

A STUDY ON CONSUMER BEHAVIOUR TOWARDS MRF TYRES AT CHENGAM

A.Natarajan¹, T.Sivasakthi² and P.Muniyasamy³

¹MBA Student, Paavai Engineering College (Autonomous), Pachal, Namakkal

²MBA Student, Paavai Engineering College (Autonomous), Pachal, Namakkal

³MBA Student, Paavai Engineering College (Autonomous), Pachal, Namakkal

Email: ¹anataraj84@gmail.com, ²sivasakthitamilnadu@gmail.com, ³pmuniyasamy@gmail.com

Abstract—This project report is the result of consumer behavior of MRF tyres in Chengam. The objective of the study to find out the behavior of consumer towards MRF tyres in Chengam, and offer some valuable suggestion on the basis of the study. This study has covered the consumer of MRF tyres. The research design adopted for this study was descriptive research design. The sample size is 30. the sampling technique used for this purpose was simple random sampling. For conducting survey a questionnaire was prepared. for this study purpose two types of data were collected, the data collected through questionnaire forms the primary data, the data collected journals, website and records of the forms this secondary data. The data so collected is then classified and tabulated for the purpose of analysis and then percentage analysis was used as statistical tools for analysis purpose.

Keywords—Brand, Consumer, Market, Preference. Satisfaction

INTRODUCTION

The consumer market is the some total of all the goods and service purchased in a given period by all the inhabitation of a given country or a section for the satisfaction of their consumption needs. The consumer market actually consists of four components like People, Purchasing Power, needs for a specific product and Willing to fill the needs with a given product.

The consumer orientation is the fundamental aspect of marketing management. Concept under this orientation market related problem are analysed as, “Consumer Problem is fundamental problem” Moreover, marketing process involves bringing together of two groups viz., sellers and consumers.

OBJECTIVES OF THE STUDY

1. To know the consumer behaviour towards MRF Tyres.
2. To know the brand preference and the satisfaction level.
3. To identify the factors influencing the purchase of MRF Tyres.
4. To know the satisfaction level towards dealer service.
5. To offer Suggestion for further improvement.

SCOPE OF THE STUDY

The study focuses of how and why consumers make decision to goods and services, consumer behaviour research goes for beyond these facets of consumer behaviour and considers the uses consumer their sub sequent evaluations. This record is used to find out the satisfaction level of consumer towards the service and attitude given in MRF Tyres. This study is o identify the facilities provided to the consumer.

LIMITATIONS OF THE STUDY

- The survey has been conduction only in Chengam. This may not be overall view of the customers in India.
- The research was conducted within a limited duration. So, detailed and comprehensive study could not be made.
- Level or response is low because of fear and illiteracy of Respondents.

RESEARCH METHODOLOGY

A research design is purely and simply the framework or plan for study that guides the collection and analysis of the date. In consumer surveys, we have adopted this descriptive research design in collection and analysis.

RESEARCH DESIGN

A research design is purely and simply the firm work or plan for study that guides the collection and analysis of the data.

Descriptive Research Design

Descriptive research design is none that simply describes something such demographic characteristics of consumer. Who use products that descriptive study is typically concerned with determining the frequency with which something occur. This study is typically guided by an initial hypothesis.

For example, and investigation of trends in consumption of factors with respect to socio-economic characteristics such as age, sex, occupation, income.

Sample Size

The study based only on the Behaviour of consumer. Total number of sample taken for the study is 31 respondents.

Location of the Study

The location of the study is in Chengam town.

Sample Design

Convenience sampling techniques were used for the study.

Types of Data

- Primary data
- Secondary data

The nature of data collected for study are primary and secondary data. Primary data are those which are collected as first-hand information. Secondary are those which are collected from magazines, books, newspaper. etc.,

Primary Data

Data observed or collected directly from first-hand experience. it is collected through questionnaires.

Secondary Data

Secondary data include those data, which are collection from some earlier research work and are applicable to the study the researcher has presently undertaken.

