



## CUSTOMER SATISFACTION TOWARDS APOLLO TYRES IN COIMBATORE CITY

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### Abstract

The main objective of every organization is to earn more profit. To achieve this objective the organization should increase its sales by attracting more customers and the only way to get more customers by providing expected satisfaction to the customers. The word customer satisfaction means "the utility which customer expect from the product" and when a customer get expected utilities it is called as customer satisfaction. Apollo manufactures the largest range of tyres in India enjoys the highest brand preference for superior Quality Company manufactures the largest range of tyres in India and is the market leader with the largest market share in tyres industry. Since 1984 Apollo tyres has consistently been chosen as OEM fitment by almost every major car manufacturer in India. Apart from tyres Apollo also manufacturer conveyor belts, pretends and advanced polyurethane paints. Apollo won No. 1 award for customer satisfaction by J.D Power Asia pacific in the year 2001&2002. It has also created good brand name in other countries and Apollo is the first Indian company to export tyres to the US, the very birthplace of tyres technology. It is the first company in India to manufacture and market Nylon tyres passenger tyres commercially. Apollo is providing vast number of products to the customer as per their requirement and need. They provide more warranties to the customers and this implies company has confidence in its products.

**Keywords:** Customer Satisfaction, Buying Motivation.

### 1. INTRODUCTION

Satisfaction is a person's feeling of pleasure or disappointments resulting from comparing products perceived performance (or outcome) in relation to his or her expectation. As this definition makes clear, satisfaction is a function of perceived performance and expectations, if the performance falls short of expectation, the customer is dissatisfied, if the performance fall short of the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted. "Marketing includes those business activities which are involved in the flow of goods and services form production to consumption"

The end of all marketing activities is the satisfaction of human want Through the satisfaction of human wants profit are rewarded to the business and the reward is inducement for marketing.

#### 1.1 CUSTOMER SATISFACTION

In a competitive marketplace where businesses compete for Customers, Customer satisfaction is seen as a key differentiator and has increasingly become a key element of business strategy. Organizations are increasingly interested in retaining existing Customers while targeting non-Customers; measuring Customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the Customer may have and other products against which the Customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed

#### Improving Customer Satisfaction

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



## 1.2 BUYING MOTIVATION

Motivation is the process of attempting to influence others to do your will through the possibility of gain or reward.

Motives refer through urge strong feelings emotion drive etc. They make buyer to react in the form of a decision motivation. Explains they behaviour of a buyer motives induces a buyer to purchase a particular product. Their motives may be generally control by economic social and psychologically influence tec. Customer purchase the product urge by mental and economic factors. Which create a desire they desire satisfied by article display for sales.

### Personal Customer

Is the individual who buys goods and services for his or her own use for the use of house hold that person is called Personal Customer.

### Organizational Customer

Under this organizational consume all private busniess houses, government agencies, Institutional etc., all of which must buy products equipments and of services in order to run their organization either of profit or further service.

### Customer Behaviour

All the behavior of human being during the purchase may be termed as a buyer behavior. Buyer behavior is defined as the process whereby individual decided whether, what, when, hoe and from, whom to purchase good and service can be termed as Customer behaviour.

## 2. STATEMENT OF THE PROBLEM

Profit earning has become one of the important objectives of each and every company. It is very easy to attract new Customers but retaining old Customer is challenging as it is the satisfied Customer that remains loyal to the firm brand. A person enters a showroom when he wants to purchase tyres, but before purchasing a tyre he consults many people for opinion about tyre regarding price, quality, service etc, after which he finally makes a decision to purchase. If he experiences any problem with the purchased tyres, he may change his positive attitude into negative one towards the showroom. Considering all the above points, I have decided (To study on Customer satisfaction towards to Apollo Tyres Ltd in Coimbatore city)

## 3. OBJECTIVES OF THE STUDY

### Primary Objective

To study the Customers satisfaction towards Apollo Tyres Ltd

### Secondary Objective

1. To determine Customer satisfaction quality features of Apollo Tyres Ltd
2. To find Customer satisfaction towards price, terms conditions of Apollo Tyres Ltd
3. To know the Customer satisfaction towards the promotion and availability of Apollo Tyres Ltd

### 3.1 Scope of the Study

- The study is purely based on the survey conducted in Coimbatore city and is focused on Apollo Tyres Ltd . The study covers the information about the mind set which may vary with.
- The research has been conducted to study about the Customer's satisfactions and attitude towards APPOLLO-TYRES with reference to Coimbatore city and in its surrounding area. The limited area was considered in order to get accurate information about this brand.
- This research has helped to explore my knowledge in the field of tyres industry and its marketing and its distribution channel.

## 4. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It consists not only of the research methods but also consider the logic behind the methods we use in the context of our research study and explanation. Why we are using a particular method or technique and why we are not using others in order that the results are capable of being evaluated either by the researcher himself or by others.

### Research Design

Research design is a blue print of the proposed studies. It represents the overall scheme of the study. All research design use logical and systematic planning and its helps in directing the research. In this study descriptive research method is applied. The preparation of research design appropriated for a particular research problem involves the consideration of the following.

- The members obtaining the information.

- The availability and skills of researcher.
- The time available for the researcher.

#### Data Collection

The study involves collection of primary data.

#### Primary Data

The primary data refer to those data which are collected a fresh and for the first time from the respondents.

#### Sample Size

The study was conducted in Coimbatore city and data is collected from 120 respondents.

#### Tools of Analysis

The data collected was analyzed using the following tools of analysis.

