business world, fraught with peril, yet full of possibilities. It is a time for business to implement innovative strategies to meet the expectations of the customers. Businesses began shifting their focus from competitors to value additions. This study throws light on the unparalleled behavior of consumers pertaining to the purchase decision of two-wheeler. Marketers must focus on to understand the family members and their influence is significant and the same is proved from the study.

Muniganti Praveen (2017)²⁹ studied the preference of the consumers to select two-wheelers. The survey reports some useful findings. On the basis of the findings, the following suggestions are arrived at. The consumers are expecting quality and fuel efficiency. So, the companies have to take steps to improve fuel efficiency. Fuel efficiency is a very important factor for two-wheelers. Majority of the consumers are more aware of this one. Therefore, regarding this aspect, companies design fuel efficient vehicles. This will create positive attitude to the consumers. From that, companies have to increase their market potential. So, this is also one of the factors, the companies have to concentrate. Majority of the consumers prefer comfort, good after sales service, and smooth suspension. Based on these factors, consumers prefer the two-wheelers. So, it is suggested from the research survey that the companies should often conduct a research survey to know the consumers' preferences. If the companies identify the preference factors, they can easily compete, and also improve their sales. Transportation needs are becoming more and more acute. With the mounting pressure on the public transportation system, the best available solution is to have personal transportation for which two-wheelers are ideal. Therefore, the two-wheeler manufacturers should manufacture their products suited to the needs/preferences of the consumers. In simple terms the fortunes of many a producer will be decided by the emerging consumer preferences for vehicles offering high fuel economy and low

maintenance. The suggestions given in the paper would help the manufacturers to produce the two-wheelers in accordance with the preferences of the consumers.

Rana Pratap (2017)³⁰ observed that company showroom is the major source of information of 44 percent respondents; friends/ relatives are the major source of information for 20 percent respondents, followed by other sources (16%), print media (12 percent) and television (8 percent). Around 34 percent of the respondents have purchased their bike on their own choice, 26 percent are influenced by their friends followed by 24 percent by parents and 8 percent by dealer/mechanics. Around 50 percent respondents considered the product attribute "Brand Name" as somewhat important factor in taking buying decisions, 46 percent considered "Brand Name" as very important and almost all the respondents are considering mileage of a bike as a very influential product attribute.

Majority of the respondents (80 percent) felt considered safety of the bike as somewhat important in buying decision making process. It is observed that 56 percent of the respondents are indifferent towards

the resale value of the bike. Almost 58 percent considered the after-sale service as somewhat important factor. 49 70% respondents have considered the location of the dealer as somewhat important. and 80% respondents have considered the price of the spare parts as very important. 74% of the respondents have considered credit availability as somewhat important. Around 80% of the select respondents have perceived that the employees at company showroom are responsive towards customers. Almost all the select respondents (92%) are satisfied with the after sales service provided by the company.

Arutselvi (2011)³¹ analyzed the customer satisfaction towards TVS motorbikes. Based on the study, the observation consists of a market survey with 130 respondents in Kanchipuram Town. For this study, a structured questionnaire with both open and closed ended questions was used to collect the required data. Among the various source of awareness, advertisement is the major source (30.77 percent) creating awareness about TVS two-wheelers in the study area. Among the different categories of educational qualification of the respondents, school education covers a major share of 41.54 percent in the study area. Among the different categories of occupation of

the respondents, business men cover a share of 43.07 percent and students cover a share of 24.63 percent in Kanchipuram Town.

The owner of TVS two-wheelers like, TVS SPORT and STAR CITY has mostly preferred Sardisauto agencies. The disposable income of the most of the people in Kanchipuram town is low. In Kanchipuram town more than 70 percent of vehicle owners are youngsters. It is concluded that the sales of Sarada's Auto Agencies for TVS two-wheelers are good because of the right approach of a group of sincere mechanics. Though, it is providing good service; it is struggling with hectic competition due to the mushroom growth and functioning of unauthorized centers in 50 Kanchipuram. In order to retain its customers, the Sarada's Auto Agencies should enforce norms to all the mechanics to follow the right approach in attending the customers.

CHAPTER 3

RESEARCH METHODOLOGY

- **RESEARCH METHODOLOGY:**

Once the problem has been carefully defined, the researcher needs to establish the plan that will outline the investigation to be carried out. The research design indicates the steps that have been taken and in what sequence they occurred. A research design lays the foundation for conducting the project. The cross-sectional descriptive research design is used for conducting this research work because this design enables the researcher to study the problem at given point of time of the population of interest. To identify the problem, to develop and approach the problem and to formulate an appropriate research design, primary research is used. It is a systematic and purposive investigation of facts with an objective of understanding the customer satisfaction towards KTM bikes. The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the Customer satisfaction for KTM product. A structured questionnaire will be designed for quantitative research and will be pre-tested before using as a final instrument for collecting the data.

- **RESEARCH DESIGN:**

Research design is the arrangement of conditions for collection and analysis of data in a systematic manner that aims to combine relevance to research purpose with economy in procedure. The research study applied here is purely descriptive.

- **SOURCE OF DATA:**

- Primary Data

Primary data are those data which are collected directly by the researchers themselves. But, the process of collecting primary data is more complicated the primary data is collected by using primary methods such as questionnaires, interviews, observations, etc. For this study questionnaires are used to collect primary data from the customers.

- **DATA COLLECTION METHOD:**

Target Audience: Customer satisfaction towards KTM bikes in Chennai City of Tamil Nadu.

Area of Study: Chennai City.

To collect information for the study from customers, primary research is used. Structured questionnaire was used as an instrument for collecting the primary data. The response was recorded and measured by using nominal scale. The data collected thus was quantitative in nature. The questionnaire was pretested before final use.

- **SAMPLE FRAME:**

Sampling frame is the source material or device from which a sample is drawn. It is list of all those within a population who can be sampled, and may include individuals, households or institutions. For my research purpose I have selected respondents of customer satisfaction towards KTM bikes.

- **SAMPLE SIZE:**

In my research work, I have taken 102 respondents as a sample.

- **SAMPLING METHOD:**

The sampling procedure used will be convenience sampling combined with judgmental sampling. Samples have been taken into consideration on the basis of criteria which includes that respondent should be a customer are satisfied with the attraction and mileage and sports bike.

- **HYPOTHESIS:**

Hypothesis is usually considered as an important mechanism in Research. Hypothesis is a tentative assumption made in order to test its logical or empirical consequences. It is a presumptive statement of a proposition or a reasonable guess, based upon the available evidence, which the researcher seeks to prove through his study. A hypothesis will give a plausible explanation that will be tested. A hypothesis may seem contrary to the real situation. It may prove to be correct or incorrect. Hypothesis need to be clear and precise and capable of being tested. It is to be limited in scope and consistent with known or established facts and should be amenable to testing within the stipulated time. It needs to explain what it claims to explain and should have empirical reference.

HYPOTHESIS -1

H0: There is no relation between age and satisfaction

H1: There is relation between age and satisfaction.

HYPOTHESIS-2

H0-There is no significant relationship between education and level of satisfaction towards KTM bikes.

H1-There is significant relationship between education and level of satisfaction towards KTM bikes.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

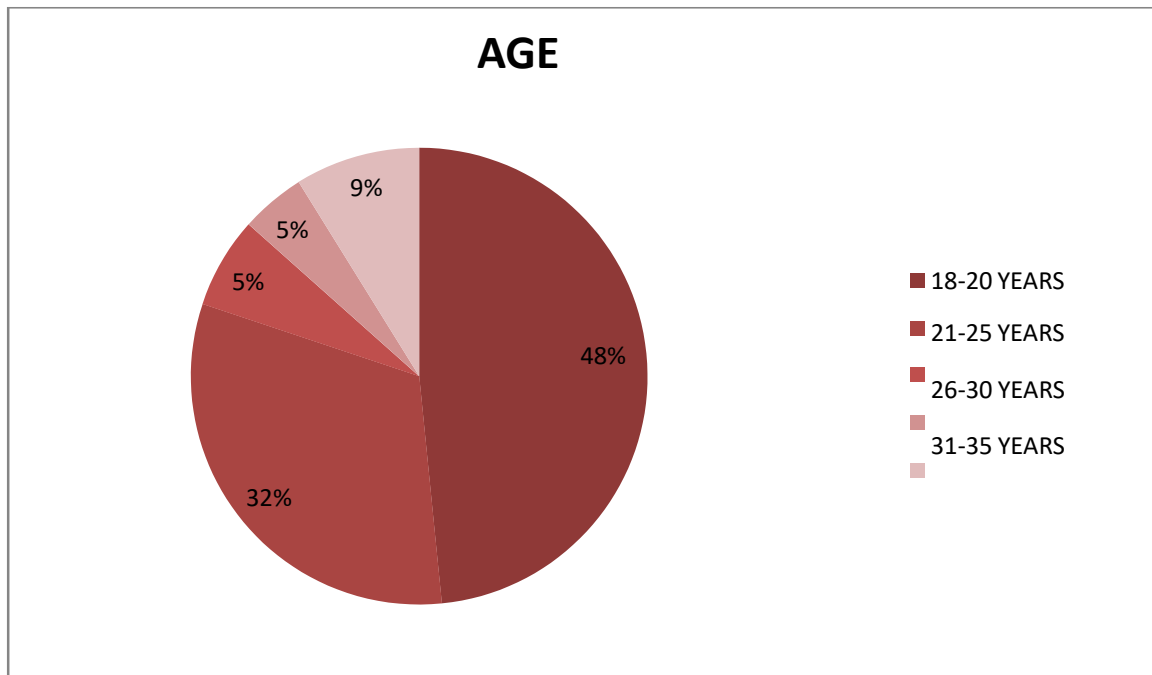
AGE OF RESPONDENTS:

Table- 4.1.1 shows the age of respondents.

