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ABSTRACT

Satisfaction is a crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. The overall study reveals that it was found that the customer s are mostly satisfied with price, desigen, status brand name, comfort level and after sale service.

INTRODUCTION

Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. Customer satisfaction according to iso 9000, users opinion about the degree to which its meets its requirements. Thus customer satisfaction is defined as “the number of the customers or percentage of the total customers, whose reported an experience with a firm, it product or its service exceeds speed satisfaction goods”.

customer satisfaction is very important for any business whether it sales the product or service because if the customer is satisfied then the make the repeat purchase and tell other persons like their friends, neighborhoods, family members etc. about their good experience and satisfied customers tell five other people about their good experience.

Importance of Customer Satisfaction

Customer satisfaction is an important because a higher level of satisfaction can deliver many satisfactions. Those satisfactions are as follows:

Loyalty
A highly satisfied customers is a loyal customer

Repeat purchase
Highly satisfied customers buy more products

Referral
A highly satisfied customers tells their friends and family about the product or service

Retention
A highly satisfied customers is less likely to switch brands

Reduce cost
A highly satisfied customers costs less to serve than a new customer

Premium safety
A highly satisfied customer is willing to pay more for the product or service.

Introduction of Jk Tyres

"Excellence comes not from mere words or procedures. It comes from an urge to strive and deliver the best. A mindset that says, when it is good enough, improve it. It is a way of thinking that comes only from a power within.”

H.S. Singania

JK tyre, a Division of JK Industries is the flagship company under the umbrella of JK Organization.

The advent of JK Organization on the industrial landscape of India almost synchronizes with the beginning of an era of industrial awareness - an endeavor for self-reliance and the setting up of a dynamic Indian industry. This was way back in

*Corresponding author: Jasmin S K Department of Management Studies, Narayana Engineering College, Gudur SPSR Nellore Dt., A.P
the middle of the 19th century. And the rest that followed is history.

Need of the Study

Under the Title customer satisfaction in JK Tyres, the Study mainly concentrates on around awareness and opinion of the customer towards the product. The study mainly concentrates on customer satisfaction. The study also tries to find out the level of satisfaction and the factors influenced the customer in purchasing the JK TYRE.

Objectives of the Study

- To find out the customer’s satisfaction regarding the product in the market.
- To make comparative study of the product and policies analyze the position of JK Tyre vis-à-vis with the competitors.
- To find out the opinion of the customer & analyze the position attributed by the JK Tyre in the market.
- To know customer attitude towards JK Tyre.
- To find out the factors influencing customers in purchasing JK Tyre.

Research Methodology

In this present study the information and data is collected by using well prepared questionnaire which consist of questions. These questionnaires consist of different types of questions. After collecting the answered questionnaire from respondents the data was analyzed with simple statistical techniques and inferences are drawn. To collect the data there are two sources, which are used. They are primary source and secondary source.

Primary Source

The primary source was collected From JK Tyre customers

Secondary Source

The secondary source was collected from the profile of the organization and publication of the company.

Sample Size

100 Customers

METHOD OF COLLECTION

Data was collected from JK Tyre customers, competitors and other sources.

Data Analysis

The data so collected was tabulated and then analyses were carried out through representation for easy depiction through graphs and charts.

Limitations of the Study

- Since the method of survey has been through personal interview / bias.
- Process of the study / survey held is limited only to JK Tyre customers

REVIEW OF LITERATURE

“Customer satisfaction with reference to JK tyres” so that their contribution in the existing body of literature and gaps in their findings can be explored. While going through review of previous research finding, particularly conducted empirically the recherché came across many studies which covered the various aspects related to this topic but researcher mainly focus attention on those studies which are relevant for this topic.

Mahapatra, kmar and chauhan (2010)

A study on Customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on tyres in India roads with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in tyre manufacture companies in giving satisfaction to customer with the sample size of 100.

Kurkoti and prabhu (2011)

“Study on satisfaction with reference to JK Tyres in Hyderabad” with the objectives to determine the customer satisfaction towards JK Tyres, to study the gap analysis and to find out the impact tyre quality.

