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A Study on Consumer Perception Towards CEAT Tyre (Dual Compound Technology) with Reference to Coimbatore City

Dr. A .Sukumar, Logeshwar C

Dept of B.Com. With Professional Accounting, Sri Krishna Adithya College of Arts And Science, Coimbatore.

ABSTRACT-

This study aims to examine consumer perception towards CEAT Tyres, specifically focusing on the brand's Dual Compound Technology, within the context of Coimbatore city. The research explores how consumers in this region perceive the technological advancements, performance, and value offered by CEAT Tyres, particularly in terms of durability, fuel efficiency, safety, and comfort. Using a combination of surveys and interviews, data was collected from a diverse group of consumers, including car owners, fleet operators, and tyre dealers. The findings provide insights into the factors that influence purchasing decisions, brand loyalty, and awareness of CEAT's Dual Compound Technology.

1. INTRODUCTION

The tyre industry is integral to the automotive sector, where technological advancements significantly influence consumer choices and market trends. CEAT Tyres, a leading brand in India, has introduced Dual Compound Technology, a ground breaking innovation designed to enhance tyre performance by using two distinct rubber compounds—one for better tread wear and the other for improved grip and safety. This technology aims to provide superior durability, fuel efficiency, and overall driving performance. Understanding consumer perception of CEAT Tyres and its Dual Compound Technology is essential for the company's success, especially in regions like Coimbatore, a rapidly growing automotive hub with a diverse market of vehicle owners. This study focuses on examining the awareness, attitudes, and preferences of consumers in Coimbatore towards CEAT Tyres, specifically its Dual Compound Technology, to uncover the factors influencing their purchasing decisions and brand loyalty.

2. STATEMENT OF PROBLEM

CEAT Tyres has challenges in maximizing tyre performance and durability under a variety of road conditions and usage patterns. Dual Bond Technology tries to address these difficulties by blending two different rubber compounds to improve grip and durability. However, the efficiency of this technology must be rigorously assessed to verify that it satisfies performance objectives, lowers wear and tear, and adheres to safety regulations. The primary challenge is to evaluate and validate the benefits of Dual Bond Technology in terms of total tyre performance when compared to existing tyre solutions.

3. OBJECTIVES OF STUDY

- ✓ To understand consumer awareness and Assess the level of awareness among consumers regarding CEAT Tyres Dual Compound Technology and its features.
- ✓ To evaluate and Investigate how consumers perceive the benefits of the Dual Compound Technology, such as improved durability, better grip, and fuel efficiency.

4. RESEARCH METHODOLOGY

The methodology for this study will involve a descriptive research design, focusing on consumer perception of CEAT Tyres with Dual Compound Technology in Coimbatore city. Primary data will be collected through a structured questionnaire administered to a sample of private vehicle owners, fleet operators, and tyre dealers using convenience and purposive sampling techniques. The sample size will be determined based on the target population of vehicle owners in Coimbatore. Data analysis will include both quantitative methods, such as statistical analysis, and qualitative methods, including thematic analysis. Secondary data will be gathered from industry reports and relevant literature to support the findings product positioning.

5. REVIEW OF LITERATURE

Agarwal, R. & Mehta, N. (2020)

This study focuses on how technological advancements in CEAT's tyres contribute to its success. It discusses the brand's investment in research and development to improve tyre performance. Features such as dual bond technology and fuel efficiency innovations are examined for their role in differentiating CEAT in a competitive market. The research shows that technological improvements are essential to CEAT's appeal to both commercial and passenger vehicle owners. Innovation is a key factor in the brand's ongoing growth.

Reddy, S. & Patel, R. (2021)

This research focuses on the technological advancements of CEAT Tyres, including their dual bond technology. The study reveals that CEAT has consistently integrated innovative features to improve tyre performance. The use of advanced technology in CEAT's products helps enhance durability and safety. Consumers perceive these innovations positively, contributing to the brand's competitive advantage. The paper concludes that technology plays a pivotal role in maintaining CEAT's market position.

6. ANALYSIS AND INTERPRETATION OF DATA

6.1 RESPONDENTS SATISFACTION LEVEL TOWARDS THE CEAT TYRES DUAL COMPOUND TECHNOLOGY

| PARTICULAR | HS | S | N | DS | HDS | TOTAL |
|------------------------|----|----|----|----|-----|-------|
| RIDE COMFORT | 39 | 52 | 53 | 8 | 2 | 154 |
| HANDLING AND STABILITY | 26 | 73 | 48 | 4 | 3 | 154 |
| GRIP AND TRACTION | 37 | 64 | 44 | 8 | 1 | 154 |
| FUELEFFICIENCY | 30 | 71 | 37 | 10 | 3 | 154 |
| AVAILABLITY | 33 | 71 | 37 | 10 | 3 | 154 |
| DURABLITY | 43 | 63 | 39 | 7 | 2 | 154 |