Age	Frequency	Percentage
18-20 years	51	49.11
21-25 years	32	32.17
26-30 years	5	6.55
31-35 years	5	4.64
36 above	9	8.97
Total	102	100

Source: Primary Data (Questionnaire)

Figure -4.1.1 shows the Age wise classification of respondents.



Inference:

From the above table, it shows that, 49.11 percent of the respondents are between 18-20 years age category and 32.17 percent of the respondents are between 21-25 years age category and 6.55 percent of the respondents are between 26-30 years age category and 4.64 percent of the respondents are between 31-35 years age category and 8.97 percent of the respondents are

between 36 above years age category. It inferred the majority (49.11) of the respondent are between 18-20 years of age category.

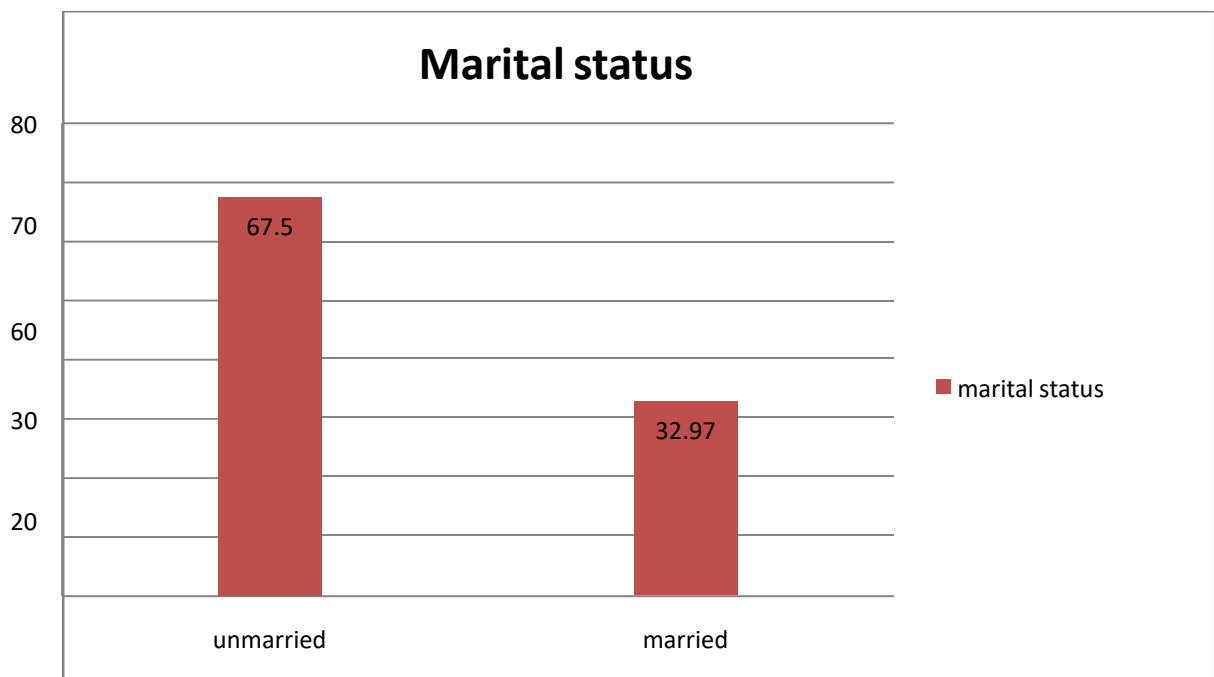
MARITAL STATUS OF RESPONDENTS:

Table- 4.1.2 shows the marital status wise classification of respondent.

Marital status	Frequency	Percentage
Unmarried	82	67.5
Married	20	32.97
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.2 shows the marital status wise classification of respondents.



Inference:

From the above table, it shows that, 67.5 percent of the respondents are unmarried and Remaining 32.97 percent of the respondents are married it inferred that majority (67.5) of the respondents are unmarried.

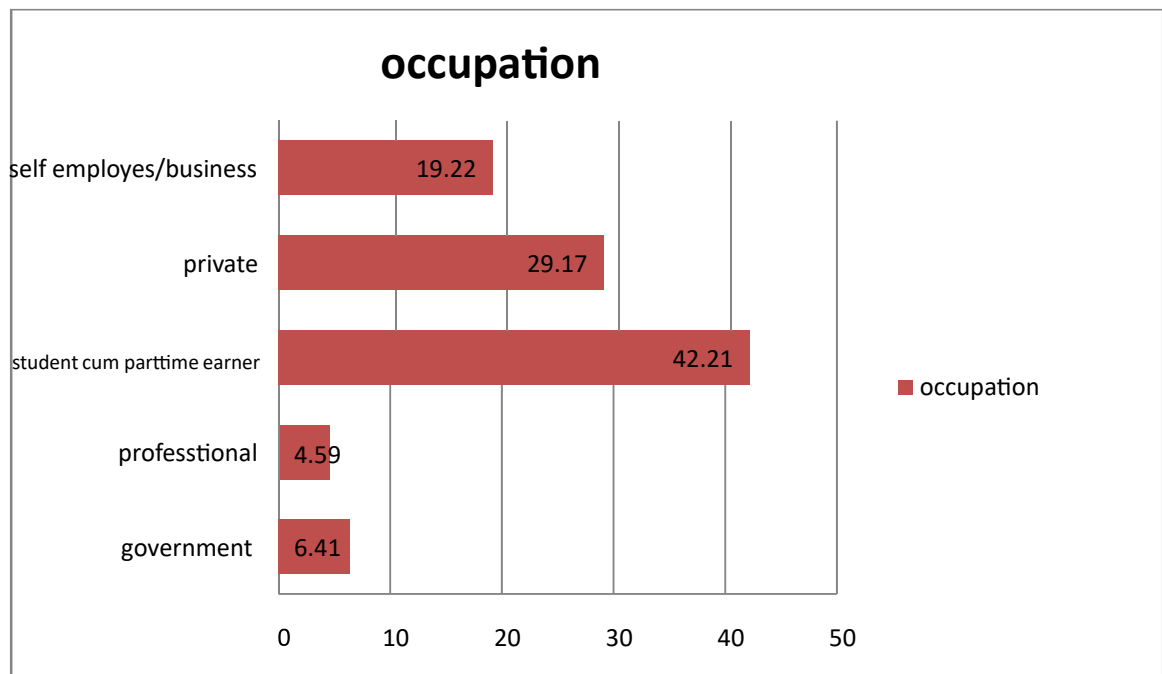
OCCUPATION OF RESPONDENTS:

Table- 4.1.3 shows the Occupation wise classification of respondent.

Occupation	Frequency	Percentage
Government	7	5.41
Professional	6	5.41
Student cum Part time earner	43	45.05
Private	25	26.13
Self-employed /Business	21	18.02
Total	102	100

Source: primary data (Questionnaire)

Figure- 4.1.3 shows the Occupation wise classification of respondent.



Inference:

From the above table, it shows that, 6.41 percent of the respondents occupation level belong to the government sector and 26.117 percent of respondents are private sector, 4.59 percent of the respondent's occupation level belong to the professional, 42.21 percentage are the student cum part time earner and 19.22 percentage are doing self-employed/business, it is inferred that, (42.21) majority of the respondents are student cum part time earner for this study.

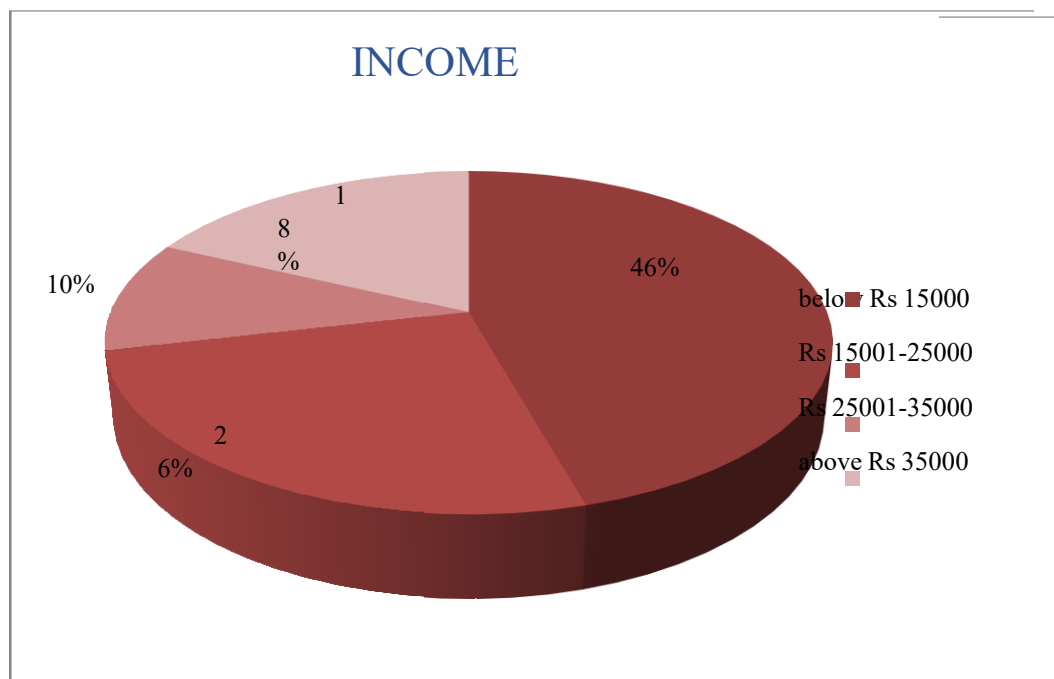
INCOME OF RESPONDENT:

TABLE-4.1.4 shows the Income wise classification of respondents.