Sharma, kiran Sharma and khan (2010)

Conducted “ A study and analysis of Customer satisfaction of JK Tyres in Chennai, with the objectives to find out the satisfaction among the customers, market performance and market position of JK Tyres they taken sample size of 100 customers in Chennai city and concluded from this study that 80% people feel that safety are affordable whereas 10% do not agree,74% believe that the attractive discount are offered but 26% are not satisfied with discounts ,but the overall opinion about JK Tyres is very good.

Customer Satisfaction

Many organizations have got a clue how the customers perceive the goods and services they supply. Customer attitude seems to be teat so ling as people buy their products then the products must be accepted. This is absolute nonsense. Firstly customer may buy a given products or services simply because there is no other option and they would prefer to purchase what you are offering them to go with an out altogether. Secondly the fact that a product or services may be accepted does not mean that it will continue to sell. Competitors may see opportunity customer exceptions may change customer tastes may move on if standards don’t raise and products and services evolve, and then downward sales will appear. Worse situations arise when the organizations haven’t got a clue of the customer’s perceptions but they have. Another situation is
when the organizations don’t have a clue of their customer’s perceptions and don’t care either, the organization may believe that it is in a monopoly situation and its customers cannot go elsewhere. Some imps organizations believe that it knows best what customers should want and therefore supply them with a centrally designed product. If resultant product or services has defects, then it is perceived to be a problem for the customer. Some organizations solicit customer feedback or get it any way whether they like it or not and then do nothing about it. Finally we come to the point where we realize how important customer feedback is in the case of an organization. This helps the organizations to determine how effectively it is serving the customer and determine customer satisfaction. This feedback answers the following questions to find out.

- Who are your customers?
- When are they likely to your customers?
- Why are they your customers (not somebody else)?
- How can you make your customer feel valued?
- What sort of initiatives would your customer appreciate?
- What can you do to keep your customers?
- How can you give yourself a competitive advantage so far as your customers are concerned?

Now that we have spoken of customer satisfaction, lets us define what is: according to kotex “customer satisfaction is the level of a person’s felt state to the person’s exceptions “.Thus, satisfaction levels are a function of the difference between the perceived performance and exceptions. A customer could experience one of the broad levels of satisfaction as follows.

- If performance fails short of exceptions, customer is dissatisfied.
- If performance matches exceptions, customer is satisfied.
- If performance is greater than exceptions customer is highly satisfied, pleased or delighted.

Expectations of a buyer are formed on any of the following ways.

- Buyers past experience.
- Statements by friends.
- Associates.
- Market.

Companies seeking to win in today’s markets must track their customer’s exceptions, perceived company performance and customer satisfaction. They must monitor the aspects of their competitors as well. The key to customer retention is customer satisfaction. A satisfied customer is one who:

- Buys mote and stays “loyal”, longer.
- Buys additional products as the companies introduces and upgrade products.
- A talk favorably about company and it is products.
- Pays less attention to competing brands advertisement.
- Fewer prices sensitive.
- Offers products / services ideas to company.
- Costs less to serve than new customers as transaction are routed.

Thus, a company would be wise to regularly measure customer satisfaction company require from its recent buyers and determine how many are.

- Highly satisfied.
- Somewhat satisfied.
- Indifferent.
- Somewhat dissatisfaction.
- Highly dissatisfied.

If should find out the major factors in customer satisfaction and dissatisfaction and use this information to improve its performance customer oriented would track its customers satisfaction level each period and set improvement goals, for customer oriented company customer satisfaction is both a goal as well as a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market knows it. Companies can maximize customer satisfaction in the following manner.

- By lowering price or increasing its services (this may result in lower profiles).
- The company might be able to increase it profitability another ways. Such as improving manufacturing or investing more in research of development.
- The company has many stockholders including employees, dealers, suppliers and stockholders.
- Spending more to increase customer satisfaction would direct funds from increasing the satisfaction of other partners.

