

A MEASURE OF CUSTOMER SATISFACTION WITH MRF TYRES

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Abstract : The behavior of customers toward MRF Tyre, particularly in Tirupur city, is the subject of this survey. The purpose of the study was to examine customer satisfaction with MRF tyre, to determine which media outlets encourage consumers to purchase MRF tyre and to ascertain the degree of satisfaction with various MRF tyre components. One source of primary data is a questionnaire. In Tirupur city, a survey was conducted, and 120 people responded. Secondary data for the study was gathered from relevant journals and websites. For this study, non-probability sampling strategies were employed. The statistical tools employed were one-way ANOVA and simple percentage analyses. Developed a hypothesis and tested it using the reliability and normality tests. Results of the analysis showed that most respondents were influenced by friends and that they were generally happy with the different aspects of MRF Tyre. In conclusion, the majority of Tirupur city residents who use MRF tyre for their vehicles felt that the tyre were both comfortable and reasonably priced.

Keywords : Customer Satisfaction, Rubber, Tyre, Two-Wheeler, MRF TYRE, Brand

INTRODUCTION

K. M. Mammen Mappillai established his MRF in 1946 as a toy balloon manufacturing company in Madras. Over time, the company produced gloves, trend rubber, latex cast toys, and other items. It led the tread rubber market in India after four years. The first MRF tyre was introduced in Madras by Tamil Nadu Chief Minister Mr. K. Kamaraj in 1961. MRF Tyre is an Indian tyre manufacturer that ships its products to the US, the country that invented tyre technology. The company is well-known for its brand, and it is a significant exporter and the most reliable business. Reliability for rally racing and cricket, the most popular sport in India, has also allowed MRF to build a remarkable brand. With 24% of the Indian tyre market,

it has further cemented its dominance in the car and motorcycle segments, further solidifying its position as the market leader (Vispute, 2018).

A crucial aspect of the product is customer satisfaction, which varies based on the customer, the product, and the service (Bakhare & Bisen, 2019). The primary goal of this study is to determine how satisfied customers are with MRF tyre and how much they like different features like price, grip capability, comfort level, product quality, and product durability. These constitute the principal facets of this study.

Statement Of Problem

Every business's primary goal is to attract big clients and increase sales.

However, maintaining customers is challenging because of their erratic insight. Consumer sentiment would fluctuate daily. To ensure that their products meet the needs and desires of their current customers, every business must be aware of these things. Based on a variety of product features, it is vital to determine the degree of customer satisfaction and attitude toward price. Customers research prices, features, and product lifespan before deciding which products to buy. If they find any of these factors unsatisfactory, they will switch to a different brand. Therefore, satisfying customers is crucial. Customers typically anticipate reasonable costs and extended product lifespan. Let's examine this research. Does the MRF tyre brand company meet all of its customers' needs?

Objective

1. To investigate the various media outlets that affect consumers' choices to purchase MRF tyre.
2. To detect MRF Tyre usage in different vehicle.
3. To determine the degree of satisfaction with the different MRF Tyre factors.
4. To state the respondent's suggestion towards MRF Tyres sellers.

Hypothesis

1. There is no discernible difference between age and the different MRF TYRES factors, according to the null hypothesis (H0).
2. A significant difference exists between age and different MRF TYRES factors, according to the alternative hypothesis (H1).

Scope

This study reveals the level of customer satisfaction with MRF tyres based on their product features in order to give potential customers enough information to choose such branded MRF TYRE products. This survey will show the respondents' level of satisfaction with every aspect that the company might also be aware of, such as who encourages them to buy the products and how much they have pleased their clients. Through consumer recommendations for their services, MRF Tyre showrooms will benefit from this research, and businesses will gain insight into the media factors influencing consumers' buying decisions. Businesses and showrooms could utilize this research study to improve their goods and services.