Income	Frequen cy	Percentage
Below Rs 15,000	44	46.17
Rs 15,001- 25,000	31	26.11
Rs 25,001- 35,000	8	10.7
Above Rs 35,000	19	18.2
TOTAL	102	100

Source: Primary data (Questionnaire)

Figure-4.1.4 shows the Income wise classification of respondents.



Inference:

From the above table, it shows that, 46.17 percent of the respondents income level belong to below Rs 15000 category, 26.11 percent of the respondent's income level belong to Rs 15001-25000 category, 10.7 percent of the respondent's income level belongs to Rs 25001-35000 category and finally 18.2 percent of the respondent's income level belong to above Rs 35000. It is inferred that, (46%) majority of the respondents income level between below Rs.15000.

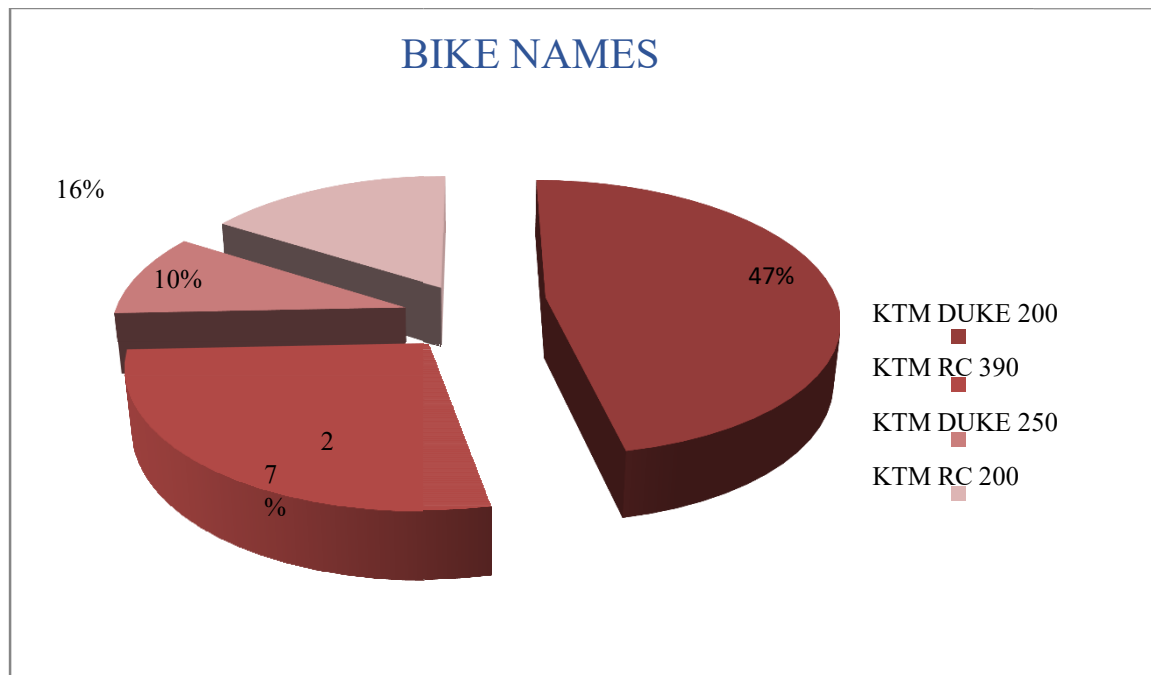
KTM BIKE OWNED BY RESPONDENTS:

Table- 4.1.5 shows the Bike owned by respondents.

Bike name	Frequency	Percentage
DUKE 200	48	47.67
KTM RC 390	28	28.11
KTM DUKE 250	10	9.91
KTM RC 200	16	16.27
TOTAL	102	100

Source: Primary data (Questionnaire)

Figure-4.1.5 shows the bike you own wise classification of respondents.



Inference:

From the above table, it shows that, 47.67 percent of the respondents having KTM bike model Duke 200, 28.11 percent of the respondents KTM bike model KTM RC 390, 9.91 percent of the respondents KTM bike model KTM Duke 250 and 16.27 percent of the respondents having KTM bike model KTM RC 200. It is inferred that, (47.67%) majority of the respondents were having KTM bike model is Duke 200.

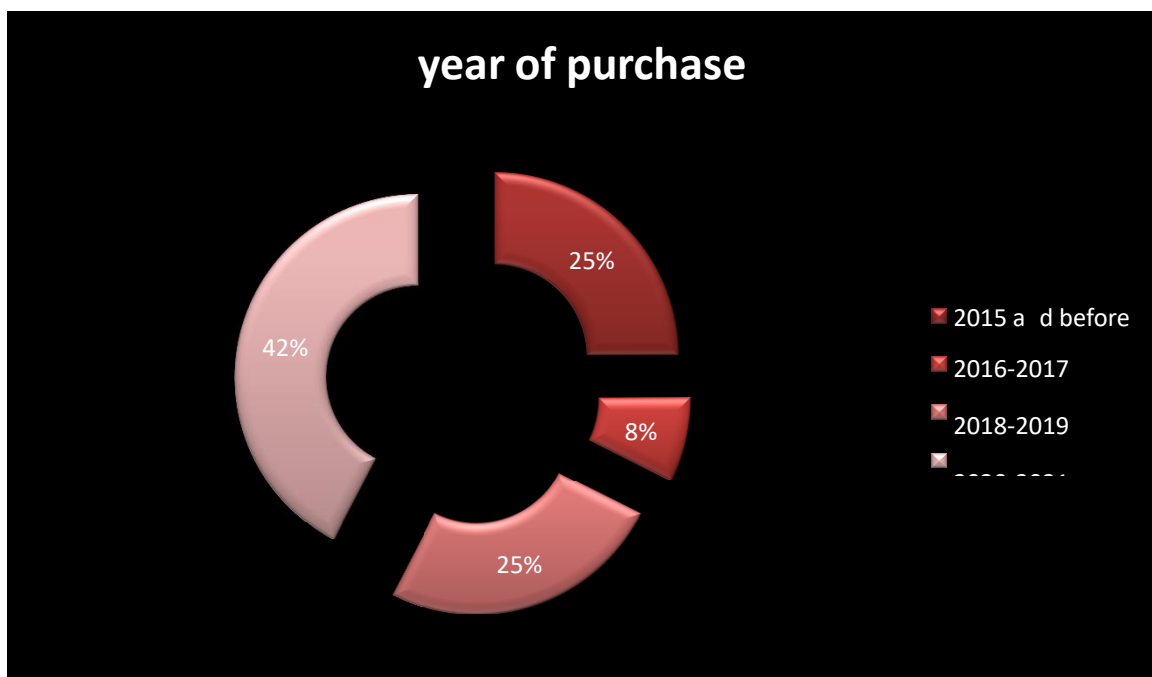
YEAR OF PURCHASE OF RESPONDENTS:

Table- 4.1.6 shows the year of purchase wise classification of respondents.

Years	Frequency	Percentage
2015 and before	26	25.31
2016-2017	14	7.61
2018-2019	23	25.64
2020-2021	39	43.1
Total	102	100

Source: Primary data (Questionnaire)

Figure - 4.1.6 shows the year of purchase wise classification of respondents.



Inference:

From the above table, it shows that from the above table, it shows that, 25.31 percent of the respondents are 2015 and before, 7.61 percent of the respondents are 2016 to 2017, 25.64 percent of the respondents are 2018 to 2019 and 43.1 percent of the respondents are 2020 to 2021. It is inferred that, (43.1%) majority of the respondents are 2020 to 2021.