Ultimately the company must operate on the philosophy that it is trying to deliver a high level of customer satisfaction. Subject to delivering at least acceptable level of satisfaction to the other stockholders with in the constrains of its total resources. Hence we see that an organization has in to look in to the above aspects before it really sets on to the mission of maximizing customer satisfaction.

| OPENION NO.OF RESPONDENTS PERCENTAGE |
|-----------------------------|-------|------|
| YES                         | 41    | 92   |
| NO                          | 4     | 8    |

Factors Affecting Customer Satisfaction

- Sales support.
- Service support.
- Invoicing and toner supply.

The principle objective of the study is to examine the improvement in customer satisfaction.

- To examine and analyses the reasons for customers dissatisfaction if any other suggestions for improvement.
- To analyze the competitors services and their degree of command in the markets.

Data Analysis and Interpretation

Awareness about Jk Tyre
**Table 2**

<table>
<thead>
<tr>
<th>AWARENESS IN CUSTOMERS</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS PAPER</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>T.V</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>WORD OF MOUTH</td>
<td>42</td>
<td>84</td>
</tr>
<tr>
<td>MAGAZINE</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

**Interpretation**

Above table shows that publicity for JK tyers is getting 82% by word of mouth, 10% by magazines, 4% by news papers and 2% by TV.

**Usage of Jk Tyres**

**Table 3**

<table>
<thead>
<tr>
<th>YEARS</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 YEAR</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>1-2 YEARS</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>2-3 YEARS</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>4 YEARS ABOVE</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

**Interpretation**

From above table we can find that up to 40% of people are using JK tyres since last years, 28% of are from last 2 years, 24% of are from last 3 years and 8% of are from last.

**Repeated Customer**

The customers are repeated customers for JK tyres and 8% are not a repeated customers.

**Durability of Jk Tyre**

**Table 4**

<table>
<thead>
<tr>
<th>DURABILITY OF JK TYRE</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCELLENT</td>
<td>26</td>
<td>52</td>
</tr>
<tr>
<td>VERY GOOD</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>GOOD</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>FAIR</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>POOR</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Interpretation**

The above table shows that 52% of the customers are feeling excellent about durability, 18% are feeling good, 24% are feeling good and 6% are feeling fair about durability.

**Performance of Jk Tyres**

**Table 5**

<table>
<thead>
<tr>
<th>PERFORMANCE OF JK TYRE</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCELLENT</td>
<td>29</td>
<td>58</td>
</tr>
<tr>
<td>VERY GOOD</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>GOOD</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>FAIR</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>POOR</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Interpretation**

The above table shows that 52% of the customers are feeling excellent about durability, 18% are feeling good, 24% are feeling good and 6% are feeling fair about durability.

**Level of Satisfaction**

**Table 6**

<table>
<thead>
<tr>
<th>LEVEL OF SATISFACTION</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY MUCH SATISIFIED</td>
<td>37</td>
<td>74</td>
</tr>
<tr>
<td>SATISFIED</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>GOOD</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>FAIR</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Form the above TABLE we can find that 58% of the customers are feeling excellent about performance of JKtyres, 16% are feeling as very good and 18% are feeling as good and 8% are feeling as fair.
Satisfaction towards Jk Tyres

Reason for Buying Jk Tyres

Interpretation

From the above table we can found that 74% of the people responded that Jk tyre is excellent in quality, 22% customers are responded as very good, 4% of the people are responded as good.

Reason for Buying

Interpretation

Above table shows that 36% of the customers are buying Jk tyres due to their performance, 24% people are buying due to company image, 22%due to availability and 18% people are due to low price.

Satisfaction Regarding Availability

Interpretation

From above table it is evident that 84% of customers are satisfied with the availability of JK tyres and 16% of customers are not getting satisfied.

Availability of Product Range of Jk Tyres

Findings

- Jk Tyre is been getting more than 80% of the publicity is through word of mouth. Rather than to that of print or electronic media.
- It is found that the usage of JK Tyre has been increased more than 40% from the previous year. That means it had been well popularized now a days & more than 90% of the customers are repeated custo
- It is found that more than 50% of the customers feel excellent about the durability and performance of JK Tyre.
- Over 80% of the customers of JK Tyre were satisfied about the availability and technical specifications.
- It is found that 74% of the customers of JK Tyre were satisfied by the quality.
- Over 56% of the customers of JK Tyre are feeling affordable about price compared to that of the others.
- It is found that 72% of customers are getting satisfaction with the availability of product range and 36% of the customers are buying Jk tyres only due to their performance.
- It is found that JK Tyre is been lagging a step ahead to that of MRF in case of buying preference of customers.
- It is found that 72%  of customers are getting satisfaction with the availability of product range and 28% of customers are not at all satisfied.

