



## A Comparative Study on Dominar 400 and KTM RC 390 towards People in Coimbatore

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### ABSTRACT:

The purpose of this study is to conduct a comparative analysis of two popular motorcycles, the Dominar 400 and the KTM RC 390, to understand their reception and preference among people in Coimbatore, India. Coimbatore is a vibrant city known for its automotive culture and growing interest in motorcycling.

The study aims to explore various factors that influence people's preferences and choices when considering these two motorcycles. It will investigate aspects such as performance, design, comfort, affordability, brand perception, and overall satisfaction. The study will also assess the impact of demographic factors, including age, gender, and occupation, on the preferences for these motorcycles.

To achieve the objectives, a mixed-methods approach will be employed. Primary data will be collected through surveys and interviews conducted with motorcycle enthusiasts, owners, and potential buyers in Coimbatore. The surveys will include both closed-ended and open-ended questions, allowing for quantitative and qualitative analysis. The interviews will provide deeper insights into individual experiences and preferences.

**Keywords:** Dominar 400, KTM RC 390, Comparative study, People.

### I. INTRODUCTION

Marketing is the business process of creating relationships with satisfied customers. Marketing is the process of teaching consumers that first they choose their product or a service to the competitor they will note the products which are selling most in the market and they will notice that the product that is sold in the market. The term market can be described as the process by which a buyer and seller arrive at mutually acceptable price and quantity. Companies give an offer to the customer to purchase their product. Marketing is a study about the product and the service that will attract the customers to buy that product. The distributor chain consists of wholesaler, retailer, salesman, middleman and advertising agent etc. Marketing is a concept that is compared to the market; it's an organized trading process that includes a sales of goods and various activities for exchanging their goods and services. With its focus on the customer, marketing is one of the premier components of business management. Marketing is as defined by the American Marketing Association as the activity, set of institutions and processes for creating and communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.

From a sales process engineering perspective, marketing is a set of processes that are interconnected and interdependent with other functions of a business aimed at achieving customer interest and satisfaction. Marketing is not a function of a business but a view of the entire business as an economy organ to provide goods and services. Management process is the other hand of marketing satisfying customers' needs profitably. Building customer relationships based on the customer value satisfying is the heart of modern marketing.

In this study, it is discussed about the comparison between KTM RC 390 and BAJAJ DOMINAR 400 and concentrate about Engine specification, Braking, suspension, performance, dimension, mileage, top speed, etc.

### STATEMENT OF PROBLEM:

- ❖ BAJAJ India is back with a strange fix for the BAJAJ DOMINAR 400 task panel problem that many buyers are facing in India. The owner of BAJAJ has officially announced a method to ease this hassle.
- ❖ This will take a drain battery pipe and cut it into 14 small pieces measuring 12mm each. This will be given a cut through the middle and placed on the lock of firm placement.
- ❖ Most buyers are raising questions regarding these steps and claim an additional INR 1.50 lakh on the on-road price of a motorcycle and getting this sort of reaction is not acceptable. Yamaha owners will not be facing any problems with their fuel tank as a company.

- ❖ BAJAJ DOMINAR 400 is priced at INR 2.75 lakh with the state of art of 397.5 cc Engine providing 22.3 hp and 21.2 Nm. The bikes was available into 6 shades: thunder red, blue, olive green, white, black and matt finish black.
- ❖ In the KTM RC 390 the engine does not have a proper pickup and issues of an air filter. The customers are raising that it has been ceased with in the particular kilometers and they have an issue to claim in the showrooms.
- ❖ In the showrooms there is no proper service and low grading product issued in the showroom. The customers face a regular problem of an oil leakage.

#### OBJECTIVE OF THE STUDY:

- ❖ What are all the reasons people like these 2 bikes to analyze the reason for people preferring these two bikes.
- ❖ To study customer satisfaction about the KTM and Dominar bikes.
- ❖ To study about the specification attracted by the people from these 2 bikes.
- ❖ What are all the dis-advantage from these two bikes to interpret the dis-advantage from these two bike.
- ❖ To know which of these bikes are more comfortable for the People.