LITERATURE REVIEW

In 2021, a study was conducted by Kumar and Prasath on customer satisfaction with MRF Tyres, specifically focusing on Karumathampati. The purpose of the study is to determine the characteristics that lead to customer satisfaction among Karumathampatti MRF tyre users as well as the variables influencing MRF tyre purchases. Their investigation revealed a statistically significant correlation between respondents' age and their degree of price stability satisfaction. Additionally, there was a strong correlation between the respondents' types of vehicles and their monthly income. (Sivasakthi & Sathish, 2021) conducted research on MRF tyre customer satisfaction, with a focus on the city of Coimbatore. The purpose of the study is to identify the characteristics that lead to satisfied customers among Coimbatore tyre users. By looking at the Likert scale measurement, they discovered that most respondents in Coimbatore city

preferred MRF tyres repeatedly. They also concluded that MRF tyres were reasonably priced for them and that customers were happy with the brand. Consumer satisfaction with branded two-wheeler tyres, particularly in Coimbatore city, was the subject of a study conducted in 2021 by (Kalimuthu & Balasubramani). Finding out which brand two-wheelers consumers preferred was the goal of their investigation. Discovering consumer satisfaction with branded two-wheeler tyres was the primary goal of the study. Their investigation revealed that consumers were recognizing their brand from friends and family, that online ads were the most persuasive source, that consumers intended to buy branded tires because they were higher-quality products, and that the majority of respondents were top-tier MRF tyre companies. The most of respondents indicated that they preferred the products based on the brand (Natarajan, Sivasakthi, & Muniyasamy, 2016). They also discovered that there was a significant correlation between income and consumer preference and that there was no significant relationship between age and consumer preference.

Research Gap

Most authors who have previously researched this subject have discovered that media outlets and consumer intentions to purchase MRF tyres have a greater influence. However, the kind of vehicle that customers are using MRF tyres on has not been disclosed. Additionally, this study will show what kind of vehicle people use to buy MRF tyres. Due to the paucity of specialized research on this brand, this study will determine which media has a greater influence on consumers' decisions to purchase MRF tyres as well as which other

factors may also have an impact. It is based on two presumptions from earlier research. Let us examine the shifts in the media's impact and the variations in consumer satisfaction with MRF Tyres' components. What kind of vehicle do people use MRF tyres for? Which media outlets influence people's intentions to buy? And do consumers find MRF tyres to be satisfactory in every way? Through this research, it can be acquired.

METHODOLOGY

Designing Research And Sampling

1. There was a descriptive research design applied.
2. Here, snowball sampling was used in accordance with non-probability sampling techniques. Data collection was carried out as on, but it was challenging to identify MRF Tyre users but the first seven individuals recommended another group of users.

The Data Collection Sources Are:

1. Out of 150 questionnaires, 120 respondents provided answers in Tirupur city, providing the primary data. A Likert scale was employed in the closed-ended questionnaire format. Individuals who fitted MRF tires in their vehicles provided information. Data were gathered offline as well as online. English was used as the language used for data collection.
2. The secondary data collection is done through journals, magazines, and websites.

Techniques And Tools

1. With SPSS software, one-way ANOVA tests and basic percentage analyses were performed as measurements. Both nominal and ordinal scales are used for scale measurement.

DATA ANALYSIS AND INTERPRETATION

At the foremost step of analysis first reliability test should be taken, so that it would show the fitness of further analysis performed. So the test was taken, and the result was also positive, which means that Cronbach's Alpha value was greater than 0.7, so the data was fit for analysis.

Simple Percentage Analysis For Demographic Deatils

Table 1. Independent Factors of respondents

Factor		No. of respondents	Percentage
Gender	Male	55	45.83
	Female	65	54.17
	Total	120	100
Age Group	18 - 25 years	50	41.67
	26 - 35 years	34	28.33
	36- 45years	23	19.17
	above 45 years	13	10.83
	Total	120	100
Annual family income	Below Rs. 1,00,000	29	22.5
	Rs. 1,00,000 - Rs. 3,00,000	33	25.83
	Rs. 3,00,000 - Rs. 5,00,000	39	27.5
	Above Rs. 5,00,000	19	24.17
	Total	120	100
Occupation	Student	28	23.3
	Home Maker	13	10.8
	Professional	27	22.5
	Business Man	25	20.8
	Government Employee	16	13.3
	Famer	11	9.1
	Total	120	100.0
Education qualification	SSLC	9	7.5
	HSC	12	10.0
	UG	32	26.7
	PG	58	48.3
	Primary School Level	8	6.7
	Ph.D	1	.8
	Total	120	100.0

