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CUSTOMER SATISFACTION TOWARDS AGV HELMETS - WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT :

This study aims to evaluate customer satisfaction towards AGV helmets in the Coimbatore district, focusing on key factors influencing consumer preferences and perceptions. AGV, a globally recognized brand known for its quality and safety standards, has a growing market in India, particularly among motorcycle users who prioritize performance and style. The research investigates various dimensions such as product quality, price, comfort, design, durability, availability, and after-sales service. A structured questionnaire was administered to a sample of AGV helmet users in Coimbatore to gather primary data. The analysis highlights the level of satisfaction among consumers and identifies areas where the brand can improve its offerings. The findings of this study will provide valuable insights to marketers and manufacturers to align their strategies with customer expectations and enhance brand loyalty in a competitive market.

Keywords: Customer Satisfaction, AGV Helmets, Consumer Behavior, Motorcycle Safety Gear, Brand Preference, Coimbatore District, Product Quality, Helmet Market, After-Sales Service, Customer Perception.

1.1 INTRODUCTION

It is estimated that, worldwide each year, 1.24 million deaths and 20 to 50 million injuries are caused by road traffic crashes (RTCs). The burden of road traffic injuries (RTIs) is increasing and, unless addressed, is projected to become the fifth-leading cause of death by the year 2030. Low- and middle-income countries account for 92% of global RTI deaths, although their share of global vehicles is only 53%. Motorcyclists are a group of vulnerable road users, representing 23% of the global RTI burden. In India, 136 834 persons reportedly died due to RTI in 2011 and an estimated 2 million people have disabilities as a result of RTCs.

India has also experienced increased motorization, with the total number of registered vehicles increasing by as much as 161% between 2000 and 2010. Motorcyclists constitute the largest proportion (71%) of vehicle users in India and, compared with other vehicle users, this group has a higher proportion of RTIs (22.5%). Like the country as a whole, Andhra Pradesh (now bifurcated into Andhra Pradesh and Telangana states) state in India, with a population of 85 million, has observed a substantial increase in the number of vehicles, and motorized twowheelers constituted 73.2% of all vehicles in 2010. Previous studies conducted in the capital, Hyderabad city, have estimated an annual incidence of 1919 per 100 000 for RTCs and 14.4 per 100 000 for fatal RTIs among motorcyclists, indicating their vulnerability.

Helmet use is mandatory for both motorcycle drivers and pillion riders (co-passengers) in Andhra Pradesh, with a penalty of 100 (US$ 1.80) for the first offence and 300 (US$ 5.40) for subsequent offences. Compared with the average monthly income of 5357 in India in 2010, this fine is very low. Also, the enforcement of helmet law in Hyderabad has been sporadic and an issue of much political debate. Among motorcyclists, injury to the head and neck is often the main cause of death and disability, and helmet use can reduce this risk substantially. Non-use of helmets is associated with injuries and disabilities that result in higher treatment costs in the event of a crash. Also, enforcement of helmet laws has demonstrated a decrease in rates of head injuries and deaths, while repealing these laws has shown an increase in these rates.

AGV HELMETS

AGV (initials for "Amisano Gino Valenza") is an Italian motorcycle helmet manufacturer active in motorcycle sport. Founded in 1947 by Gino Amisano, since 2007 the company is a subsidiary of Dainese, which was taken over by Investcorp in 2019. The AGV brand is well known in motorcycle sport.

Products

AGV makes a range of motorcycle helmets, including full-face racing, sport, touring and off-road models to modular helmets, urban jet helmets and open-face cruiser designs, using various materials including carbon fiber, aramid, fiberglass, and thermoplastics. Current AGV helmets are developed

with an integrated technical development and construction approach the company calls the AGV Extreme Safety protocol, which AGV says has measurable benefits.

