

IMPACT ON CUSTOMERS PERCEPTION TOWARDS THE USAGE OF KTM BIKES IN THOOTHUKUDI DISTRICT

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ABSTRACT

India is emerging as one of the fastest developing nation in the world with the economic liberalization in full swing; automobile plays an important role in the development of it. Marketing mainly focuses on the customers. The marketing philosophy of business assumes that an organization can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. The customer today has a much wider choice. India is the second largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. The survey is mainly focused on the customer behaviour of ktm bikes. In today's intensely competitive environment, companies today are constantly looking for ways to attract customers by having a better understanding of changing customer preferences. Therefore this study has been conducted to find the Customer Preference and Satisfaction towards KTM Bikes.

Keywords: Automobile, Customers Preferences and Satisfaction.

1. INTRODUCTION

Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectation". As the definition makes it clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of the expectations of the customer, the customer is dissatisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch, when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference. The result is high customer loyalty. The two wheelers market has had a perceptible shift from a buyer's market to a seller market with a variety of choices. Players will have to compete on various fronts viz pricing, technology product design, productivity ,after sale service, marketing and distribution. In the short term, market shares of individual

manufacturers are going to be sensitive to capacity, product acceptance, pricing and competitive pressures from other manufacturers.

KTM AG (the former KTM Sport motorcycle AG) is an Austrian motorcycle and sports car manufacturer owned by KTM Industries 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. KTM is known for its off-road motorcycles (enduro, motocross and super motor). 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. Production of the KTM X-Bow started in 2007. 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.

2. OBJECTIVES OF THE STUDY

- To Study about the features of KTM Bikes.
- To understand the customers reasons for purchasing KTM Bikes.
- To evaluate the offers rendered to the customers.
- To finalize the customer's satisfaction level in using the KTM Bikes.

3. REVIEW OF LITERATURE

- Mani, Ronald, Debasis Tripathy, (2013), 'A Study On Consumer Buying Behavior Towards two Wheeler Bikes In Context To Indian Market', International Journal Of Advanced Research in Management (IJARM), Volume 4, Issue 1, January- April, pp. 65-73
- Mohit Sharma (2014) investigated on Consumer Perception of two wheelers for Automobile Industry. This paper presents the consumer's behavior' concerning automobile industry (two wheeler) in Tank city Rajasthan (INDIA). The Group surveyed 100 consumers using semistructured questionnaires to examine people perception about two wheelers. The study revealed that all respondents are willing to pay a price premium, but the level of acceptability varied considerably, and some factor work behind this behavior show by the consumer. "The manly studies focus on understanding the factors like demographic, social, cultural, price, quality, product attributes, etc. for buying two wheelers.

4. SCOPE OF THE STUDY

The study is related to the customers living within the geographical area of Thoothukudi town.

5. METHODOLOGY AND TOOLS USED

The study is based on both primary and secondary data. First hand data was collected through questionnaire method. Second hand information from journals and magazines. Classification, one

way anova, tables and percentage were used to analyse the customer satisfaction.

SAMPLING DESIGN

By adopting convenient sampling method 30 respondents were selected in Thoothukudi and Questionnaires were distributed to get the necessary data from them.

PROFILE OF THE STUDY

In 1992, the company was split into four new entities: KTM Sport motorcycle GmbH (motorcycles division), KTM Fahrrad GmbH (bicycles division), KTM Kühler GmbH (radiators division) and KTM Werkzeugbau GmbH (tooling division). Now owned by KTM Motorradholding GmbH, which was formed by Cross Holding (a Cross Industries daughter), and other investors, KTM Sport motorcycle GmbH started operation in 1992 and later took over the sibling tooling division KTM Werkzeugbau. In 1994, KTM started production of the Duke series of road motorcycles, in 1996, KTM motocross machines were first decked out in KTM's signature orange color, and 1997 saw the introduction of LC4 Super motor and Adventure motorcycles. In 2007, the company debuted the KTM X-Bow sports car. In 2007, Indian motorcycle manufacturer Bajaj Auto bought a 14.5% stake in KTM Power Sports AG. By 2013, Bajaj Auto held a 47.97% interest in the company. In 2013, KTM acquired the formerly Swedish motorcycle maker Husqvarna Motorcycles from its prior owner BMW Motorrad AG. The same year, KTM re-integrated the brand Husaberg into Husqvarna Motorcycles from which it had spun off in the 1990s when Husqvarna was sold to the Italian company Cagiva.

