



A STUDY ON CUSTOMER SATISFACTION TOWARDS MICHELIN TYRES

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ABSTRACT :

This study explores customer satisfaction towards Michelin Tyres, focusing on various factors influencing customer perceptions and experiences. With a strong reputation for quality, safety, and performance, Michelin is a leading brand in the global tyre industry. The research investigates how product quality, pricing, brand reputation, customer service, and tyre performance contribute to overall customer satisfaction. Data was collected through surveys from a sample of customers who have purchased and used Michelin tyres, with a focus on both personal and professional users. The findings reveal that product quality and brand trust significantly impact customer satisfaction, while price sensitivity plays a secondary role. The study also highlights the importance of after-sales service and tyre durability as key elements of customer loyalty.

KEY WORDS: Michelin Tyres , Customer Satisfaction

INTRODUCTION

This study explores customer satisfaction towards Michelin Tyres, focusing on various factors influencing customer perceptions and experiences. Michelin is a global leader in the tire manufacturing industry, renowned for its high quality tires for a variety of vehicles, including cars, trucks, motorcycles, bicycles, and heavy machinery. Founded in 1889 by Édouard Michelin and André Michelin in Clermont-Ferrand, France, the company has become one of the largest tire manufacturers in the world. Michelin is known for its innovation, pioneering new technologies and tire designs. It has introduced several groundbreaking products, such as the radial tire (introduced in the 1940s), which revolutionized the industry, and the run-flat tire, which allows vehicles to continue driving even after a puncture.

OBJECTIVE OF THE STUDY

The objectives of Michelin Tires concerning customer satisfaction can be broken down into key goals that the company strives to achieve in order

- Ensure High-Quality Products to provide durable, reliable, and high-performance tires that meet or exceed customer expectations in terms of safety, comfort, and longevity
- Enhance Customer Perception of Value on Offer products that represent good value for money, where customers perceive the higher upfront cost as justified by the longevity and performance of the tires.
- Innovate for Customer Needs to develop new technologies that address customer concerns, such as fuel efficiency, environmental impact, and performance in different driving conditions.
- Increased satisfaction with the overall customer experience, creating strong brand loyalty and repeat business.

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 brands. A person enters a showroom when he wants to purchase tyres, but before purchasing tyres he consults so many persons about tyre. Like about price, quality, service etc, and then he make decision 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 decided "To study the Customers Satisfaction Towards Michelin

RESEARCH METHODOLOGY

When designing a Research Methodology for Study on customer Satisfaction Towards Michelin Tyres on process of the following

1. DATA COLLECTION

SURVEYS: Design an online Questioner with Some of question and collect the data from the customerS

2. ANALYSIS METHOD

Statistical Tool like Percentage Analysis , Charts , and Customer Feedback through QuestionerS

3. TOOL FOR ANALYSIS :

$$\text{Percentage Analysis} = \frac{\text{Number Of Respondents}}{\text{Total Number Of Respondents}} \times 100$$

SCOPE OF THE STUDY

This Survey will show the respondents level of satisfaction with every aspects that the company might also be aware of such who encourages them to buy the product and how much they have pleased their clients

Through customer recommendation for their service, Michelin tyre showroom will gain benefit from the research

LIMITATION OF THE STUDY

1. Due to respondents busy schedule the interest shown by respondents to answer the questionnaire may be less
2. .2. Due to time and cost constraint the sample size is selected is 128
3. The project is open for further improvement of the work.

REVIEW OF LITERATURE

- Deva(2023) - This economical ranged tyre has been specifically crafted for those who want rough riding at a reasonable cost. Running in my Yamaha FZS, I have found that Pilot Sporty is very stable on erratic roads, has excellent grip and enhanced resistance against punctures
- Suresh (2023) - I am very satisfied with its quality. These tyres perform well on on- road as well as off-road. These tyres provide me with stability and gripping even on bad conditioned roads. And in such a less price these tyres offer long tread life.
- Kirpal (2023) - Tyres for my Yamaha FZS and I am happy with the quality of these tyres. These tyres are durable and also provide me with comfortable driving. These tyres are less noisy and that's why I love these tyres

INDUSTRY OVERVIEW

Founded in 1889 in Clermont-Ferrand, France, Michelin has established itself as a global leader in the tire industry. It is known for inventing the radial tire, which revolutionized the tire market by providing improved performance, durability, and fuel efficiency. Michelin has continued to lead the way in tire technology, offering products for a wide range of vehicles, including passenger cars, trucks, buses, and even aircraft. In 1889, two brothers, Édouard Michelin (1859–1940) and André Michelin (1853–1931), ran a farm implement business in Clermont Ferrand, France.