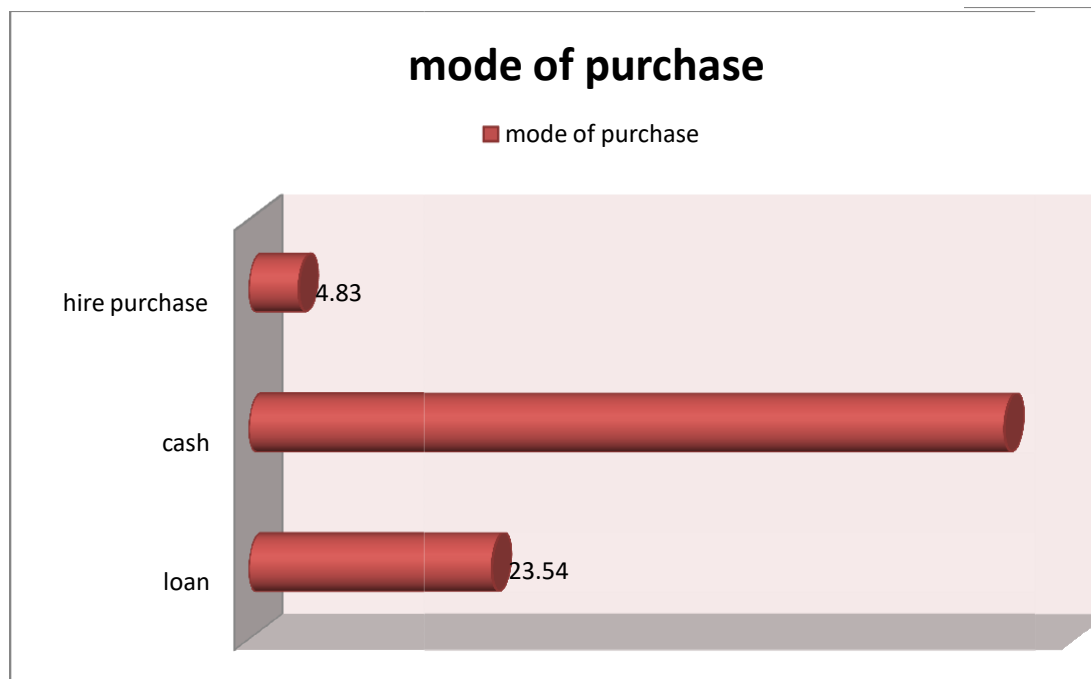
MODE OF PURCHASE OF RESPONDENTS VEHICLE:

Table- 4.1.7 shows the mode of purchase of respondents.

Mode of purchase	Frequency	Percentage
Loan	37	23.54
Cash	60	73.11
Hire purchase	5	4.83
Total	102	100

Source: Primary data (Questionnaire)

Figure- 4.1.7 shows the year of mode of purchase respondents.



Inference:

From the above table, it shows that 23.54 percent of the respondent's mode of purchase through availing loan, 73.11 percent of the respondent's mode of purchase through cash, 4.83 percent of the respondent's mode of purchase through hire purchase. It is inferred that, (73.11%) majority of

the respondent's mode of purchase only through cash. Hence mostly respondents decide to purchase the vehicle on cash basis.

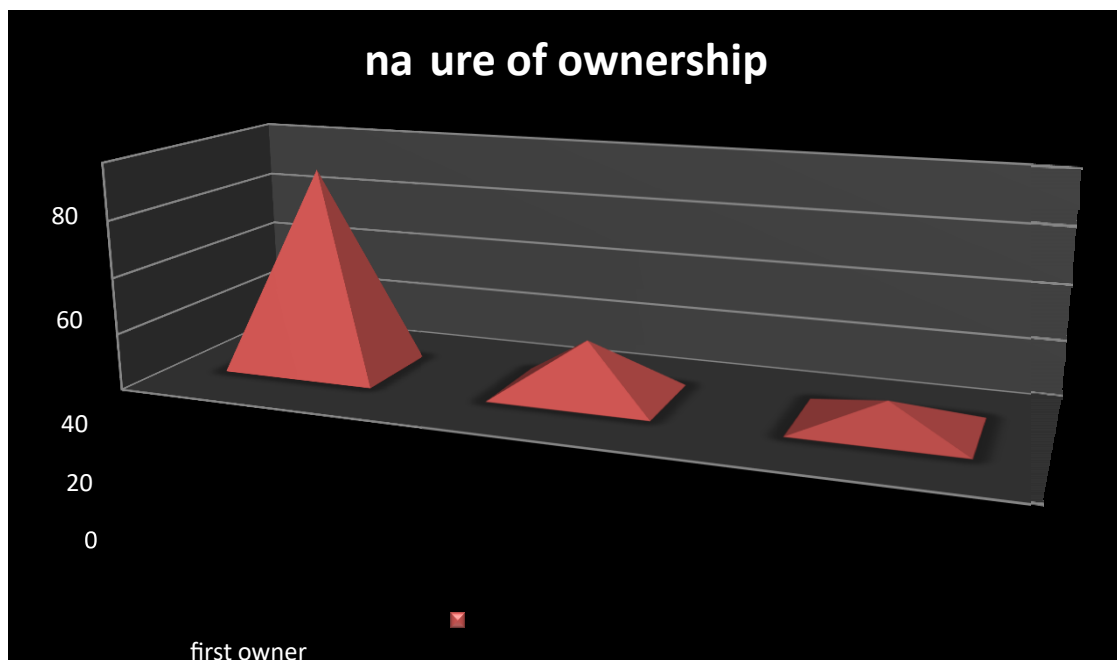
SPECIFY THE NATURE OF OWNERSHIP OF RESPONDENTS:

Table-4.1.8 shows the nature of ownership of respondents.

OWNERSHIP	FREQUENCY	PERCENTAGE
First owner	71	72.6
Second owner	24	19.16
Others	7	9.1
Total	102	100

Source: primary data (Questionnaire)

Figure -4.1.8 shows the nature of ownership of respondents.



Inference:

From the above table, it shows that 72.6 percent of the respondent's nature of ownership being first user, 19.16 percent of the respondent's nature of ownership being second hand user. 9.1 percent of the respondent's nature of ownership being others category which means like third

hand, fourth hand users etc. It is inferred that, (72.6%) majority of the respondent's ownership being first hand user.

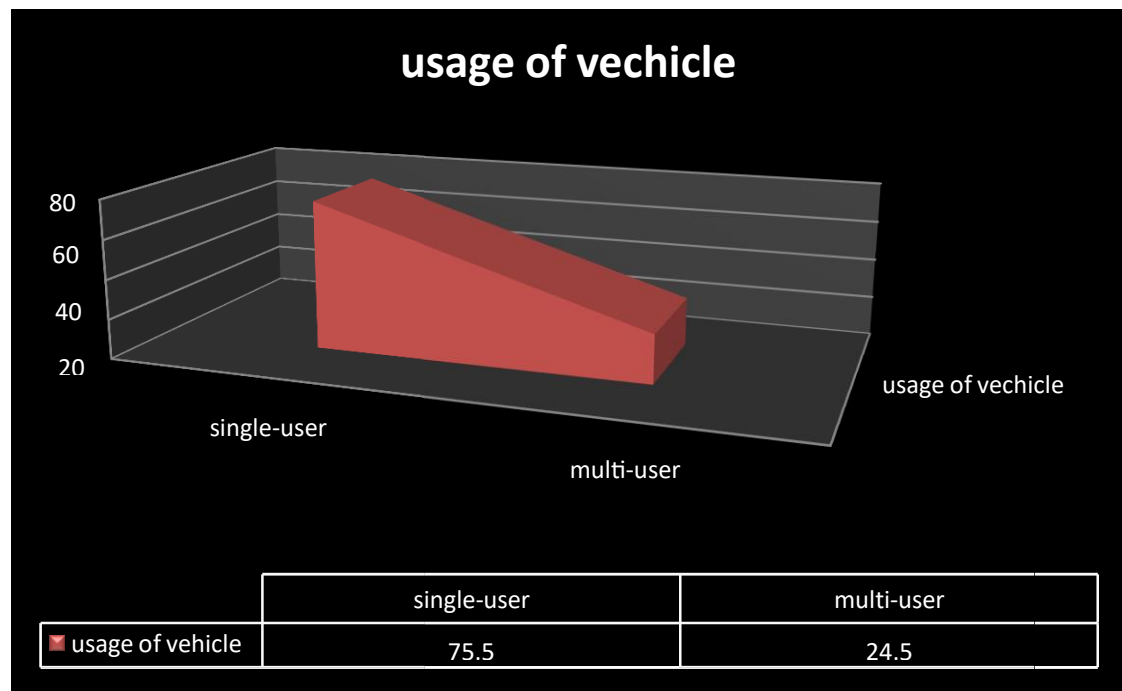
USAGE OF VEHICLE OF RESPONDENTS:

Table- 4.1.9 shows the Usage of vehicle classification of respondents.

Usage	Frequency	Percentage
Single user	76	75.5
Multi user	26	24.5
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.9 shows the usage of vehicle classification of respondents.



Inference:

From the above table, it shows that 75.5 percent of the respondents being single user category, 24.5 percent of the respondents being multi-user category, it is inferred that, (75.5%) the majority of the respondents being single-user.

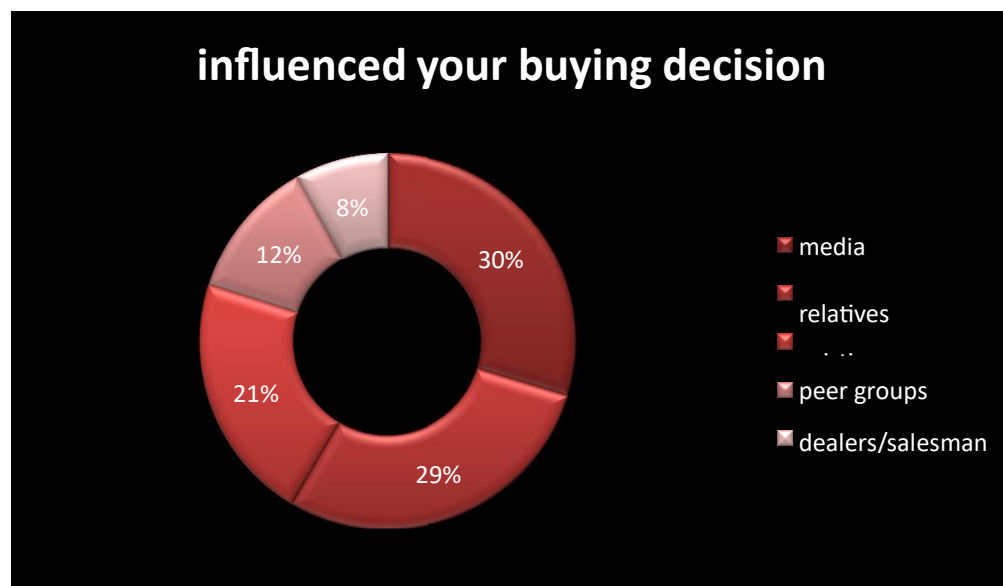
INFLUENCE THROUGH BUYING DECISION OF RESPONDENTS:

Table- 4.1.10 shows the influence towards buying decision of respondents.