In 2015, KTM generated a turnover of over 1 billion Euro and employed 2515 people by the end of that year. Of the four separate companies left after the 1992 split, three were now again part of the KTM Group: KTM Sport motorcycle GmbH, KTM Werkzeugbau GmbH and KTM Kühler GmbH (today WP Radiators). KTM Fahrrad GmbH (KTM Bike Industries) remained an independent company and is owned by Chinese investors. KTM-Group today contains the brands KTM and Husqvarna Motorcycles.

KTM BIKES PRICE LIST 2019/20 IN INDIA

MODEL	EX-SHOWROOM PRICE
200 Duke	Rs. 1.51 Lakh - 1.62 Lakh
125 Duke	Rs. 1.32 Lakh
390 Duke	Rs. 2.48 Lakh
RC 200	Rs. 1.90 Lakh
250 Duke	Rs. 1.80 Lakh - 1.97 Lakh

ANALYSIS AND INTERPRETATION

STATISTICAL TOOLS FOR ANALYSIS

The data information collected through the questionnaire method was analysed by using the statistical tools such as Percentage analysis.

TABLE 1
DEMOGRAPHIC PROFILE OF KTM BIKES

FACTORS	CATEGORY	FREQUENCY	PERCENTAGE
AGE	Below 15 years	0	0
	16-25	26	87
	26-35	3	10
	Above 35	1	3
	Total	30	100
INCOME	Below 10,000	7	24
	10,000-20,000	8	27
	20,000-30,000	5	16
	Above 30,000	10	33
	Total	30	100
OCCUPATION	Government employee	1	3
	Students	5	17
	Private employee	2	7
	Self employee	22	73
	Total	30	100
KNOWLEDGE	Friends	15	50
	Relatives	2	7
	Media	8	27
	Others	5	16
	Total	30	100
CC GROUPS	Under 200CC	2	7
	200-300CC	15	50
	300-400CC	13	43
	Total	30	100

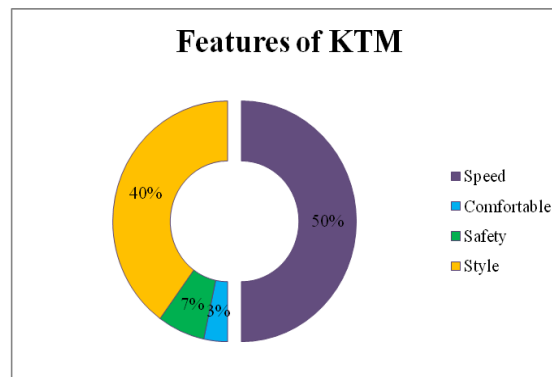
SOURCE: PRIMARY DATA.

The sample group of respondents who look up for the bikes fall under the age group of 16 to 25 and their income level fall above 30000 and they are self employed people who gained the knowledge about the bikes through their friends and they fall under the CC groups of 200-300cc.

TABLE 2
FEATURES WISE CLASSIFICATION

SPECIAL FEATURES	NO. OF RESPONDENTS	PERCENTAGE
Speed	15	50
Comfortable	1	3
Safety	2	7
Style	12	40
TOTAL	30	100

Source: Primary data



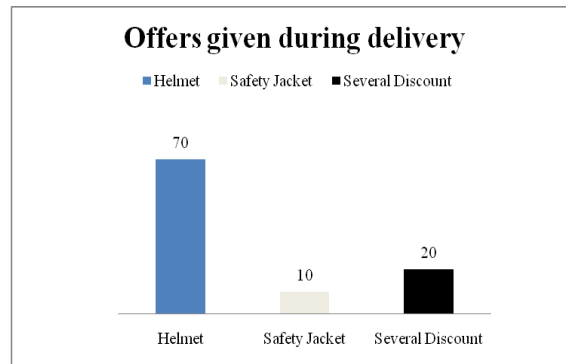
INFERENCE

The above table shows that 50% of the respondents choose for speed, 40% of the respondents choose for style compared to other bikes, 7% of the respondents for comfortable and the remaining 3% for its safety.

TABLE 3
OFFER WISE CLASSIFICATION

OFFERS	NO. OF RESPONDENTS	PERCENTAGE
Helmet	21	70
Safety jacket	3	10
Several discount	6	20
TOTAL	30	100

Source: Primary data



INFERENCE: The above table shows that 70% of the respondents received helmet from showroom, 20% of the respondents received several discount and 10% of the respondents get safety jacket as offer from showroom.

