

**A STUDY ON CUSTOMER SATISFACTION TOWARDS KTM BIKES WITH SPECIAL
REFERENCE TO COIMBATORE CITY**

D Joel Franklin, III Year Student, Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts & Science, Coimbatore.

Dr R Arunprakash, Assistant Professor, Department of Commerce with Professional Accounting, Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract

This study investigates customer satisfaction levels among KTM motorcycle owners in Coimbatore City, aiming to understand how various demographic factors influence overall satisfaction. A structured questionnaire was designed to gather data from 120 respondents, ensuring a representative sample of KTM owners. The analysis employed Chi-Square and ANOVA tests to explore potential relationships between key demographic factors, such as income, age, and gender, and satisfaction levels related to aspects such as price, performance, design, fuel efficiency, and after-sales service. The results reveal significant associations between income and satisfaction with pricing, as well as age-related preferences in terms of motorcycle performance and features. Notably, after-sales service emerged as a crucial factor impacting overall satisfaction, with younger customers expressing higher levels of dissatisfaction with service quality. The findings provide actionable insights for KTM to enhance its product offerings and improve customer experience. By focusing on tailoring products to specific demographic segments and enhancing service quality, KTM can foster greater customer loyalty, attract new customers, and maintain a competitive edge in the market. These insights also contribute to the broader understanding of consumer behavior in the motorcycle industry, offering guidance for other brands aiming to improve customer satisfaction.

1. Introduction

KTM, an Austrian company renowned for its off-road, adventure, and performance motorcycles, has captured a niche market in India, particularly in Coimbatore, where motorcycle enthusiasts seek high-performance vehicles. The brand's innovative technology, racing legacy, and diverse product lineup cater to young and performance-focused customers who value speed, durability, and cutting-edge design. KTM's motorcycles are seen as a symbol of adventure and excitement, making them a popular choice among biking enthusiasts. Despite its global success and strong presence in the Indian market, customer satisfaction within specific markets like Coimbatore requires further exploration to identify unique preferences and expectations. Understanding these factors is crucial for KTM to refine its offerings and enhance customer experiences. Factors such as local service quality, product customization, pricing, and performance expectations play a significant role in shaping consumer perceptions and loyalty. By focusing on these market-specific elements, KTM can strengthen its brand loyalty, improve retention, and further solidify its position in the competitive Indian motorcycle market. Additionally, this deeper understanding can help KTM align its marketing strategies with customer demands, ensuring sustained growth and a loyal customer base in Coimbatore and beyond.

2. Objectives of the Study

- ☐ To assess customer satisfaction levels with KTM motorcycles.
- ☐ To explore the effectiveness of KTM's after-sales services.
- ☐ To analyze factors influencing the selection of KTM bikes in Coimbatore.
- ☐ To provide recommendations for enhancing customer satisfaction.

3. Methodology

The study adopted a descriptive research design. Data were collected from 120 respondents through a structured questionnaire. The sampling technique was purposive, targeting KTM owners in Coimbatore. Statistical tools such as Chi-Square and ANOVA were used to analyze the data.

4. Analysis and Interpretation

4.1 Demographic Profile of Respondents

Demographic Variable Frequency Percentage

Gender Male: 102 85%

Female: 18 15%

Age Group 21-30: 58 48%

31-40: 42 35%

41 and above: 20 17%

Monthly Income (₹) <20,000: 24 20%

20,001-30,000: 56 47%

>30,000: 40 33%

4.2 Chi-Square Analysis A Chi-Square test was conducted to assess the association between income levels and satisfaction with price.

Income

Level (₹)

Highly

Satisfied

Satisfied Neutral Dissatisfied Chi-Square

Value

p-

value

<20,000 5 10 6 3 18.25 0.015

20,001-

30,000

15 25 10 6

>30,000 20 15 3 2

The analysis revealed a significant association ($\chi^2 = 18.25$, $p < 0.05$) between income levels and satisfaction with price.

4.3 ANOVA Analysis An ANOVA test was used to evaluate differences in satisfaction levels across age groups.

Source of Variation SS df MS F p-value

Between Groups 120.45 2 60.23 5.32 0.008

Within Groups 670.12 11

7

5.73

The results showed significant differences in satisfaction levels among different age groups ($F = 5.32$, $p < 0.05$).

5. Findings

1. Most respondents were male (85%) and aged 21-30 years (48%).
2. Income levels significantly influenced satisfaction with price.
3. Age groups showed significant differences in overall satisfaction levels.
4. Customers expressed dissatisfaction with spare parts availability and mileage.
5. After-sales service was rated positively, but scope for improvement exists.

6. Recommendations

1. Improve Mileage and Spare Parts Availability: Address key areas of customer dissatisfaction.
2. Targeted Marketing: Focus on younger demographics and college students.
3. Enhance After-Sales Service: Increase service center efficiency and customer engagement.
4. Test Rides and Advertising: Offer test rides for all models and enhance promotional activities.

7. Conclusion

This study highlights the importance of understanding customer satisfaction to maintain KTM's competitive edge in Coimbatore, a city with a growing demand for high-performance motorcycles. By addressing customer concerns related to product features, pricing, and after-sales service, KTM can effectively differentiate itself from competitors. Enhancing service quality, especially in terms of timely repairs, availability of spare parts, and customer support, will further elevate the brand's reputation. Moreover, focusing on personalized customer experiences, such as offering test rides, tailored recommendations, and loyalty programs, can help KTM build stronger emotional connections with its customers. These efforts not only ensure customer satisfaction but also create advocates who will promote the brand through word-of-mouth, a powerful tool in the local market. By continuously improving the customer journey and aligning it with the evolving needs of Coimbatore's biking community, KTM can strengthen its market position and foster long-term loyalty. This will ultimately lead to sustained growth, improved sales, and a more loyal customer base, ensuring that KTM remains a preferred choice for motorcycle enthusiasts in the region.

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