Influence buying decision	Frequency	Percentage
Media	45	30
Relatives	25	29.1
Existing user	26	21.6
Peer groups	4	12.23
Dealers/salesman	2	8.1
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.10 shows the influenced buying decision of respondents



Inference:

From the above table, it shows that 30 percent of the respondents influenced to buy through media, 29.1 percent of the respondents influenced to buy via relatives, 21.6 percent of the respondents influenced their buying decision through existing user. 12.23 percent of the respondents influenced buying decision through peer groups. 8.1 percent of the respondent influenced buying decision through dealers/salesman. It is inferred that, (30%) is the majority of the respondents is influenced their buying decision through media only.

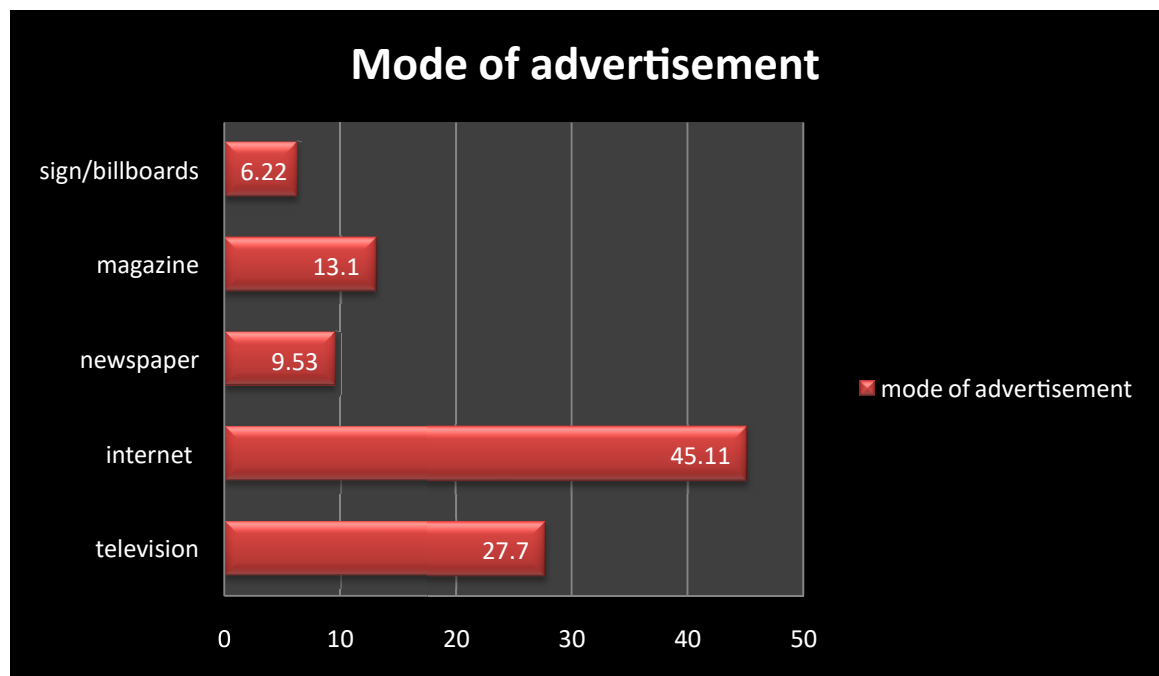
MODE OF AVVERTISEMENT TOWARDS RESPONDENT:

Table-4.1.11 shows the mode of advertisement towards of respondents.

Mode of advertisement	Frequency	Percentage
Television	27	27.7
Internet	43	45.11
Newspaper	13	9.53
Magazine	14	13.1
Sign/billboards	5	6.22
Total	102	100

Source: Primary data (questionnaire)

Figure-4.1.11 shows the mode of advertisement towards of respondents.



Inference:

From the above table, it shows that 27.7% of respondents came to know about the bike through television 45.11% of respondents came to know about the bike through internet source. 9.53% of respondents came to know about the bike through newspaper 13.1% of respondents came to know about the bike through magazine 6.22% of respondents came to know about the bike through sign/billboards. It is inferred that, (45.11%) is the majority of the respondents came to know about the bike through internet source.

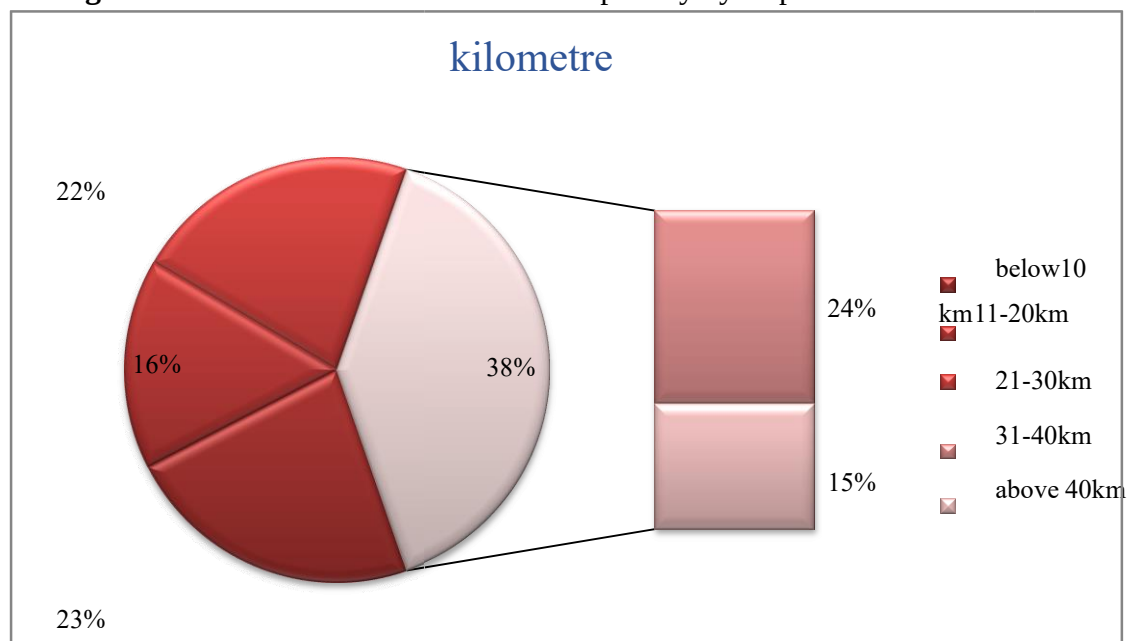
KILOMETRE DRIVEN PER DAY BY RESPONDENTS:

Table-4.1.12 shows the kilo meter driven per day by respondents.

kilometer	Frequency	Percentage
Below 10km	26	23.08
11-20km	20	16.21
21-30km	22	22.17
31-40km	19	24.1
Above 40km	15	15.7
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.12 shows the kilometre driven per day by respondents.



Inference:

From the above table, it shows that 23.08 percent of the respondents driven kilometer per day below 10km, 16.21 percent of the respondents drive per day 11-20km, 22.17 percent of the respondents drive per day 21-30km and 24.1 percent of the respondents drive per day 31-40km. 15.7 percent of the respondents drive per day above 40km. It is inferred that, (23.08%) majority of the respondents generally drive below 10km.

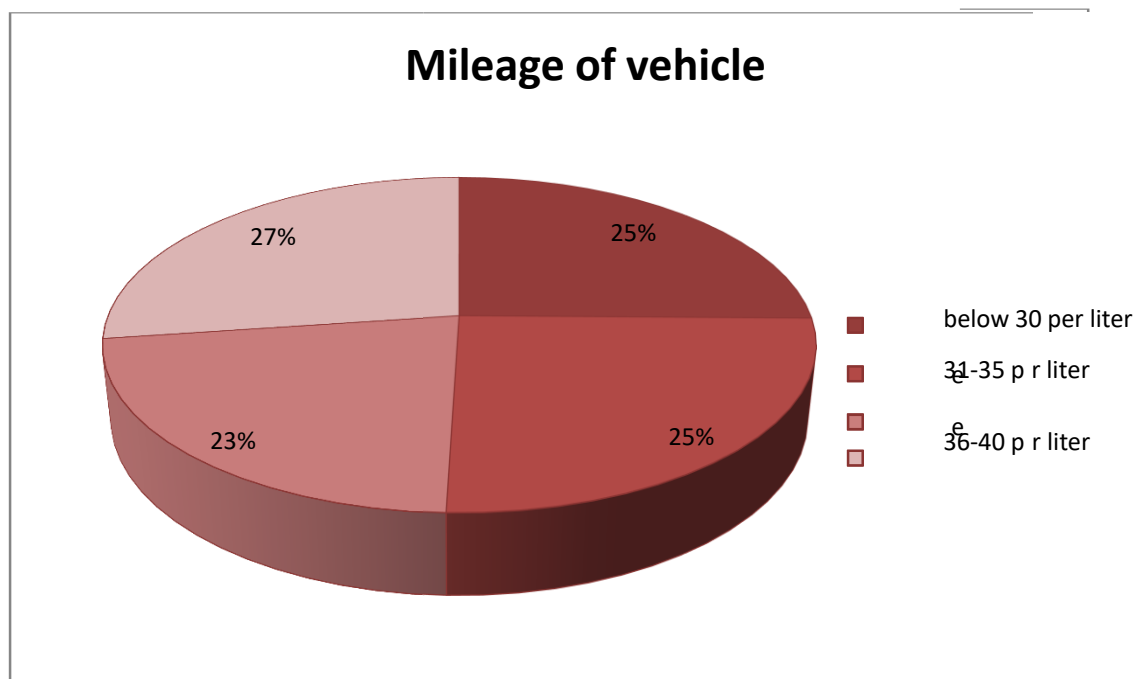
MILEAGE OF YOUR VEHICLE PER LITER:

Table- 4.1.13 shows the mileage of vehicle per liter.