Tools used For Data Collection

Total undesigning research, analysis data and drawing conclusion most research studies result in large volume of raw data, which must be suitably questionnaire is used as data collected too. A questionnaire consists of a set of question presented to respondents for the answer to be filled by them. A structural non-disguised questionnaire is adopted of this study.

Techniques used for Data Analysis

The role of statistics in research is to function as a so that the same can be read easily and can be used for further analysis. Percentage (%). The data are reduced standard from with the base equal to 100.

Chi- Square

The quantity χ^2 describes the magnitude of discrepancy between theory and observation (ie) it can be known whether a given discrepancy between theory and observation can be attributed, to change or whether it results from the inadequacy of the theory to fix the observed facts.

The greater value of χ^2 the greater would be the discrepancy between observed and expected frequencies. The formula for computing chi-square test is,

$$\chi^2 = \sum (O-E)^2/E$$

Where

- O - Observed frequency
- E - Expected frequency

The calculated value of χ^2 is compared with the table value of χ^2 for given degree of freedom at specific level of significance it is accepted when the calculated value is lesser than tabulated value and rejected when the calculated value is greater than the table value.

Weighted Average

Weighted average is a mean calculated by giving values in a data set more influence according to some attribute of the data. It is an average in which each quantity to be averaged is assigned a weight, and these weightings determine the relative importance of each quantity on the average. Weightings are the equivalent of having that many like items with the same value involved in the average.

Ranking Method

Ranking method is one of the simplest performance evaluation methods. In this method, employees are ranked from best to worst in a group. The simplicity of this method is overshadowed by the negative impact of assigning a ‘worst’ and a ‘best’ rating to an employee. Such discriminations lead to negativity within a group and have a negative impact on performance.

DATA ANALYSIS AND INTERPRETATION

This chapter deals with data analysis and interpretation of the information collected by the issue of questionnaire – cum – schedule on consumer satisfaction towards the vehicle of **MRF TYRES** Special reference to Chengam Town. The collected information is further analysed and interpreted on different categories viz., age group, income level.

Table 1: Weighted Average Method for Level of Satisfaction towards MRF Tyres

<i>Particulars</i>	<i>Highly Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly Dissatisfied</i>	<i>Total Score</i>	<i>Mean Score</i>
Guarantee & warrantee	40	72	15	0	0	127	410
Credit facilities	10	52	33	6	2	103	332
Time duration	0	36	39	2	0	77	248
Price of the product	20	64	27	2	1	114	368
Performance of the product	30	32	33	12	0	107	345

From the above weighted average method, it is noticed that the respondent has been given high score as (410) to guarantee and warranty.

Table 2: Respondent’s Age Wise Reason for Preferring

<i>Age / Reason</i>		<i>Product Availability</i>	<i>Brand</i>	<i>Quality</i>	<i>Price</i>	<i>Total</i>
Below 20 Years	Count	1	1	0	0	2
	% of Total	3.2	3.2	0	0	6.5
21-30 Years	Count	1	10	6	0	17
	% of Total	3.2	32.3	19.4	0	54.8
31-40 Years	Count	0	4	5	0	9.0
	% of Total	0	12.9	16.1	0	29.0
41-50 Years	Count	0	1	0	1	2
	% of Total	0	3.2	0	3.2	6.5
51 above years	Count	0	1	0	0	1
	% of Total	0	3.2	0	0	3.2
Total	Count	2	17	11	1	31
	% of Total	6.5	54.8	35.5	3.2	100

Table 3: Chi-Square Test

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	24.5	12	0.01

Significant value 0.05 is greater than P value (0.01). Here we accepting null hypothesis and rejecting alternative hypothesis. So, it is clearly indicated that there is no significant relationship between the age and brand preference.