#### RESEARCH METHODOLOGY:

Research is an organized systematic and logical enquiry having its aim as the discovery of new facts or the verification of existing one. It is an academic activity and the term is used in a technical sense of defining and refining problems, formulating hypothesis or suggested solution, organizing and evaluating data and testing the solutions to determine whether they fit the hypothesis.

#### TOOLS AND TECHNIQUES:

The analysis is done by using

- ❖ Percentage analysis
- ❖ Ranking analysis
- ❖ Chi Square analysis

#### SCOPE OF STUDY:

- ❖ To guarantee the guarantee to the customers.
- ❖ Any issue emerges both Organization will tackle for the customers.
- ❖ Better assistance for the customers.
- ❖ Help something else for the clients fulfillment.

#### LIMITATIONS:

The survey is based on the respondents chosen at random from Coimbatore city. Hence the results of the study cannot be generalized.

- ❖ The sample size has been restricted to 100 respondents
- ❖ The respondent's views and opinions may hold good for the time being and may vary in future.

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## II. REVIEW OF LITERATURE

**Dr.R.Sridevi(May 2021)**The data were collected from 102 respondents from city of Coimbatore. This study is based to identify the factors that influence the consumer buying behaviour of the two wheeler bikes at Coimbatore, cities of Tamil Nadu. The survey is mainly focused on the buying behaviour of the consumers that motivates them to purchases the two wheelers. The marketing philosophy of business assumes that an organization can best serve prosper and attain profit by identifying and satisfying the needs of its customers. This however is a recent thinking various definitions of marketing have been given from different perspective exchanges and utility being the two important once. The current millennium has unfolded new business rules the most significant of them being that past or experience in a given product market is no indicator for future success.

**Anandalakshmy & Brindha (2017)** the got after effect of the investigation that larger part of the ladies favor scooty pep+ and the majority of the respondents incline toward bikes because of smooth running and lion's share of the respondents enormously affect tone and model lean toward the vehicle. New innovations and plans were acquainted with meet the prerequisites of the current day affaires.

**Ravi Kumar & Hareesh (2017)** conducted 'A study on perception of rural consumer on durable products-a study with reference to Coimbatore district'. In this study most of the rural consumers possess mixer grinder, television and cell phone. Hence the rural marketers have more scope to penetrate the market for other durables. Family members constitute as an important factor in purchase decisions. Rural consumers may not be the same in the changing

market environment. Hence they have to be thoroughly studied to have better knowledge on rural marketing and work out appropriate marketing strategies for the success.

**Catherine Rexy et al. (2016)** uphold for expanding efficiency and thus the benefit, other than aiding as an individual method of transportation.

**Najeemudeen (2016)** the examination is planned to research and recognize the data sources through which clients are gathering data on bikes and the general significance of these sources on their purchase choice. This examination additionally will in general investigate the impacts of the financial attributes of customers on these data sources. The discoveries of this investigation will prepare them to put forth their advertising attempts to be more client driven and will likewise encourage them in the determination of the correct mode for speaking with the clients.

### III. PERCENTAGE ANALYSIS

#### EXHIBIT THE PRICE SATISFACTION ACCORDING TO RESPONDENTS POINT OF VIEW

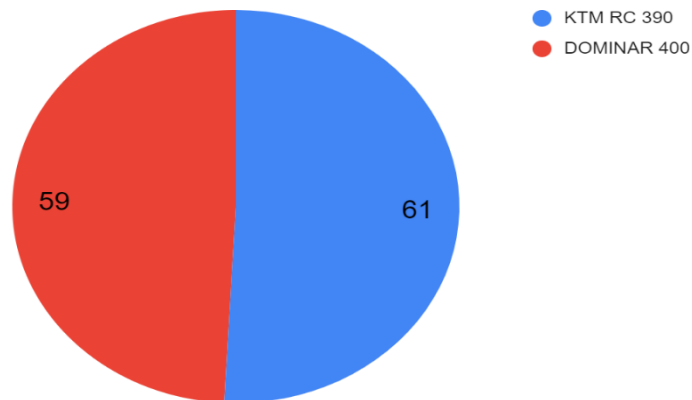
S.NO	OPINION	NUMBER OF RESPONDENT	PERCENTAGE
1	KTM RC 390	61	51
2	DOMINAR 400	59	49
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** Primary Data

#### INTERPRETATION:

The above exhibit indicates that 51% of the respondents have chosen ktm rc 390 for price satisfaction, and 49% of the respondents have chosen Dominar 400 for price satisfaction.