Source: Primary Data (Questionnaire), Analyzed by Researcher

It has been observed from the Independent Factors of respondents that 54.17% of them were female and 45.83% of respondents were male. 41.67% of responder belongs to 18 to 25 years, 28.33% of responder belongs to 26 to 35 years, 19.17% of responder belongs to 36 to 45 years, 10.83% of responder belongs to 45 years above. 27.5% of responder's family annual income was between 3,00,000 to 5,00,000 rupees, 25.83% of responder's annual income was between 1,00,000 to 3,00,000 rupees, 24.17% of responder's annual income was above 5,00,000 rupees, and 22.5% of responder's family annual income was below 1,00,000 rupees. Then

23.3% of respondents were a student 22.5% of respondents were professionals, 20.8% were businessmen, 13.3% were government employees, 10.8% were homemakers and 9.1% were farmers. 48.3% of respondents studied postgraduate level, 26.7% were graduated, 10% were higher secondary certificated, and 7.5% were secondary school level certificated, 6.7% studied primary school level only, and 0.8% which means that 1 respondent was a Ph.D. holder

To Examine The Different Media That Influence Consumers' Decisions To Buy Mrf Tyres

Table 2. Factors Motivated by Respondents to Purchase MRF TYRES

Factors	No. of respondents	Percentage
Friends	35	29.17
Relatives	20	16.67
Brand Image	30	25
Self Decision	15	12.5
Family	12	10
Advertisement	8	6.67
Total	120	100

Source: Primary Data (Questionnaire), Analyzed by Researcher

From the factor motivated table, we can understand that 29.17% of responders were motivated by their friends, 25% of respondents were motivated by brand image, 16.67% of responders were motivated by relatives, 12.5% of responders were by their self-decision, 10% of the responder motivated by their family members, 6.67% of responder motivated by advertisement.

To Detect Mrf Tyre Usage In Different Vehicle

Table 3. Customer Usage of MRF tyre in different Vehicles

Type of Vehicle	N	Percent
Auto Rickshaw	18	15
Bike	36	30
Car	52	43.3
Tractor	10	8.3
Truck	4	3.3
Total	120	100

Source: Primary Data (Questionnaire), Analyzed by Researcher

According to Table 3, customers were using MRF tyres for a variety of vehicle types: cars (43.3% of respondents), bikes (30%),

auto rickshaws (15%), tractors (8.3%), and trucks (3.3%).

To Know The Satisfaction Level Of Various Factors Of Mrf Tyres.

Before choosing the analysis of variance, a data normality test had taken,

through this out of 8 factors 5 factors had gets proper results, which means such five factors had Skewness and the Kurtosis value was less than +/- 1 so it had listed below.

Null Hypothesis (H0): There is no significant difference between age and various factors of MRF TYRES

Table 4. Significant difference between age group and factors of MRF TYRES

FEATURES	AGE	MEAN	STD.DEVIATION	F	Sig.
Grip facility	18 - 25 years	4.12	.773	2.186	.093
	26 - 35 years	4.18	.758		
	36 - 45 years	3.65	.935		
	above 45 years	4.08	.954		
Quality	18 - 25 years	4.30	.678	5.034	.003
	26 - 35 years	3.91	.866		
	36 - 45 years	3.61	.583		
	above 45 years	4.15	.899		
Durability	18 - 25 years	4.22	.737	2.402	.071
	26 - 35 years	4.03	.797		
	36 - 45 years	3.70	.822		
	above 45 years	4.15	.899		
Price	18 - 25 years	4.20	.808	3.846	.011
	26 - 35 years	4.21	.687		
	36 - 45 years	3.61	.722		
	above 45 years	4.15	.689		
Comfort ability	18 - 25 years	4.12	.824	2.346	.076
	26 - 35 years	4.18	.716		
	36 - 45 years	3.70	.559		
	above 45 years	4.15	.689		

