A Study of Marketing Strategy of KTM

[1]Dr. M. Mahesh Kumar, [2]Deepak Ashwin M

[1]M. Com., M. Phil., MBA., PGDCA., PhD
[2]B. Com with Computer Applications

INTRODUCTION:

Bikes are one of the most ubiquitous forms of transportation in the world. Most remember their first bike ride, with it came the chance to explore their world with more freedom than ever before, Wind in hair and feet on the pedals, a man have several good reasons to climb on and take a trip. Much of the world uses bikes as a primary form of daily transportation. The craze of motorbikes among youth is increasing day by day because of some features like convenient and comfortable riding over bumpy roads, easy maintenance and fuel efficiency. By seeing the increased demand of the motorcycles, are launching bikes with new technology, design and style, to attract more & more buyers. The young generation of today, heavy motorcycles and stylish bikes have not only become a necessity, but also a style statement. Youth of our country looks for adventure and thrill in everything they do, this includes riding a bike at very high speed. The craze of bike amongst the younger generation has further propelled the sales of Two Wheelers. In some part of India especially in

rural areas, public transport facility is not so good. Therefore, people generally prefer to buy Two Wheelers for commuting and other purposes.

OBJECTIVES:

- ❖ To understand the Marketing Strategy of KTM.

- ❖ To Know about the factors influencing the Customer decisions of purchasing

KTM

Bike.

- ❖ To Find the Advertisement to Attractive the Marketing of KTM.

- ❖ To Know about the company, provide service After sales and service. RESEARCH METHODOLOGY:

There are various statistical tools which are used in analyzing data.

The following tools are usedfor representing and analyzing data,

- Descriptive research is used in this study in order to identify the marketing and influencing factors and determine the customer' s level of satisfaction.

- The method used was a questionnaire.

Data Representation:

- ❖ Table

- ❖ Percentage

Sampling Unit:

The Study population includes normal consumers and the Sampling Unit for Study was

Individual Customer.

100 Respondents.

Collection of data:

Primary data:

Observation method

Structured questionnaire

Secondary data:

Books

Articles and research paper

Internet

REVIEWS OF LITERATURE

1.Dr. Raj A. Jesukulandai, & amp; Prof. Kaviaravu S. John,(2015); Found in his study that the Indian two wheeler industry is expanding and growing up each year and the motorcycle segment is governed by genuine players viz. KTM. Honda, Bajaj, TVS, Royal Enfield. The study discovers that buying behaviour of two-wheelers in Chennai city significantly influenced by a number of marketing stimuli offered by the manufacturers. It also reveals the people from low and middle class prefer two wheeler as it matches with their individual and family requirements. Majority of the respondents have claimed that Fuel-efficient, reliable brand and availability of spare parts are the most preferential factors for buying g of a two-wheeler. The findings revealed the Pre-Purchase Analysis, Factors influencing brand preferences, brand wise ownership of the sample respondents and Post- Purchase analysis.

2. T. Devasenathipathi & amp; S. Saravanan, (2013): Highlighted the issue in the matter of why buyers delay their purchase decisions. It like investigated whether factors of and age are connected with purchase procrastination. A survey was managed from 219 two wheeler users who had made the purchase of their vehicles within two years of the review.

The findings of the result discovered two major reasons for purchase procrastination, one was the confusion created in the minds of the customers due to a huge presence of two-wheeler variants in the market and another was the insufficient information given at the sales counter of the dealers. The consumer segment which was highly affected by the above reasons was from the age group 31 to 45 years. Further the one-way ANOVA test results showed a partial connection between the factors of gender and age of respondents with purchase procrastination.

3 S. Franklin John & J. Anand Christopher, (2013): Investigated the influence of peersin purchase decision with reference to the age of two-wheeler users. Convenient sampling technique was employed to get the sample size of 85 respondents from

Coimbatore city. The questionnaire developed by the researchers namely Clement S. & Venkatapathy. R (2005) has been used to acquire the information. It involves three segments each part is planned to measure the unmistakable parameters of and companion impact and decision-making process of two wheeler purchasing. A descriptive research methodology was adopted and statistical usols wereapplied to get the results for the study. The discoveries of the review prompt to the conclusions that Foer impact appears to affect the purchasing behaviour of the two-wheeler buyers but more in particular consumers belong to the age group of 40-50 years. The study discovers a favourable impact of peeron the purchase decision making process.