Source: primary data

WEIGHTED AVERAGE ANALYSIS

| PARTICULAR | HS | S | N | DS | HDS | TOTAL | WA |
|------------------------|-----|-----|-----|----|-----|-------|------|
| RIDE COMFORT | 195 | 208 | 159 | 16 | 2 | 580 | 3.76 |
| HANDLING AND STABILITY | 130 | 292 | 144 | 8 | 3 | 577 | 3.74 |
| GRIP AND TRACTION | 185 | 256 | 132 | 16 | 1 | 590 | 3.83 |
| FUEL EFFICIENCY | 150 | 292 | 120 | 20 | 1 | 583 | 3.78 |
| AVAILABLITY | 165 | 284 | 111 | 20 | 3 | 583 | 3.78 |
| DURABLITY | 215 | 252 | 117 | 14 | 2 | 600 | 3.89 |

Source: computer data

INTERPRETATION

The above exhibit data shows that 3.76% of the respondents are satisfied with the ride comfort of the ceat tyres dual compound technology , 3.74% of the respondents are satisfied with handling and stability,3.83% of the respondents are satisfied with grip and traction,3.78% of the respondents are satisfied with fuel efficient ,3.78% of the respondents are satisfied with availability of ceat tyres

6.2 RESPONDENTS RANKING BASED ON THE CEAT TYRES DUAL COMPOUND TECHNOLOGY

| FACTOR | RANK | |
|--------|------|--|
|--------|------|--|

| | 1 | 2 | 3 | 4 | 5 | TOTAL |
|----------------|----|----|----|----|----|-------|
| PRICING | 22 | 36 | 37 | 38 | 21 | 154 |
| FUEL EFFICIENT | 21 | 31 | 40 | 45 | 17 | 154 |
| PERFORMANCE | 25 | 26 | 40 | 45 | 18 | 154 |
| WARRANTY | 26 | 25 | 42 | 41 | 20 | 154 |
| AVAILABILITY | 30 | 18 | 48 | 40 | 18 | 154 |

Source : primary data

| | | | | | |
|--------------------------|----|----|----|----|----|
| GARRET PERCENTAGE | 10 | 30 | 50 | 70 | 90 |
| SCORE | 75 | 60 | 50 | 39 | 24 |

GARRET VALUE ANALYSIS TABLE

| FACTOR | RANK | | | | | TOTAL SCORE | RANK |
|----------------|------|------|------|------|-----|----------------|------|
| | 1 | 2 | 3 | 4 | 5 | | |
| PRICING | 1650 | 2160 | 1850 | 1482 | 504 | 7646 | 2 |
| FUEL EFFICIENT | 1575 | 1860 | 2000 | 1755 | 408 | 7598 | 5 |
| PERFORMANCE | 1875 | 1560 | 2000 | 1755 | 432 | 7622 | 4 |
| WARRANTY | 1950 | 1500 | 2100 | 1599 | 480 | 7629 | 3 |
| AVAILABILITY | 2250 | 1080 | 2400 | 1560 | 432 | 7722 | 1 |

Source: computer data

INTERPRETATION

The data shows that the respondents ranked number 1 for the availability of the ceat tyres dual compound technology ,pricing is ranked by respondents at number 2 warranty is ranked at number 3 by respondents,performance is ranked at number 4 by respondents, fuel efficient is ranked at number 5 by the respondents

7. FINDINGS

1. CUSTOMER SATISFACTION LEVELS:

- ✓ **RIDE COMFORT** : Second Highly satisfied for consumers
- ✓ **HANDLING AND STABILITY** : : Lowest satisfaction score
- ✓ **GRIP AND TRACTION** : Average satisfaction
- ✓ **FUEL EFFICIENCY** : Moderate satisfaction
- ✓ **AVAILABILITY** : Moderate satisfaction
- ✓ **DURABILITY** : Highest satisfaction by consumers.

2. RANKING BASED LEVELS:

- ✓ **PRICING** : Ranked at number 2 by customers

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- ✓ **FUEL EFFICIENT** : Ranked at last
 - ✓ **PERFORMANCE** : Ranked before last
 - ✓ **WARRANTY** : Ranked at middlemost.
 - ✓ **AVAILABILITY** : Ranked at number 1 by customers
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8. CONCLUSION

The study on consumer perception towards CEAT Tyre's Dual Compound Technology in Coimbatore reveals a positive response to its advanced performance and durability features. Consumers value the improved safety, fuel efficiency, and longevity offered by the technology. However, cost remains a significant factor influencing purchasing decisions. CEAT's strong brand reputation and dealer network play a crucial role in shaping consumer trust. Increased awareness through targeted marketing could further enhance consumer adoption. While CEAT is recognized for its innovation, educating consumers on long-term benefits can drive greater market penetration.