History

AGV was founded in 1947 by Amisano Gino (1920–2009). The company name is the initials for Amisano Gino Valenza, Amisano's name and Valenza, the place the company was based. The AGV logo is the initials in a helmet shape, in the colors of the Italian flag.
AGV initially made leather seats and motorcycle saddles, adding leather motorcycle helmets a year later. Helmet production came to the fore for AGV when they started making fiberglass helmets in 1954. This was when AGV began making sponsorship deals with motorcycle racers including Kenny Roberts, Barry Sheene, Johnny Cecotto, Steve Baker, Angel Nieto, Giacomo Agostini, and Valentino Rossi.
In 1958 AGV began hanging advertising banners around the most-photographed track bends. An early example of product placement in movies was 1968's A Place for Lovers by De Sica.
AGV began sponsoring Formula One drivers such as Niki Lauda, Emerson Fittipaldi, Keke Rosberg, and Nelson Piquet in the early seventies. Valentino Rossi was made an honorary president of the company in 2008. AGV Helmets was purchased by Italian sportswear and equipment company Dainese in July 2007. Dainese was acquired by Investcorp of Bahrain for €130 million in 2014 and by The Carlyle Group in 2022. In 2017, AGV began selling its first full-carbon modular helmet.

STATEMENT OF THE PROBLEM

In the present scenario the development in the field of Science and technology has very much improved. The traveling plays a vital role using with each generally respondents will prefer the following rules and regulation. Which provide better awareness and satisfaction the study is undertaken to identify the various influencing the subscribers and the problems faced by the subscribers with special reference to AGV helmet.

OBJECTIVES OF THE STUDY

- To know the socio economic profile of the respondents.
- To know the consumer awareness about AGV helmet.
- To analyze the reason for using AGV helmet.
- To analyze the factors influencing to wear AGV helmets.

SCOPE OF THE STUDY

Motorcyclists constitute the largest proportion of vehicle users on Indian roads. They are also vulnerable to road traffic crashes, injuries and deaths. Helmet-use can reduce the risk of injuries among them. Helmet-use rates can be determined by different methodologies. The study also brings to light the different groups of helmet non-users and the need for a strategy that targets both demand- and supply-side factors to increase helmet use. The demand for standard helmets can be increased through enhanced enforcement and targeted social marketing, while supply and availability of standard helmets also need to be increased.

RESEARCH METHODOLOGY

The validity of any research depends on the systematic method of collecting the data and analyzing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.
Andrew Morrison and Kernaghan Webb (2024), "Bicycle Helmet Standards and Hockey Helmet Regulations: Two Approaches to Safety Protection". The purpose of this chapter is to explore and describe the rule-making and implementation regimes in place for hockey and bicycle helmets, with a view to understanding why different approaches have been adopted for seemingly similar situations. Particular attention is paid to the role played by standards associations, in order to illustrate how these bodies operate in practice. Analysis suggests that a range of factors help explain why different approaches have been adopted**.** As to why one particular set of regulatory and voluntary measures is in use in the case of hockey helmets, and another for bicycle helmets, we have seen how a combination of factors seems to be at play, including the distinctive nature of the activity itself, different governmental attitudes over time toward the use of regulation and its alternatives, divergent market conditions, the ability of user associations to compel use on members, the existence of regulations in other jurisdictions, and the increasing credibility of standards bodies in the eyes of government, the private sector, the courts and consumers.

Gregory B. Rodgers (2023), "An Overview of the Bicycle Study". One purpose of the bicycle project was to determine whether there are significant mechanical failure patterns that warrant amendments or revisions to the existing mandatory standard for bicycles. Although there was no reason at the outset of the project to believe that revisions were necessary, possible mechanical hazard patterns have not been evaluated on a systematic basis since the standard went into effect almost 20 years ago. In addition, changes in the bicycle market (such as the availability of mountain bikes) may have resulted in new mechanical hazard patterns not envisioned in the original standard. The high incidence of fatal accidents after dark also suggests night riding is

an area for future safety efforts. People who ride at night should be aware of the need to see and be seen. This suggests that the use of bicycle headlights and reflective clothing should be encouraged.

Helena Stigson (2022), "Bicycle helmet test". Folksam's bicycle helmet test is intended to evaluate the energy absorption of current helmets both regarding perpendicular impacts and oblique impacts against the head in order to cover different injury-generating accident scenarios better than the legal requirements. This is to provide consumers and shop owners with better data when choosing bicycle helmets. In addition, we hope to be able to encourage helmet manufacturers to make better helmets as a result of Folksam's tests. All the helmets included in the test comply with the legal requirements for a cycle helmet. However, the legal requirements do notcover the helmet's potential to reduce rotational forces. The results from Folksam's tests clearly indicate that a bicyclist using a helmet that meets the current legal requirements of 250 g can still get a concussion in case of an accident.