The Overall Rating of Satisfaction of Customer

Interpretation

Form the above table we can interpretate that 64% of customers are feeling highly satisfaction regarding overall rating of the company and 36% are rating at satisfactory.

Table 8

<table>
<thead>
<tr>
<th>LEVEL OF SATISFACTION</th>
<th>NO.OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY SATISFIED</td>
<td>32</td>
<td>64</td>
</tr>
<tr>
<td>SOME WHAT SATISFIED</td>
<td>18</td>
<td>36</td>
</tr>
<tr>
<td>NEITHER SATISFIED NOR DISSATISFIED</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>DISSATISFIED</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 9

<table>
<thead>
<tr>
<th>REASON FOR BUYING</th>
<th>NO.OF RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PREFERENCE</td>
<td>18</td>
</tr>
<tr>
<td>COMPANY IMAGE</td>
<td>11</td>
</tr>
<tr>
<td>AVAILABILITY</td>
<td>12</td>
</tr>
<tr>
<td>LOW PRICE</td>
<td>9</td>
</tr>
</tbody>
</table>

It is found that JK Tyre is been getting more than 80% of the publicity is through word of mouth. Rather than to that of print or electronic media.

Interpretation

From above table we can found that 74% of the people responded that Jk tyre is excellent in quality, 22% customers are responded as very good, 4% of the people are responded as good.

Reason for Buying Jk Tyres

Interpretation

Above table shows that 36% of the customers are buying Jk tyres due to their performance, 24% people are buying due to company image, 22%due to availability and 18% people are due to low price.
customers feel satisfaction about the responding of company towards the complaints.

- It is found that 40% of employee is of the opinion that JK tyres are giving best value for total cost of life time ownership.
- Over 85% of customers are likely to repurchase JK Tyre & are in a opinion that JK Tyres are providing good technical support by solving problem by first contact by customer.
- It is found that 46% of customers of JK tyres are choosing these company products because of technical excellence or expertise.
- Majority of the customers of JK Tyre feels that e-business doesn’t help in increasing sales and services to company.
- Over 84% of the customers of JK Tyre recommend to others based upon their experience.
- All 100% customers of JK Tyre agreed to use the information provided by them as testimonial.
- It is found that 64% of customers are feeling highly satisfaction regarding overall rating of the JK Tyre.

Suggestions

- It is being found that there is no big publicity for the company in the TV media, which is today biggest medium. So it is suggested that advertising should be made a little more important.
- It is being founded that there is no product range for two wheelers. And there is a huge market to be tapped by the company so it should try to introduce in this segment.
- It is found that many people take JK Tyres due to its load carrying capacity and its performance. So it should not compromise in quality with the competition from the competitors.
- Some of the people also suggested to introducing tubeless tyres in the market because they are very much impressed with the new technology.

CONCLUSION

Finally I conclude that positives are more than that of the negatives after collecting the opinion from customers of JK Tyres. JK TYRES are influenced only through word of mouth rather than that of advertisements.

Its performance, durability, technical specifications, quality impressed customers a lot while purchasing. The main thing which impressed customers a lot in purchasing JK tyres is level of technical support given by the distributors if any problem arises.

JK is been lagging a step ahead to that of MRF in the taste of preference of buying of customer. This is only because of the lack of advertisements. The advertisements play a crucial part in case of taste of preference of customers towards MRF. Sachin Tendulkar, Brian Lara & Rohit Sharma are be acting as a brand ambassadors for MRF.

Some of the suggestions given by the customers of JK tyres is implementation of tyres for two wheelers, tubeless tyres and advertisements. If all these suggestions come true we can expect JK tyres to be in the first position also in the taste of preference of customers in the near future.

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