Mileage of your vehicle	Frequency	Percentage
Below 30 per liter	30	30.14
31-35 per liter	24	24.36
36-40 per liter	22	22.33
Above 40 per liter	26	24.4
Total	102	100

Source: Primary data (Questionnaire)

Figure-4.1.13 shows the mileage of vehicle per liter.



Inference:

From the above table, it shows that 30.14 percent of the respondents said that vehicle provide mileage below 30km per liter. 24.36 percent of the respondents said mileage of vehicle 31-35kmper liter, 22.33 percent of the respondent's mileage of between vehicle per liter 36-40kmper liter and 24.4 percent of the respondent's mileage of vehicle per liter above 40km. It is inferred that, (30.14%) majority of the respondents are said that mileage given by KTM bike above 40km per liter.

SUGGESTION OF KTM BRAND TO THEIR PERSON:

Table- 4.1.14 shows the suggestion of the KTM brand to their parties.

Suggestion	Frequency	Percentage
Definitely	46	39.13
Probably	20	20.8
Undecided	8	8.61
Probably Not	8	6.11
Not at all	20	27.14
Total	102	100

Source: primary data (Questionnaire)

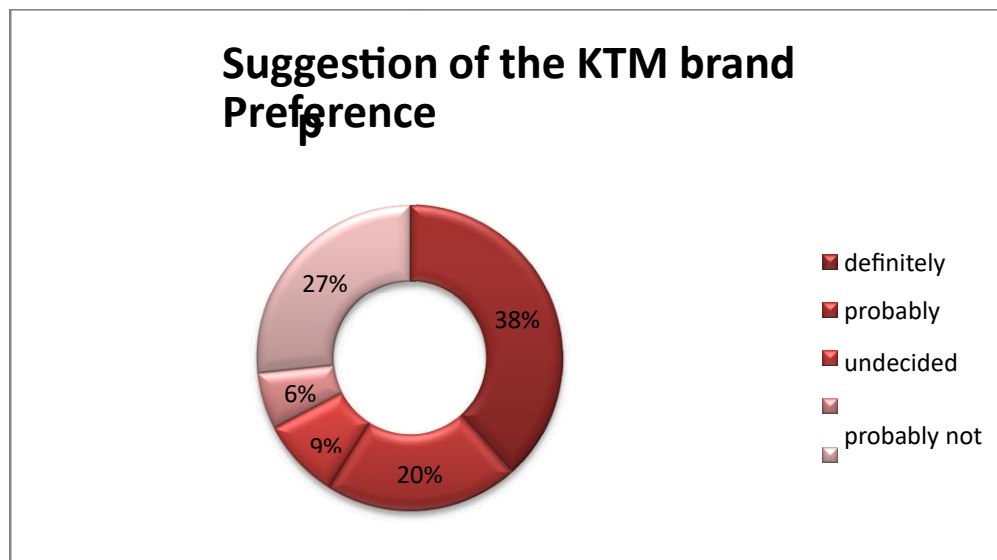


Figure-4.1.14 shows the suggestion of KTM brand to their parties.

Inference:

From the above table, it found that 39.13% of the respondents definitely suggest KTM brand bike to other person, 20.8% of the respondents probably suggest KTM brand bike to other person. 8.61% of the respondent's undecided to suggest KTM brand bike to other person. 6.11% of the respondents probably not suggest KTM brand bike to other person. 27.14% of the respondents Not at all suggest/recommend KTM brand bike to another person.

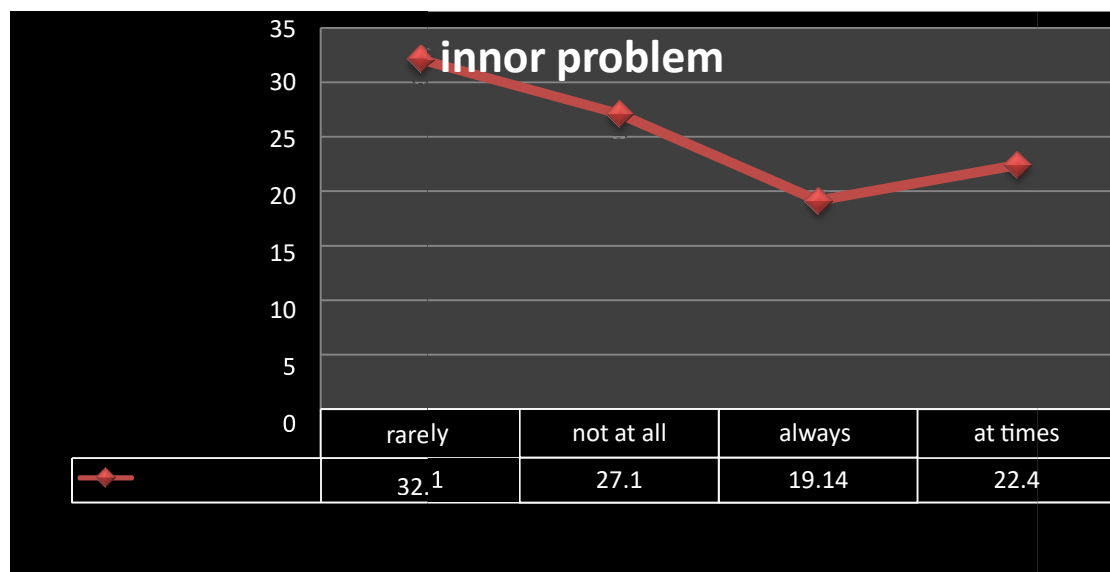
ABLE TO ATTEND MINOR PROBLEM IN THIER VEHICLE:

Table-4.1.15 shows the Able to attend minor problem in their vehicle.

Minor problem	Frequency	Percentage
Rarely	32	32.1
Not at all	30	27.1
Always	19	19.14
At times	21	22.4
Total	102	100

Source: primary data (Questionnaire)

Figure- 4.1.15 shows the Able to attend minor problem in your vehicle classification of respondents.



Inference:

From the above table, it shows that 32.1 percent of the respondents able to attend minor problem in their vehicle Rarely, 27.1 percent of the respondents able to attend minor problem in vehicle Not at all, 19.14 percent of the respondents able to attend minor problem in their vehicle said Always and 22.4 percent of the respondents able to attend minor problem in their vehicle At times. It is inferred that, (32.1%) majority of the respondents rarely they are attempting to correct the minor problem.

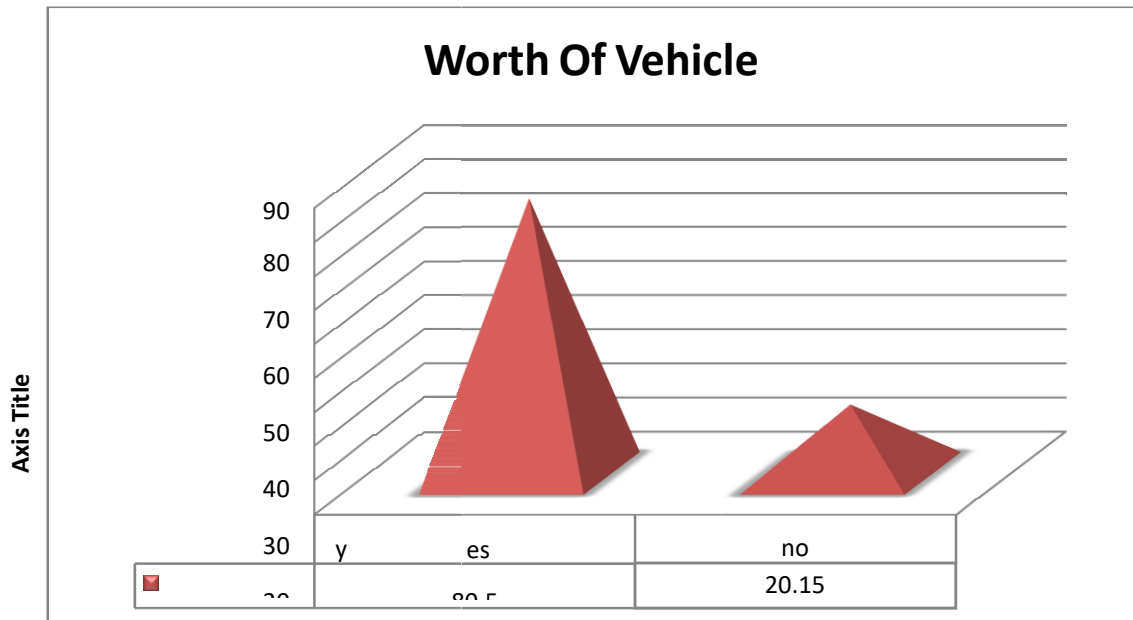
WORTH OF VEHICLE IN TERMS OF COST:

Table- 4.1.16 shows the Worth of vehicle in terms of cost.

