



## A study on Consumer Reaction on Passenger Car Tyre Selection in Theni



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### Abstract

This research investigates the consumer reaction on passenger car tyre selection in Theni. This study understanding of consumer needs and wants. Finally I have given some views and suggestions to the company with which they can satisfy the consumer.

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### Keywords:

Theni;  
Tyre Selection;  
Passenger Car;  
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### 1. Introduction

A tire (American English) or tyre (British English) is a ring-shaped vehicle component that covers the wheel's rim to protect it and enable better vehicle performance. There are two types of tyres Pneumatic and Metal. Pneumatic tires are used on many types of vehicles, including cars, bicycles, motorcycles, buses, trucks, heavy equipment, and aircraft. Metal tires are still used on locomotives and railcars, and solid rubber (or other polymer) tires are still used in various non-automotive applications, such as some casters, carts, lawnmowers and wheel barrows.

#### History of Tyre

The earliest tires were bands of leather, then iron, (later steel), placed on wooden wheels, used on carts and wagons. The tire would be heated in a forge fire, placed over the wheel and quenched, causing the metal to contract and fit tightly on the wheel. A skilled worker, known as a wheelwright, carried out this work. The outer ring served to "tie" the wheel segments together for use, providing also a wear-resistant surface to the perimeter of the wheel. The word "tire" thus emerged as a variant spelling to refer to the metal bands used to tie wheels. The first patent for what appears to be a standard pneumatic tire appeared in 1847 lodged by the Scottish inventor Robert William

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Thomson. The first practical pneumatic tire was made in 1888. In Dunlop's tire patent specification dated 31 October 1888. Synthetic rubber were invented in the laboratories of buyer in the 1920's. 1946 Michelin developed the radial tyre method of construction. Today over 1 billion tires are produced annually.

### **Review of Literature**

In this part, it is proposed to discuss briefly the previous studied made in the preference of consumer with reference to MRF tyres in Theni.

Babasab patil in their article "To study customer satisfaction towards MRF tyres at Bagalkot" has concluded that MRF continues to be the leading tyre marker in India MRF crossed the INR 3 mark and also became the No.1 tyre company in India.

A. Abdul harif in his article entitled "MRF TYRES" industries in India has analysed tires with respect to household and income groups and automobile production and position in Tamilnadu. That MRF demands was expected to grow at healthy rate of 11.12% from 07-08 to 08-09.

### **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 too difficulty only the satisfied customer will remain loyal to the firm brand. A person enters a showroom when he wants to purchase tyres, but before purchasing tyre he consults so many persons about tyre like about price, quality, service etc. and then he make dicision to purchase. If he finds any problem with tyres he may change his positive attitude into negative attitude towards tyres given by the showroom. Considering all above points I have to decided to "study on consumer reaction on passenger car tyre selection"

### **Scope of the Study**

The scope of the study is pertained to the town of Theni and its passenger car tyre consumers only. The scope covers and accepts attitudes exhibited by the consumers in the buying habits of the different brands of passenger tyre.

- a) The performance of the consume
- b) The problem of the consumer

### **Objectives of the Study**

The main objectives is to provide the company with information about the "passenger tire selection" in Theni. The specific objectives of my project

- a) To know the customers reaction on passenger car tyre selection in Theni city.
- b) To find out the consumers preference on MRF tyre in Theni city.
- c) To identify the competitive position of various brands of tyres in customer minds.

## **2. Research Methods**

### **Data Collection**

Both primary and secondary data are used in the present study.

#### **Primary data**

Collected data through personal interview in the form of questionnaire from 8 respondents.

#### **Secondary data**

Data was collected from various journals, books, magazines.

#### **Tools for analysis**

- a) Percentage
- b) Grattet ranking

**Limitation of the study**

The study has following limitation

- a) The consumer's preference may differ in future according to situation. So the same result cannot be expected in future
- b) The researcher was able to collect the data from only 80 respondents who were available at particular time.
- c) Due to the time construction the researcher had to limit the study only to Theni.

**3. Results and Analysis****Analysis of data**

## 1. Socio Economic status of the respondents

Table 1  
Socio Economic Status of the Respondents

Gender			
Variables	Categories	No of respondents	Percentage
Sex	Male	45	56.25
	Female	35	43.75
Age of respondents			
Age	20-30 years	50	62.5
	31-40 years	10	12.5
	41-50 years	13	16.25
	Above 50 years	7	8.75
Gender			
Educational qualification of the respondents			
Educational qualification	Upto HSC	15	18.75
	UG	25	31.25
	PG	9	11.25
	Professionals	31	38.75
Monthly income of the respondents			
Monthly Income	Below Rs 10,000	25	31.25
	Rs.10,001- 20,000	26	32.5
	Rs. 20,001-30,000	15	18.75
	Above Rs 30,000	14	17.5
Marital status of the respondents			
Marital status	Married	50	62.5
	Un married	30	37.5
Total		80	100

From the above table 1 interpret that majority of the respondents (56.25%) is under male category, (62.5%) respondents are under age group of between 20-30 years; under Educational qualification of the respondents, most of the respondents are (31.25%) having the qualification of UG degree, (32.5%) of the respondents are earn Rs 10,000 to 20,000 and (62.5%) of the respondents are married.

**Grattet ranking method:** It is used to analyze the brand image by sample respondents. The percentage position for the ranks is obtained using the following formula: Percentage position =  $R_{ij} / N_j$

$R_{ij}$  = Ranked given by the factor by individual

$N_j$  = Individuals ranked

The ranks obtained are converted into scores with the help of Garrett's ranking table.

Table 2

S.NO	Factors	Garret score	Arithmetic mean	Rank
1.	Quality	64.73	5179	I
2.	Low price	48.61	3889	IV
3.	Availability	48.75	3902	III
4.	Safety	53.325	4266	II
5.	Appearance	43.525	3482	VI
6.	Guarantee	41.88	3351	VII
7.	Durability	47.51	3801	V

From above table no. 2 denotes that 1<sup>st</sup> rank is quality and 2<sup>nd</sup> rank is safety and 3<sup>rd</sup> rank is availability and 4<sup>th</sup> rank is low price and 5<sup>th</sup> rank is durability and 6<sup>th</sup> rank is appearance 7<sup>th</sup> rank is guarantee.

### Findings

From the survey conducted in Theni the following finds were derived from total of 80 respondents.

- a) 45 respondents were male.
- b) From these study 50 respondents belongs to the age group of 20-30 category.
- c) 25 respondents were having the educational qualification of UG degree.
- d) Of the 80 respondents, 26 respondents are earn income 10,000 to 20,000
- e) Of the 80 respondents, 50 respondents were married.

### 4. Conclusion

Satisfaction of the customer is essential for retention of the customers and continuing sales of the product and service of the company to these customers. This is the establishment need for and the prime importance of satisfaction. The study will surely help the organisation to understand is customer and their requirement the expectations of customers from dealers and MRF tyres are clearly explained the project. The study also presenting the MRF tyres the position in the minds of cusomers among other brand of tyres. The study will be the all of the tool for the decision makes of the company.

### Suggestions

- a) The company can better improve its quality by making more durable competitors Tyres.
- b) Dealer should satisfy the customer needs promptly in an effective manner.
- c) The dealer should be customer friendly. So that the dealercan improve sales volume.
- d) The company should produce better quality product with minimum price and should increase durability of the tyres, this can improve the sales volume.
- e) The dealer should be mode more effective in providing instructions to the customers to meet out of the competitors

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