Elizabeth Towner and Matthew Burkes (2019), "Bicycle Helmets – A review of their effectiveness". Odds ratios were calculated where possible from the data presented in the studies. In recognition of the considerable heterogeneity described above, it was felt that a formal meta-analysis of the results of the papers was inappropriate. All studies found evidence of a protective effect with regards to head injury of helmet wearing in the event of a bicycle crash. The level of protective effect varied between studies and is shown in the Technical Annexe. Protective effects were also found with regards to brain injury and upper face injury. No protective effects were found for lower face injury, but it should be borne in mind that current helmet standards do not require helmets to provide any facial protection. As bicycle helmets clearly do not provide protection to non-head regions such as limbs, any differences in the number or nature of non-head injuries sustained by helmeted and unhelmeted bicyclists would be indicative of differences in bicycling style between the two groups. Where this analysis has been carried out there is no clear agreement with some studies reporting no differences in non-head injuries between helmeted and unhelmeted bicyclists and others suggesting that unhelmeted bicyclists may have been involved in higher impact collisions than helmeted, a difference in riding style that may lead to an overestimate of helmet protection.

OVERVIEW OF THE STUDY

INTRODUCTION

Injuries to the head and neck are the main causes of death, severe injury and disability among users of motorcycle and bicycle. In some countries head injuries are estimated to account for up to 88% of such fatalities. Motorcycle and bicycle use is widespread throughout the world. Daily, million of people use motorcycle and bicycle for transportation and for recreation. In 1991 WHO launched its Helmet Initiative to promote motorcycle and bicycle helmet use, worldwide and serves as resource for those wishing to learn more about helmet and to promote and to promote their use.

The introduction of helmet use laws for all motorcycle riders and passenger combined with enforcement is the most effective method of increasing helmet use. Motorcycle helmet wearing can, if correctly legislated and enforced, reduce the severity of motorcycle of any size and speed; this must be backed by enforcement. However, helmet design and construction must relate to a suitable minimum legal standard that will offer the wearer an appropriate amount of protection in the event of a crash.

Traffic police using motorcycle must be seen to wear the correct helmet type, have the helmet fastened, and to enforce their correct usage. Helmet should also worn by pillion passengers.

AGV	
Company type	**Subsidiary**
Industry	**Motorcycle**
Founded	**1947; 78 years ago**
Founder	**Gino Amisano**

Headquarters	**Colceresa, Italy**
Products	**Motorcycle helmets**
Owner	**The Carlyle Group (80%) Lino Dainese (20%)**
Parent	**Dainese**
Website	**agv.com**

INTRODUCTION

This chapter deals with the analysis and interpretation of the study. For this study primary data are collected and used for testing the hypotheses. For the analysis following statistical tools have been applied

Percentage Analysis

PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms in the distribution of two or more sources of data.

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

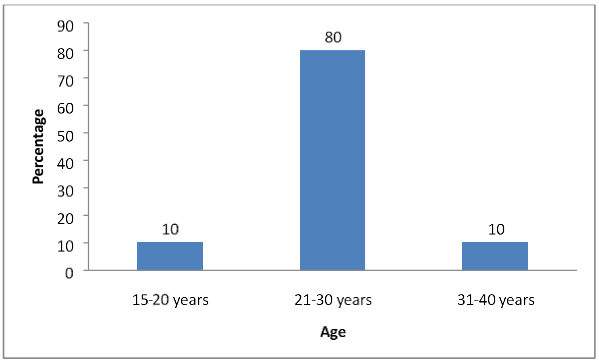
Age

Age	No of respondents	Percentage
15-20 years	**10**	**10.0**
21-30 years	**80**	**80.0**
31-40 years	**10**	**10.0**
Total	**100**	**100.0**

INTERPRETATION

From the above table seen that out of 100 respondents, 10% of the respondents are belong to the age group between 15-20 years, 80% of the respondents are belong to the age group between 21-30 years and remaining 10% of the respondents are belong to the age group between 31-40 years.
Thus majority of the respondents fall in the age group between 21-30 years.