Terms of cost	Frequency	Percentage
Yes	80	80.5
No	22	20.15
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.16 shows the Worth of vehicle in terms of cost.



Inference:

From the above table, it shows that 80.5 percent of the respondents said of vehicle is worth in terms of cost, 20.15 percent of the respondents said No. It is inferred that, (80.5%) majority of the respondents said Yes Which means it is a worthy one relating with cost of vehicle.

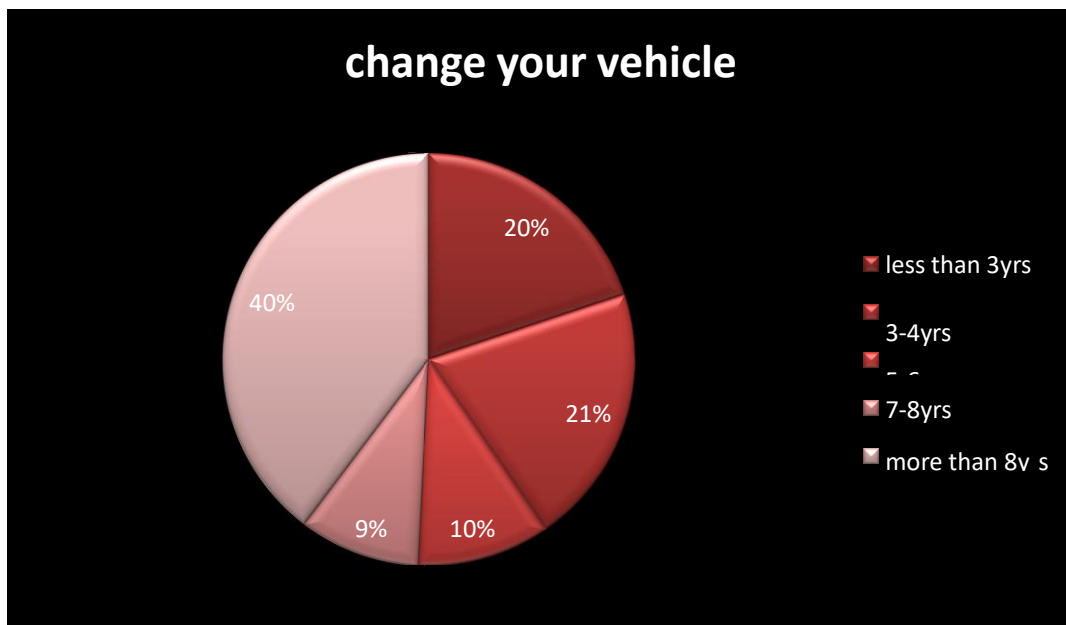
CHANGE OF VEHICLE:

Table-4.1.17 shows the chance to change vehicle

Change your vehicle (Inyear)	Frequency	Percentage
Less than 3yrs	20	20.48
3-4yrs	25	21.17
5-6yrs	15	10.7
6-7yrs	8	9.8
More than 8yrs	34	40.9
Total	102	100

Source: Primary Data (Questionnaire)

Figure-4.1.17 shows the chance to change vehicle.



Inference:

From the above table, it shows that 20.48 percent of the respondents change their vehicle less than 3yrs, 21.17 percent of the respondents change their vehicle 3-4yrs, 10.7 percent of the respondents change their vehicle 5-6yrs and 9.8 percent of the respondents change their vehicle 6-7yrs. 40.9 percent of the respondents change their vehicle more than 8yrs. It is inferred that, (40.9%) majority of the respondents preferred to change their vehicle more than 8yrs.

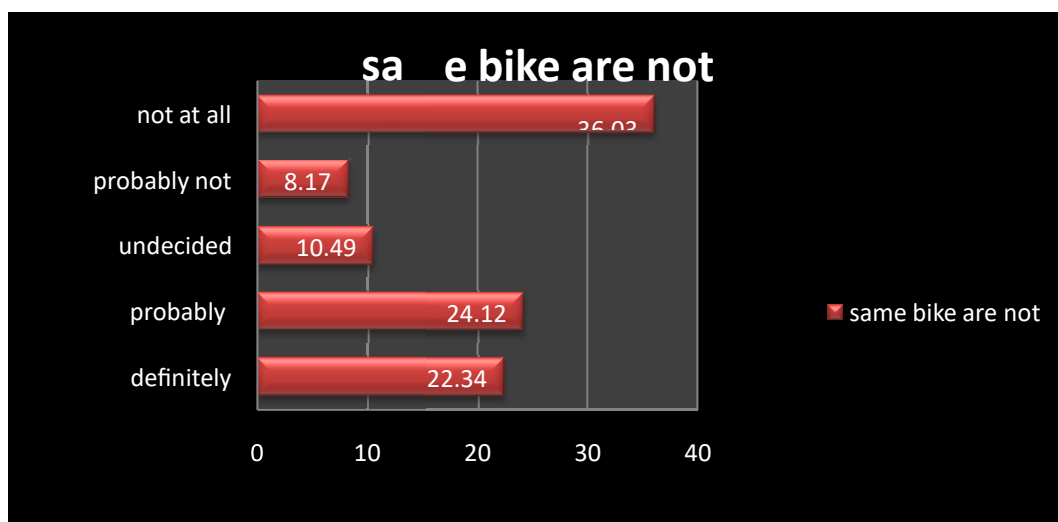
PREFERENCE THE SAME BRAND BIKE:

Table-4.1.18 shows the preference of the same bike by respondents.

Same bike Are or Not	Frequency	Percentage
Definitely	22	22.34
Probably	20	24.12
Undecided	18	10.49
Probably not	9	8.17
Not at all	33	36.03
Total	102	100

Source: primary data (Questionnaire)

Figure-4.1.18 shows the preference of the same bike by respondents.



Inference:

From the above table, it said that 36.03% of the respondents not at all prefer the same brand bike, 22.34% of the respondents prefer the same brand bike, 24.12% of the respondents probably prefer to purchase the same brand bike, 8.17% of the respondent probably not to prefer the same brand bike

SATISFACTION TOWARDS THE BRAND:

Table 4.1.19 shows the satisfaction of consumers towards the brand.

Level of Satisfaction	Frequency	Percentage
Agree	24	23.5
Strongly Agree	26	25.5
Neutral	32	31.4
Disagree	13	12.7
Strongly Disagree	7	6.9
Total	102	100

Source- primary data (Questionnaire)

Figure-4.1.19 shows the satisfaction of consumers towards the brand.

Inference:

From the above table, it said that 23.5% of the respondents agreed, the 25.5% of the respondents are strongly agreed, 31.4% of the respondents stayed neutral, 12.7% of the respondent disagreed and 6.9% of respondents strongly disagreed.

CHI-SQUARE ANALYSIS AGE AND LEVEL OF SATISFACTION TOWARDS KTM BIKES

HYPOTHESIS-1

Null hypothesis (H0) -There is no significant relationship between age and level of satisfaction towards KTM bikes.

Alternative hypothesis (H1): There is significant relationship between age and level of satisfaction towards KTM bikes.

AGE AND LEVEL OF SATISFACTION TOWARDS KTM BIKES CROSS TABULATION

Age	Level of satisfaction towards KTM bikes				
	Satisfi ed	Highl y satisfi ed	Dissatisfi ed	Highly dissatisfi ed	Tot al
Belo w 20	1	8	2	1	12
21- 30	12	32	4	1	49
31- 40	8	17	8	3	36
Abo ve 41	0	2	1	0	3
Tota l	21	59	15	5	100

CHI SQUARE TEST

Factor	Calculated value	Table value	Degree of freedom	Level of significance
Age	8.73	16.92	9	5%

Inference:

It could be observed from the above table that the calculated value is less than the table value. Hence, the null hypothesis is accepted and it is concluded that there is no significant relationship between age and level of satisfaction towards KTM bikes.

HYPOTHESIS-2

Null hypothesis: There is no significant relationship between education and level of satisfaction towards KTM bikes.

Alternative hypothesis:

There is significant relationship between education and level of satisfaction towards KTM bikes.

**EDUCATION AND LEVEL OF SATISFACTION TOWARDS KTM
BIKESCROSS TABULATION**

Educational	Level of satisfaction towards KTM bikes				
	Satisfied	Highly satisfied	Dissatisfied	Highly dissatisfied	Total
School level	8	11	5	1	25
College level	6	24	4	3	37
No formal education	2	12	3	1	18
Others	5	12	3	0	20
Total	21	59	15	5	100

Inference:

It could be observed from the above table that the calculated value is less than the table value. Hence, the null hypothesis is accepted and it is concluded that there is no significant relationship between education and level of satisfaction towards KTM bikes.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

- **Introduction:**

After complete analysis of respondent's opinion regarding customer satisfaction towards KTM bikes and demographic information of various respondents, the desired sample could be implemented on the entire population or not is prime motto of the researcher. In the sample different age group, their gender, qualification, income and number of family member in their family have studied and respondents were asked questions on 5-point Liker scale, viewing all non-metric qualities of respondents, researcher decided to use non parametric test.