#### CHART SHOWING PRICE SATISFACTION ACCORDING TO RESPONDENTS POINT OF VIEW



#### EXHIBIT THE HANDLING CONVENIENCE OF THE RESPONDENTS

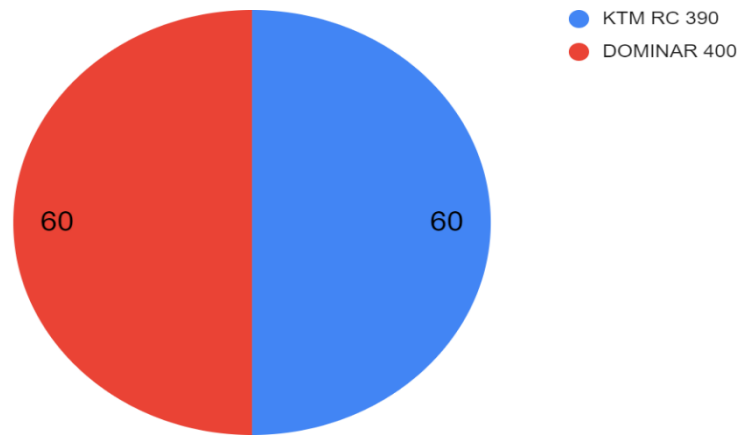
S.NO	CONVENIENCE	NUMBER OF RESPONDENT	PERCENTAGE
1	KTM RC 390	60	50
2	DOMINAR 400	60	50
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

**SOURCE:** Primary Data

#### INTERPRETATION:

The above exhibit indicates that 50% of the respondents have selected ktm rc 390 for handling convenience, and 50% of the respondents have selected Dominar 400 for handling convenience.

**CHART SHOWING HANDLING CONVENIENCE OF THE RESPONDENTS**



**EXHIBIT THE RESPONDENTS COMFORT ON BIKE**

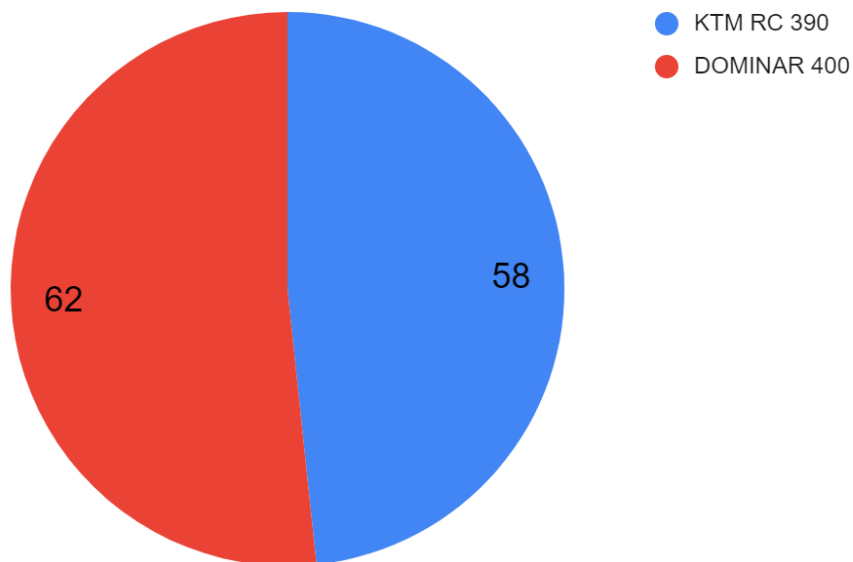
S.NO	COMFORT	NUMBER OF RESPONDENT	PERCENTAGE
1	KTM RC 390	58	48
2	DOMINAR 400	62	52
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

SOURCE: Primary Data

**INTERPRETATION:**

The above exhibit indicates that 48% of the respondents have selected ktm rc 390 for comfort, and 52% of the respondents have selected Dominar 400 for comfort.