- Percentage analysis
- Chi-square analysis

### 5. REVIEW OF LITERATURE

Literature means writings and a body of literature refers to all the published writings in a particular style on a particular subject. In research, a body of literature is a collection of published information and data relevant to a research question. The research question often referred to as the research problem, the research question provides the context for the research study and reveals what the researcher is trying to answer.

**Nunnally (1978)<sup>1</sup>** Durability, serviceability and reliability, all relate to product quality and customer satisfaction that deals with how much hassle-free use a customer will experience with a product.

**Albech (1984)<sup>2</sup>** Those surveys also consider it to be important that they rely on the representatives and that the suppliers deliver what is agreed a point which is also expressed in the requirement for the manufacturer to have reliable employees. Also of significance is an emotional aspect which reflects how much the respondents like the person with whom they are dealing.

### 6. DATA ANALYSIS & INTERPRETATION

This chapter reports the result of the survey conducted by the researcher on Customer satisfaction towards Apollo Tyres Ltd . The survey was conducted to collect the primary data about the Customer satisfaction about Apollo Tyres Ltd .

**Table No. - 1, Classification of the respondents according to their Gender**

S.No	Gender	No. of Respondents	Percentage
01	Male	90	75
02	Female	30	25
<b>Total</b>		<b>120</b>	<b>100</b>

#### Inference

From the above table it shows clearly that 75% of the respondents are male and 25% of the respondents are female.

**Table No. - 2, Classification of the respondents according to their Age**

S.No	Age	No. of Respondents	Percentage
01	18-25	25	21
02	25-40	50	42
03	40 – 50	35	29
04	50 ABOVE	10	8
<b>Total</b>		<b>120</b>	<b>100</b>

#### Inference

The above table it shows clearly that 21% of the respondents are belonging to the age group of 18-25, 42% of the respondents are belonging to the age group of 20 – 40, 29% of the respondents are belonging to the age group of 20 - 40 and 08% of the respondents are belonging to the age group 50 above

**Table No. - 3, Classification of the respondents according to their Qualification**

S.No	Qualification	No. of Respondents	Percentage
01	School	20	17
02	UG Course	35	29
03	PG Course	30	25
04	Diploma Course	30	25
05	Other's	5	4
<b>Total</b>		<b>120</b>	<b>100</b>

**Inference**

The above table it shows clearly that 17% of the respondents are finished their schoollings', 29% of the respondents are finished their UG Course, 25% of the respondents are finished their PG Course, 25% of the respondents are finished their Diploma Course, and 04% of the respondents are qualification of other's (specify).

**Table No. - 4, Classification of the respondents according to their which vehicles are using the Apollo tyres ltd**

S.No	Type of Vehicles	No. of Respondents	Percentage
01	2 Wheeler	60	50
02	4 Wheeler	40	33
03	Both	20	17
<b>Total</b>		<b>120</b>	<b>100</b>

**Inference**

The above table it shows clearly that 50% of the respondents are type of vehicles of 2 Wheeler, 33% of the respondents are type of vehicles of 4 Wheeler and 17% of the respondents are type of vehicles of Both.

**Table No. - 5, Classification of the respondents according to their .factors influenced to use the Apollo Tyres ltd**

S.No	Factors	No. of Respondents	Percentage
01	Quality	45	45
02	Brand	35	18
03	Image	20	15
04	Loyalty	16	15
05	Others (Specify)	04	7
<b>Total</b>		<b>120</b>	<b>100</b>

**Inference**

The above table it shows clearly that 45% of the respondents are factors of quality, 18% of the respondents are factors of brand, 15% of the respondents are factors of image, 15% of the respondents are factors of loyalty, and 7% of the respondents are factors of others (specify).

**CHI-SQUARE TEST**

**DEFINITION**

A chi-square test is a statistical test commonly used for testing independence and goodness of fit. Testing independence determines whether two or more observations across two populations are dependent on each other (that is, whether one variable helps to estimate the other).

**Table No -6, Relationship between level of satisfaction and their factors influenced to use of Apollo Tyres**

**Null Hypothesis (H<sub>0</sub>)**

There is no significant relationship between according to their factors influenced to use and according to their level of satisfaction of Apollo tyres ltd Coimbatore City .

**Alternative Hypothesis (H<sub>a</sub>)**

There is a significant relationship between according to their factors influenced to use and according to their level of satisfaction of Apollo tyres ltd Coimbatore City.

Level of satisfaction	Factors influenced to use					
	Quality	Brand	Image	Loyalty	others	Total
HS	3	1	1	0	0	<b>4</b>
S	35	1	2	5	5	<b>48</b>
N	2	16	11	5	2	<b>37</b>
DS	5	0	1	5	0	<b>11</b>
HDS	0	0	0	0	0	<b>0</b>
<b>Total</b>	<b>45</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>7</b>	<b>100</b>

Calculated value=23.6191

Table value=26.296

**RESULT**

Here, table value is greater than calculated value. So accept H<sub>0</sub>. i.e, there is no relation between according to their factors influenced to use and according to their level of satisfaction of Apollo tyres ltd Coimbatore City

**7.CONCLUSION**

The study of respondent's satisfaction towards Apollo - Tyres with reference to Coimbatore City. The majority of the sample consumers are using Apollo tyres. So the company should adopt more promotional programs and should give importance to improve the advertisement. The product should be advertised in almost all the section of the Medias. In order to sustain in the market, the company should adopt technological advancement in the product.

This survey is based on the public preferences and so it has reflected the consumer's attitudes towards product. This study helps to know about the market position of the Apollo tyres.

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