ANALYSIS AND INTREPRETATION

This Table is Showing How You Rate road noise while ride Michelin

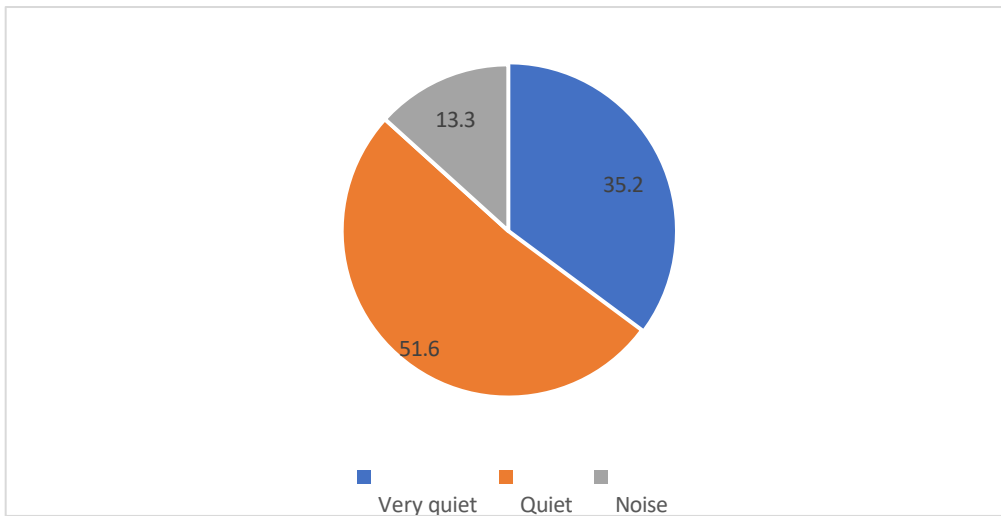
HOW NOISE WHILE USE	RATE ROAD	NUMBER OF RESPONDENTS	PERCENTAGE %
VERY QUIET		45	35.2%
QUIET		66	51.6%
NOISE		17	13.3%
TOTAL		128	100%

SOURCE : Primary Data

INTREPRETATION

It is Observed That 35.20% of respondents Were say Very quiet Road noise while riding and 51.60% were say Quiet and 13.30% Says Noise

This Chart is Showing the Road Noise While ride Michelin



INFERENCE

The majority of Respondents are Say Michelin Road noise while riding is Quiet with 51.60%

This Table is Showing How You Ever Contact Michelin Customer service

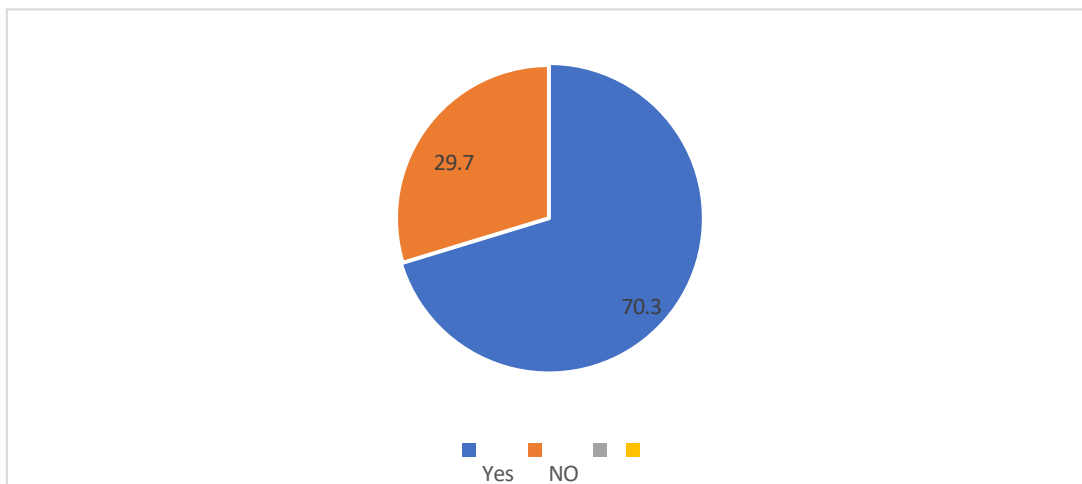
HOW YOU EVER CONTACT OF MICHELIN CUSTOMER SERVICE	NUMBER RESPONDENTS	OF	PERCENTAGE
YES	90		70.3%
NO	38		29.3%
TOTAL	128		100%

SOURCE : Primary Data

INTREPRETATION

It is Observed That 70.30% of respondents Were say YES to Contact Michelin Customer service and 29.70% were say NO

This Chart is Showing Have You Need to contact Customer Service



INFERENCE

The majority of Respondents are Say That YES to contact Michelin Customer with 70.30%

FINDINGS OF THE STUDY

- The majority of Respondents are Say Michelin Road noise while riding is Quiet with 51.60%
- The majority of Respondents are Say That YES to contact Michelin Customer with 70.30%

SUGGESTION

Michelin could improve the customer experience through easy access to tire maintenance tips and user-friendly online platforms for purchasing and finding local dealers. By maintaining consistent communication with customers and actively addressing concerns or feedback, Michelin can continue to build lasting relationships and further solidify its position as a leading tire brand. Michelin has earned a strong reputation for customer satisfaction through its commitment to quality, performance, and innovation.\\

CONCLUSION

In conclusion, Michelin has a solid foundation for customer satisfaction due to its emphasis on quality, safety, and innovation. By expanding its customer engagement efforts— such as providing more personalized services, educating consumers on tire care, offering flexible maintenance options, and embracing sustainability—Michelin can further strengthen its reputation as a trusted and customer-centric brand. Ensuring consistent service from dealers, enhancing user-friendly technology, and addressing customer feedback will help build long- term loyalty and satisfaction. With these initiatives, Michelin has the opportunity to not only meet but exceed customer expectations, positioning itself as the preferred choice for tire enthusiasts worldwide.

REFERANCE

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