**CHART SHOWING RESPONDENTS COMFORT ON BIKE**



**CHI-SQUARE TEST**

Chi-square test is the non-parametric test of significance differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

TABLE NO 4.3.1

TABLE SHOWING THE COMPARATIVE RELATIONSHIP ON THE CUSTOMER OCCUPATION AND TRANSACTION PAYMENT TO BUY A BIKE

OCCUPATION	SOURCE				TOTAL
	EMI	FULL PAYMENT	LOAN	LEFT FROM PARENT	
STUDENTS	15	21	14	6	56
STUDENTS	15	21	14	6	56
PROFESSIONAL	10	16	4	7	37
BUSINESS MAN	5	7	2	2	16
EMPLOYEE	1	6	2	2	11
<b>TOTAL</b>	<b>31</b>	<b>50</b>	<b>22</b>	<b>17</b>	<b>120</b>

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
15	14.467	0.533	0.284	0.020
10	9.558	0.442	0.195	0.020
5	4.133	0.867	0.751	0.182
1	2.842	-1.824	3.392	1.194
21	23.333	-2.333	5.444	0.233
16	15.417	0.583	0.340	0.022
7	6.667	0.333	0.111	0.017
6	4.538	1.417	2.007	0.438
14	10.267	3.733	13.938	1.358
4	6.783	-2.783	7.747	1.142
2	2.933	-0.933	0.871	0.297
2	2.107	-0.017	0.000	0.000
6	7.933	-1.933	3.738	0.471
7	5.242	1.758	3.092	0.590
2	2.267	-0.267	0.071	0.031
2	1.558	0.442	0.195	0.125
<b>TOTAL</b>	<b>120</b>			<b>6.140</b>

CHI SQUARE VALUE ( $X^2$ ) = (Observed value – Expected value)<sup>2</sup>/Expected value.

Calculated Value of  $X^2$ = **0.0511**

Degree of freedom = (Row - 1)\*(Column - 1)

= (5-1)\*(4-1)

Degree of Freedom= 12

Significance Level = 0.5% or 0.05

**Table value** = 21.026

#### **Hypothesis:**

**H0** There is no significant relationship between the customer occupation and transaction payment to buy a bike.

**H1** There is a significant relationship between the customer occupation and transaction payment to buy a bike.

#### **INTERPRETATION:**

In the above comparative analysis, the calculated value (**0.0511**) is less than the table value 21.026 at 0.05 level of significance. Hence Null hypothesis is accepted.

Thus, there is no significant relationship between the customer occupation and transaction payment to buy a bike.

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## **IV. FINDINGS**

### **PERCENTAGE ANALYSIS**

- ❖ The majority 41% of the respondents came to know about these bikes through social media.
- ❖ The majority 42% of the respondents purchased a bike by full payment.
- ❖ The majority 51% of the respondents has been satisfied with the ktm rc 390 price.
- ❖ The respondents has chosen ktm rc 390 and dominar 400 for handling convenience both the bikes has 50%.
- ❖ The majority 52% of the respondents' comfort bike is dominar 400

### **CHI-SQUARE ANALYSIS:**

Thus there is no significant relationship on the customer occupation and transaction payment to buy a bike.

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## **V. SUGGESTION**

- ❖ In KTM RC 390 they have to decrease the bike price and they have to improve the Brakes and suspension and mileage of the bikes.
- ❖ In the bikes KTM RC 390 & BAJAJ DOMINAR 400 the problem is seat height; only the youngsters can drive these vehicles and these bikes are not comfortable for the family members. So the company can reduce the seat height.
- ❖ Which will increase the customer base for both the bikes
- ❖ In BAJAJ DOMINAR 400 weighs more than the other bikes which makes it difficult to balance at sometimes ,so the weight of the bike can be reduced which makes it comfortable for every individual to ride the motorcycle.

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## **VI. CONCLUSION:**

The survey has shown that KTM RC 390 is better and has a good customer base when compared with BAJAJ DOMINAR 400. As KTM RC 390 has a lot of features and high end specification it is preferred the most by the respondents it also has dual ABS braking system. KTM RC 390 is preferred to drive through track races as it has electronic fuel injection technology. Both the bikes have equal preference with respect to the engine and the dynamic shape which is specially attracted by the youngsters. BAJAJ DOMINAR 400 is less preferred mainly because of Engine, mileage and the Top speed.

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