TABLE 4
REASON WISE CLASSIFICATION

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Mileage	4	13
Low Maintenance	3	10
Price	2	7
Wide range of products	1	3
Brand name	20	67
TOTAL	30	100

SOURCE: PRIMARY DATA



INFERENCE

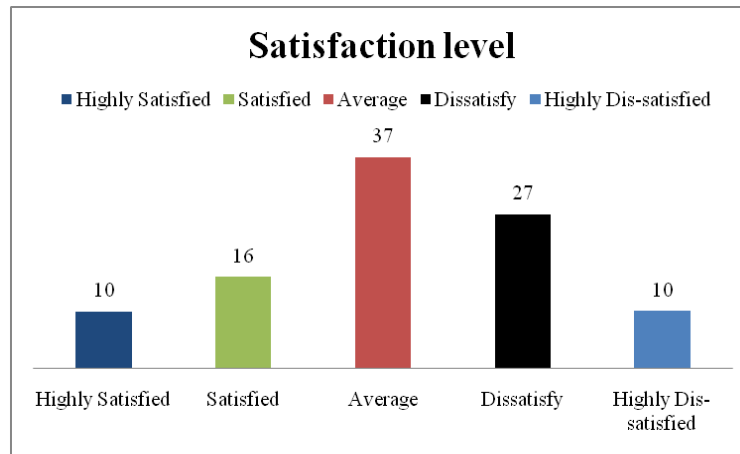
The table reveals that maximum of 67% of the respondents choose this vehicle for the brand name, 13% of the respondents for it mileage , 10% of the respondents for low maintenance,7% of the respondents for price and 3%for its wide range of products.

TABLE 5
SATISFACTION LEVEL CLASSIFICATION

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
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Highly satisfied	3	10
Satisfied	5	16
Average	11	37
Dis-satisfied	8	27
Highly dis-satisfied	3	10
TOTAL	30	100

SOURCE: PRIMARY DATA



INFERENCE:

The table shows that out of 30 respondents 37% of the respondents satisfaction level is average, 27% of the respondents are dis-satisfied, 16% of the respondents are satisfied and 10% of the respondents are highly satisfied and highly dis-satisfied.

RELATIONSHIP BETWEEN THE FEATURES OF KTM BIKES AND THE LEVEL OF SATISFACTION OF CUSTOMERS

NULL

ANOVA					
SOURCE OF VARIATION	SUM OF SQUARES	DF	MEAN SQUARE	F	P VALUE
Between Groups	24.100	3	8.033	16.577	.000
Within Groups	12.600	26	.485		
Total	36.700	29			

HYPOTHESIS:

Ho: There is no significant relationship between the features of ktm bikes and the level of satisfaction of customers.

ONE WAY ANOVA FOR THE FEATURES OF KTM BIKES AND THE LEVEL OF SATISFACTION OF CUSTOMERS.

TABLE 6

** highly significant at 1% level

INFERENCE

Table shows the one way ANOVA depicts that the features of ktm bikes and the level of satisfaction of customers. There is a highly significant difference between groups as disclosed by the value of $F=16.577$ where the p value is 0.000 ($p<0.001$) and this indicates that the null hypothesis is rejected. Therefore, it is concluded that there is a significant relationship between the features of ktm bikes and the level of satisfaction of customers.

6. FINDINGS

- Majority 87% of the respondents belong to the age group between 16-25
- 33% of the respondents income is above 30,000
- It implies that 73% of the respondents belong to self employed category.
- It is inferred that 50% of the respondents gets to know about KTM through friends
- It depicts that 50% of the respondents engine capacity is between 200-300CC
- Mostly 67% of the respondents choose this vehicle for brand name
- Majority 50% of the respondents choose for speed.
- 70% of them are offered by helmet from showroom
- It implies that 37% of the respondents satisfaction level is average
- There is a highly significant difference between groups as disclosed by the value of $F=16.577$ where the p value is 0.000 ($p<0.001$) and this indicates that the null hypothesis is rejected.

7. SUGGESTIONS

- Awareness can be created to all age categories for usage of KTM bikes
- Price of spare parts can be reduced for the convenience of the customers
- Showroom's can satisfy their customers at a maximum level
- Speed locks can be done for each and every bikes delivered from the showroom

8. CONCLUSION

From the research it concludes that majority of the respondents prefer KTM bikes on the basis of their age, brand name speed and style. KTM needs to improve reduction on price of their spare parts; because respondents have facing this as their major problem. Most of the respondents are satisfied with the look & style provided by KTM. Look and style of bike is associated with age of buyers.

9. REFERENCES

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