Table 4: Respondent's Income Wise Reason for Preferring

<i>Income / Reason</i>		<i>Product availability</i>	<i>Brand</i>	<i>Quality</i>	<i>Price</i>	<i>Total</i>
Below 5000	Count	0	2	0	0	2
	% of Total	0	6.5	0	0	6.5
5001 to 10000	Count	1	3	2	0	6
	% of Total	3.2	9.7	6.5	0	19.4
10001 to 20000	Count	0	5	5	0	10
	% of Total	0	16.1	16.1	0	32.3
20001 to 30000	Count	1	1	3	0	5
	% of Total	3.2	3.2	9.7	0	16.1
Above 30000	Count	0	6	1	1	8
	% of Total	0	19.4	3.2	3.2	25.8
Total	Count	2	17	11	1	31
	% of Total	6.5	54.8	35.48387	3.2	100

Table : Chi-Square Test

	<i>Value</i>	<i>Df</i>	<i>Asymp. Sig. (2-sided)</i>
Pearson Chi-Square	12.42	12	0.41

Significant value 0.05 is less than P value (0.41). Here we rejecting null hypothesis and accepting alternative hypothesis. So it is clearly indicates that there is significant relationship between the income and brand preference

Table Ranking Method

<i>Particulars</i>	<i>I</i>	<i>II</i>	<i>III</i>	<i>IV</i>	<i>Total Score</i>	<i>Mean Score</i>	<i>Rank</i>
Price	28	18	18	9	73	235	3
Brand image	20	42	14	5	81	261	2
Quality	48	27	8	6	89	287	1
Availability	28	6	22	11	67	216	4

From the above ranking method, it is noticed that the respondent has been given first rank as to quality, second rank to brand image, third price of the product and the fourth rank is to product availability.

FINDINGS

- In majority of respondents for frequency male.
- The majority of respondents age group 21 – 30 years
- The most of respondent's education Under Graduate.
- Most of respondents are married.
- The most respondent's occupation level of employee.
- In Chengam the Majority of respondent's monthly income having Rs.10001– 20000.
- Most respondents are come to know through the advertisements.
- Most respondents using MRF tyres from 1 to 5 years.
- Most respondents are preferring the reason is brand.
- Most respondents are satisfied about guarantee & warranty.
- Most respondents are satisfied about the credit facilities.
- Most respondents are neutral about the time duration.
- Most respondents are satisfied about the price of the tyre.
- Most respondents are neutral about the performance level.
- Consumers familiar with jumbo & tvs tyres.
- Chi-square test states that there is no significant relationship between age and consumer preferring.

- From the Chi-square test clearly identified there is significant relationship between income and consumer preferring.

SUGGESTIONS

- Some of the respondents feel that the price high. Hence it should be revised.
- Some of the respondents feel the size of the packages moderate.
- Some of respondents are feel that changes may be needed in the style of the tyres which can prolong the durability and performance
- Some of the of the respondents feel to improve the availability.
- Some of the respondents suggested reduced price.
- In future JUMBO & TVS will be competitor for MRF tyres.

CONCLUSION

The study gives a detailed report on consumer behaviour towards preference of MRF tyres. It is from this research is calculated that the customers are satisfied with the MRF tyres performance and special feature of the tyres. but some important have to be made in reducing the price of MRF.

As the other brands like TVS and JUMBO are familiar among the customers and these brands are available by improve promotional strategies. so MRF tyres has to come up long way to attain good position in the market.

In the market the MRF tyre's showroom should show be very vigilant in retaining existing customer and they have to adopt needed strategies to get their potential customer.

BIBLIOGRAPHY

- [1] Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwarjha, Marketing management, 13th Edition, 2009, Pearson Deucation Inc, New Delhi.
- [2] East, R., Wright, M. & Vanhuele, M. (2013) "Consumer Behaviour: Applications in Marketing" 2nd edition.
- [3] Hoyer, W.D. & Macinnis, D.J. (2008) "Consumer Behaviour", 5th edition,
- [4] Hoyer, W.D., Macinnis, D.J. & Pieters, R. (2012) "Consumer Behaviour" 6th edition.
- [5] Kacen. J. J. and Lee. J. A., (2002) "The influence of culture on consumer impulsive buying behaviour", Journal of consumer psychology.
- [6] Arunkumar & N.Meenakshi, marketing management, 2007, Vikas Publishing House Pvt Ltd, New Delhi.