- **Findings:**

- 49.11 percent of the respondents are between 18-20 years age category and 32.17 percent of the respondents are between 21-25 years age category and 6.55 percent of the respondents are between 26-30 years age category and 4.64 percent of the respondents are between 31-35 years age category and 8.97 percent of the respondents are between 36 above years age category. It inferred the majority (49.11) of the respondent are between 18-20 years of age category.
- 67.5 percent of the respondents are unmarried and Remaining 32.97 percent of the respondents are married. it inferred that majority (67.5) of the respondents are unmarried.
- 6.41 percent of the respondent's occupation level belong to the government sector and 26.117 percent of respondents are private sector, 4.59 percent of the respondent's occupation level belong to the professional, 42.21 percentage are the student cum part time earner and 19.22 percentage are doing self-employed/business, it is inferred that, (42.21) majority of the respondents are student cum part time earner for this study.

- 46.17 percent of the respondent's income level belong to below Rs 15000 category, 26.11 percent of the respondent's income level belong to Rs 15001-25000 category, 10.7 percent of the respondent's income level belongs to Rs 25001-35000 category and finally 18.2 percent of the respondent's income level belong to above Rs 35000. It is inferred that, (43%) majority of the respondents income level between below Rs.15000.
- From the above table, it shows that, 47.67 percent of the respondents having KTM bike model Duke 200, 28.11 percent of the respondents KTM bike model KTM RC 390, 9.91 percent of the respondents KTM bike model KTM Duke 250 and 16.27 percent of the

respondents having KTM bike model KTM RC 200. It is inferred that, (47.67%) majority of the respondents were having KTM bike model is Duke 200.

- From the above table, it shows that from the above table, it shows that, 25.31 percent of the respondents are 2015 and before, 7.61 percent of the respondents are 2016 to 2017, 25.64 percent of the respondents are 2018 to 2019 and 43.1 percent of the respondents are 2020 to 2021. It is inferred that, (43.1%) majority of the respondents are 2020 to 2021.
- 72.6 percent of the respondent's nature of ownership being first user, 19.16 percent of the respondent's nature of ownership being second hand user. 9.1 percent of the respondent's nature of ownership being others category which means like third hand, fourth hand users etc. It is inferred that, (72.6%) majority of the respondent's ownership being first hand user.
- 75.5 percent of the respondents being single user category, 24.5 percent of the respondents being multi-user category, It is inferred that, (75.5%) the majority of the respondents being single-user.
- 30 percent of the respondents influenced to buy through media, 29.1 percent of the respondents influenced to buy via relatives, 21.6 percent of the respondents influenced their buying decision through existing user. 12.23 percent of the respondents influenced buying decision through peer groups. 8.1 percent of the

respondents influenced buying decision through dealers/salesman It is inferred that, (30%) is the majority of the respondents is influenced their buying decision through media only.

- 27.7 % of respondents came to know about the bike through television.45.11% of respondents came to know about the bike through internet source. 9.53% of respondents came to know about the bike through newspaper.13.1% of respondents came to know about the bike through magazine.6.22% of respondents came to know about the bike through sign/billboards. It is inferred that, (45.11%) is the majority of the respondents came to know about the bike through internet source.
- 23.08 percent of the respondents driven kilometer per day below10km, 14.53 percent of the respondents drive per day 11-20km, 21.37 percent of the respondents drive per day 21-30km and 18.80 percent of the respondents drive per day 31-40km. 22.22 percent of the respondents drive per day above40km. It is inferred that, (23.08%) majority of the respondents generally drive below 10km.
- 23.08 percent of the respondents driven kilometers per day below 10km, 16.21 percent of the respondents drive per day 11-20km, 22.17 percent of the respondents drive per day 21-30km and 24.1 percent of the respondents drive per day 31-40km. 15.7 percent of the

respondents drive per day above 40km. It is inferred that, (23.08%) majority of the respondents generally drive below 10km.

- 41.03% of the respondents definitely suggest KTM brand bike to other person, 18.80% of the respondents probably suggest KTM brand bike to other person.7.69% of the respondent's undecided to suggest KTM brand bike to other person.10.74% of the respondents probably not suggest KTM brand bike to other person.25.64% of the respondents Not at all suggest/recommend KTM brand bike to another person
- 32.1 percent of the respondents able to attend minor problem in their vehicle Rarely, 27.1percent of the respondents able to attend minor problem in vehicle Not at all, 19.14 percent of the respondents able to attend minor problem in their vehicle said Always and

22.4 percent of the respondents able to attend minor problem in their vehicle at times. It is inferred that, (32.1%) majority of the respondents rarely they are attempting to correct the minor problem.

- 80.5 percent of the respondents said of vehicle is worth in terms of cost, 20.15 percent of the respondents said no, it is inferred that, (80.5%) majority of the respondents said Yes Which means it is a worthy one relating with cost of vehicle.
- 20.48 percent of the respondents change their vehicle less than 3yrs, 21.17 percent of the respondents change their vehicle 3-4yrs, 10.7 percent of the respondents change their vehicle 5-6yrs and 9.8 percent of the respondents change their vehicle 7-8yrs. 40.9 percent of the respondents change their vehicle more than 8yrs. It is inferred that, (40.9%) majority of the respondents preferred to change their vehicle more than 8yrs.
- From the above table, it said that 36.03% of the respondents not at all prefer the same brand bike, 22.34% of the respondents prefer the same brand bike, 24.12% of the respondents probably prefer to purchase the same brand bike, 8.17% of the respondent probably not to prefer the same brand bike.

.5.3 SUGGESTION:

- The price of KTM Two-wheelers Bike is very high when compared to Competition.
- The dealer is also required to provide discount on cash purchase.
- The company tries to give certain offers to the dealer so as improve his Efficiency in the selling the KTM Two-wheelers Bike products which other company also gives to their dealer.
- As television as the common media for advertising frequent advertisement must be shown in local city cable.
- The company should provide the warranty for some parts like clutch plates Mark.

- The dealer is promotional strategy should provide test rides in colleges and after some special gifts like diaries pens, bags etc.
- The dealer is required to maintain all colors of KTM Two-wheelers BikeSport at all time & it is available to customer at right time.
- Give more advertisement in Chennai City.
- To come with different color of the bikes with new models.
- KTM Two-wheelers Bike Company should take of resale value of bike.
- Resale value is high compare to other bikes.
- All spares, accessories should be available at the service stations on proper time.
- To improve the design for wheels for a better road with and safety driving.

5.4 CONCLUSION:

Customer are motor cycle are increasing day by day. In order to keep its customer satisfied the various motor cycle firms have adopted various techniques to fulfill the needs of their customers. Increasing usage of motor cycle is heading to back pain and discomfort to the customer. So, the customer having more inclination towards the motor cycles which are offering comfort through the latest technology like button starter and shock absorber. Starter and shock absorber are we conclude that from the survey KTM bike are well known for their designs and performance and the satisfaction is high towards all other factors. "YOUTH" is the target for KTM, if KTM satisfied its customers with the mileage and free service. The over analysis of the study indicated that at present most of the customer are overall satisfied towards KTM bike.

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QUESTIONNAIRE

❖ Name:

Short answer _____

• Age:

- 18 - 20 years
- 21 - 25 years
- 26 - 30 years
- 31 - 35 years
- Above 36

• Marital status:

- Married
- Unmarried

• Occupation:

- Government
- Professional
- Student
- Private
- Self-employees/business

• Family income (per month)

- a. Below Rs 10000
- b. Rs10001-25000
- c. Rs25001-35000
- d. Above Rs35000

- Please select the name of KTM bike you own

- Duke 200
- KTM RC 390
- KTM Duke 250
- KTM RC 200

- Year of purchase

- a.
201 and
before
- b. 2020 -
2021
- c. 2021 - 2022
- d. 2022 - 2023

- Mode of purchase

- Loan
- Cash
- Hire purchase

- Specify the nature of purchase

- First owner
- Second owner
- Third owner
- Others

- Usage of vehicle

- Single user
- Multi user

- Who influenced your buying vehicle?
 - Media
 - Relatives
 - Existing user
 - Peer groups
 - Dealers/salesman
- What mode of advertisement has influenced you more to buy your KTM bikes?
 - Television
 - Internet
 - Newspaper
 - Magazine
- How many kilometers do you drive per day?
 - a. Below 10km
 - b. 11 - 20km
 - c. 21 - 30km
 - d. 31 - 40km
 - e. Above 40 km
- What is the mileage of your vehicle per liter?
 - Below 30 km per liter
 - 31 – 35 km per liter
 - 36 – 40 km per liter
 - Above 40 km per liter

- Based on your experience would you recommend the same brand of vehicle to others?
 - Definitely
 - Probably
 - Undecided
 - Probably Not
 - Not at all
- Will you be able to attend minor problems in your vehicle?
 - Always
 - At times
 - Rarely
 - Not at all
- Is it worth buying your vehicle in terms of cost?
 - Yes
 - No
- How often do you change your vehicle (in years)?
 - Less than 3yrs
 - 3 – 4 yrs.
 - 5 – 6 yrs.
 - 7- 8 yrs.
 - More than 8yrs
- If you have to go in for a new vehicle or a replacement for your present vehicle, would you prefer the same bike or not?
 - Definitely

- Undecided
- Not At All
- Probably
- Probably not

20. Level of satisfaction after purchase

- agree c.strongly disagree
- strongly agreed d.disagree

21.Education

- school level c.No formal
- college level d.others

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