SIMPLE PERCENTAGE ANALYSIS:

A simple analysis of calculating a percentage using the number of respondents and total sample size multiplied by 100 to get the percentage.

NO. OF RESPONDENS

SIMPLE PERCENTAGE =_____x 100

TOTAL SAMPLE SIZE

TABLE

OPINION OF COST

OPTION	NO OF RESPONDENTS	PERCENTAGE
Very costly	29	29%
Costly	32	32%
Average	29	29%
Cheaper	9	9%
Very cheaper	1	1%
TOTAL	100	100%

INTERPRETATION:

From the information form 29% of respondents like in very costly,32% of respondents like in costlt,29% of respondents like in average,9% of respondents like in cheaper,1% of respondents like in very cheaper.

Hence, the majority of 32% of respondents like in using yes.

TABLE

RATING BY POINTS

OPTIO N	NO OF RESPONDENTS	PERCENTAG E
1	2	2%
2	0	0%
3	2	2%
4	2	2%
5	9	9%
6	10	10%
7	10	10%
8	13	13%
9	19	19%
10	32	32%
TOTAL	100	100%

INTERPRETATION:

From the information form ,2% of the respondents gave 1 star, 2% of the respondents gave 3 stars, 2% of the respondents gave 4 stars, 9% of the respondents gave 5 stars, 10% of the respondents gave 6 stars, 10% of the respondents gave 7 stars, 13% of the respondents gave 8 stars, 19% of the respondents gave 9 stars, 32% of the respondents gave 10 stars.

Hence, the majority of 32% of respondents gave 10 stars for ktm.

TABLE

RATING BY POINTS

OPTIO N	NO OF RESPONDENTS	PERCENTAG E
1	2	2%
2	0	0%
3	2	2%
4	2	2%
5	9	9%
6	10	10%
7	10	10%
8	13	13%
9	19	19%
10	32	32%
TOTAL	100	100%

INTERPRETATION:

From the information form ,2% of the respondents gave 1 star, 2% of the respondents gave 3 stars, 2% of the respondents gave 4 stars, 9% of the respondents gave 5 stars, 10% of the respondents gave 6 stars, 10% of the respondents gave 7 stars, 13% of the respondents gave 8 stars, 19% of the respondents gave 9 stars, 32% of the respondents gave 10 stars.

Hence, the majority of 32% of respondents gave 10 stars for ktm.

FINDINGS

1. The majority 81% of respondents are Male.

2. The most 50% of respondents are from the age group of 20-30.

3. The most 45% of respondents have income below 10001 to 20000.

4. The majority52 % of respondents are students.

5. The majority 73% of the respondents are unmarried.

6. The majority of 58% of respondents are nuclear family.

7. The majority of 71% of respondents own a bike.

8. The most of 40% of respondents in Youtube.

9. The most of 45% of respondents in speed.

SUGGESTIONS:

Majority of respondents feel that the price of the KTM BIKE is high. So, the company is suggested to reduce the price of the product.

The consumers expect the company to offer free service. So, the company should take necessary steps to provide services.

Attractive and effective advertisements through various media should be repeatedly given in order to capture the attention of potential customers.

Majority of respondents feel that the price of the KTM BIKE is high. So, the company is suggested to reduce the price of the product.

The consumers expect the company to offer free service. So, the company should take necessary steps to provide services.

Attractive and effective advertisements through various media should be repeatedly given in order to capture the attention of potential customers.

CONCLUSION:

Study is based on the marketing of ktm brand bike. Favourites of bike, findings of bike and suggestion of customers has been found through the data collected with ktm users and future prediction from ktm bike favourites persons by preparing proper questionnaires of ktm bikes, the questionnaires are based on the observation done in the organization. This study will help the organization in the general to improve the customer responses in the company for longer period.

BIBLIOGRAPHY

1.Dr. Raj A. Jesukulandai, & Prof. Kaviaravu S. John,(2015): Found in his study that the Indian two wheeler industry.

2. T.Devasenathipathi&S.Saravanan, (2013): Highlighted the issue in the matter of why buyers delay their purchase decisions.

3 S. Franklin John & J. Anand Christopher, (2013): Investigated the influence of peersin purchase decision with reference to the age of two wheeler users. 4.Rajesh Mahrotra&Sachin Kumar Sharma, (2012): Evaluated and measured the elements with a five point scale and its effect on the two wheeler consumers purchasing