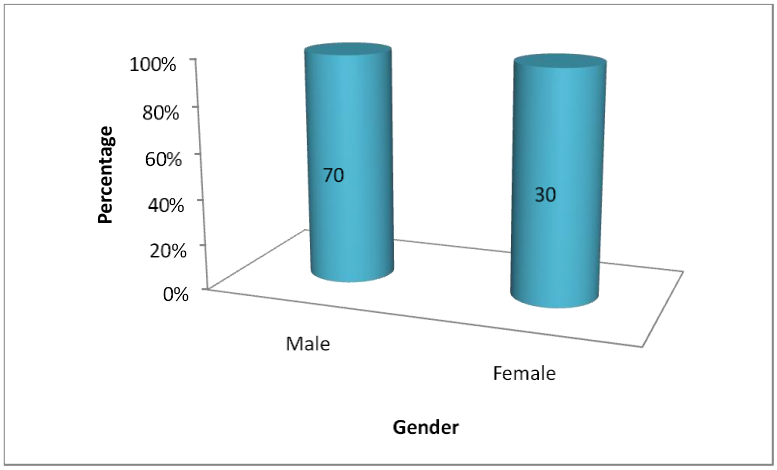
Age



INTERPRETATION

Out of 100 respondents 70% of the respondents are male whereas 30% of the respondents are female respondents.
Hence it can be said that majority of the respondents are male respondents.

Gender



Marital Status

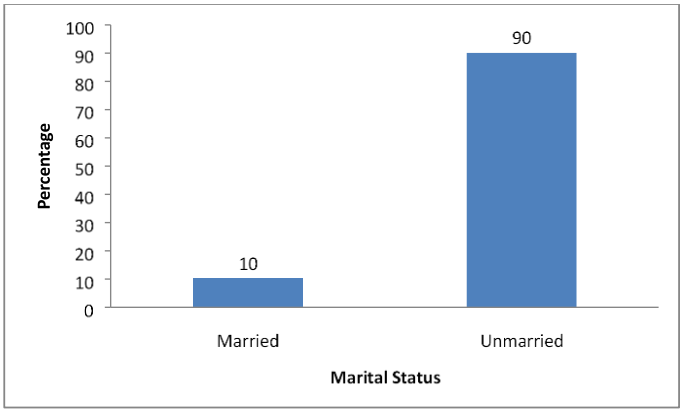
Marital Status	No of respondents	Percentage
Married	10	10.0
Unmarried	90	90.0
Total	**100**	**100.0**

INTERPRETATION

It is clear from the above table that out of 100 respondents, 10% of the respondents are married while the remaining 90% of the respondents are unmarried.

The majority 90% of the respondents are unmarried.

Marital Status



Educational Qualification

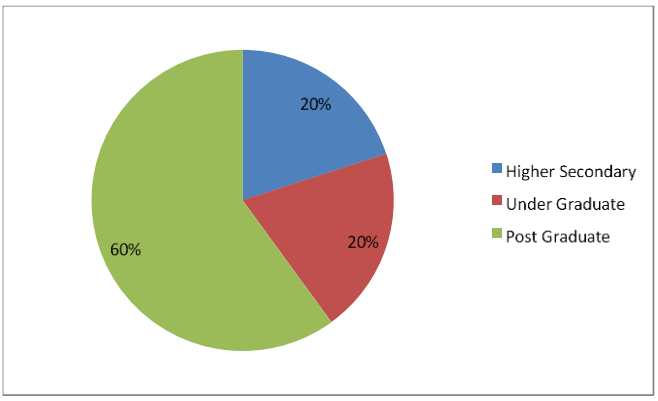
Educational Qualification	No of respondents	Percentage
Higher Secondary	20	20.0
Under Graduate	20	20.0
Post Graduate	60	60.0
Total	**100**	**100.0**

INTERPRETATION

It could be seen from the above table that out of total respondents, 20% of the respondents are educated upto higher secondary, 20% of the respondents are under graduate holders and remaining 60% of the respondents are post graduate holders.

The majority 60% of the respondents are post graduate holders.

Educational Qualification



GESTION

- Many respondents are feel good while wearing the helmet.
- It is help to avoid of road accidents
- It is safety and useful for human life.
- Helmets are not designed to protect the brain from rotational injuries, which are the most serious type.
- Helmets are not designed to protect the brain from rotational injuries, which are the most serious type.

CONCLUSION

From the study it concluded that the respondents have various opinion on awareness have got lot of safety intension of facilities. While sing the helmet the wearing of helmet has to take necessary steps to complete with the government rules in order to protect and safe our human life generally the respondents appreciate the rules provided by the government. Results shows that when buying a helmet, the majority of buyers prioritise comfort. They then look at the ISI mark on the helmet, durability, the helmet's ejection process, warranty or guarantee, availability on the market, price, brand name, gender specific colour schemes, and finally the helmet's design.

BIBLIOGRAPHY

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