Source: Primary Data (Questionnaire), Analyzed by Researcher

Through Analysis of the Variance table, it reveals that quality and price significance value .003 and .011 was less than 5% significance value, so it had rejected the null hypothesis, which means that it accepts the alternative hypothesis called there is a significant difference between age factor and factors of MRF Tyres. Balance three factors Grip facility, Durability, and Comfort ability were accepted as the Null hypothesis, so it states that there is no significance between age and factors of

MRF Tyres between age and factors of MRF Tyres because its significant value was more than 5% significance. Most of the responders were satisfied with various features of MRF Tyres, it can be seen through a mean score of each features of MRF tyres

RESULT AND DISCUSSION

Based on the survey mentioned above, we discovered that most of them were female, most of them were between

the ages of eighteen and twenty-five, most of them had an annual income between three and five lakhs, and most of them were even postgraduate students. Word of mouth was an important factor in decision-making when it came to purchases, as most of the respondents bought products based on recommendations from their friends. MRF tyres were being used in cars by most of the respondents. Percentage analysis and the COUNTIF function were employed in a Microsoft Excel spreadsheet to measure demographic information, media influence, and vehicle type. Five factors out of the eight had a normal distribution, so an additional one-way ANOVA calculation was made for them. We discovered that there is a significant difference between age and MRF TYRES features like price and quality using the one-way Analysis of Variance test. This suggests that an individual's perception of MRF TYRES usage will be influenced by their age. It makes sense that a product's age could affect both its cost and quality. It appears that the age factor has no effect on the other three factors—grip facility, durability, and comfort ability—which all accepted the null hypothesis. According to the research question, the majority of respondents used MRF tyres in their cars, and the majority of them were influenced by friends. This suggests that consumers' decisions to buy MRF tyres are greatly influenced by the Word of Mouth media. The majority of respondents expressed satisfaction with a variety of MRF tyre-related factors, suggesting that consumers prefer to purchase MRF tyres under this brand

CONCLUSIONS

The business ought to focus more on using CALLS, E-MAILES, and SMS to announce new product launches. In

response to the customer's concerns, the business should act right now. Old customers must receive advance options. Sales must rise in manufacturing, and customers must become the purchasing power. The business needs to come up with plans to raise the caliber of its services. In order to attract customers, the company ought to offer compelling promotions. It must be appealing for people of all ages to find it appealing, and it influences customers' decisions to buy. The service provided by the showroom after the sale should be done so in a polite manner. Therefore, those clients would favor such items over their surroundings. To keep customers, the business should produce creative ads with alluring deals and gift options. To assess the performance of the MRF TYRES that are installed on their cars, the showroom has to personally tend to its customers. In order for showroom staff to learn about customers' inclinations regarding MRF tyres, they ought to be connected to mechanical shops. The majority of participants proposed that the showroom should aim to provide services as quickly as possible. The customer's expectation was more along the lines of needing lights in their tires in order to make nighttime driving safe and effective. The implications of the study are The MRF tyre company would see a continuous increase in sales if they took into account the variable factors that influence consumer purchase decisions. They can retain their current customer base and attract new ones by taking into account suggestions regarding showroom facilities, as current customers will recommend this brand to their friends. This research has shown that word-of-mouth has a significant impact on the media factor. Based on the survey results, it can be inferred that the majority

of Tirupur city residents use MRF tyres in their cars because they find the brand to be comfortable and reasonably priced. Consumers were happy with a number of things, including a product bearing the MRF Tys brand. Showrooms have done their best to satisfy their patrons, but they should act quickly in order to encourage recommendations from previous clients and grow the market in the future. According to the survey, MRF TYRE Company has been meeting the needs and desires of its clients, particularly in Tirupur city. Future study scope could include larger sample sizes and even greater dependability in specialized fields. Future studies would focus on a particular district or the entire state of India, as this study only examined a small portion of Tamil Nadu. In order to give businesses and showrooms ideas for expanding into specialized areas, researchers can increase the variable of factors related to MRF tyres.

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