Customer Satisfaction of KTM RC Series and Duke Series Mobile bikes at KTM Motors, Tiruchirappalli

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Abstract

When there is customer satisfaction, customers are happy with their purchase or service after from a business or service offered, and are willing to buy the product or service again. Customer satisfaction is when people buys a product or service from a particular organization repeatedly and are happy with their purchase. The product or service meets their needs and desires. This research paper looks into the customer satisfaction towards KTM bikes and focusing on the models like RC Series and Duke Series. It tries to examine significant factors such as how the bikes delivered, about their performance, controlling brakes, and gear shifting. The study also considers common issue faced by customers, like engine overheating, low fuel efficiency, the radiator fan running too often, and difficulties in controlling bikes. To analyze the data, we used percentage analysis, chi-square tests. These findings help both KTM manufactures, showroom distributors and potential buyers understand what customers like and where improvements can be made for further success in the market.

Keywords: customer satisfaction, KTM Bikes, RC Series and Duke Series, delivery and performance

I.INTRODUCTION

Customer satisfaction can be defined as the measure of how clients are satisfied with a company's commodities. These measurements are an identifier of customer's loyalty and intentions of buying products from a company. Collecting customer's information through methods like surveys can help determine what clients want and direct a business in meeting its customer's needs. The history of the motorcycle begins in the second half of the 19th century. Motorcycles are descended from the "safety bicycle," a bicycle with front and rear wheels of the same size and a pedal crank mechanism to drive the rear wheel. In the early period of motorcycle history, many producers of bicycles adapted their designs to accommodate the new internal-combustion engine. As the engines became more powerful and designs outgrew the bicycle origins, the number of motorcycle producers increased.

KTM

KTM is an Austrian motorcycle, bicycle and motorsports brand which is co-owned by Indian manufacturer Bajaj Auto and Austrian manufacturer Pierer Mobility AG. It traces its foundation to 1934 as Kronreif & Trunkenpolz Mattighofen. Today, Pierer Mobility AG operates as the manufacturer of KTM branded motorcycles, and KTM Fahrrad AG operates as the manufacturer of KTM branded bicycles. KTM is known for its off-road motorcycles (enduro, motocross and supermoto). Since the late 1990s, it has expanded into street motorcycle production and developing sports cars – namely the X-Bow. In 2015, KTM sold almost as many street as off-road bikes. After the world war, demand for repair works fell sharply and Trunkenpolz started thinking about producing his own motorcycles. The prototype of his first motorcycle, the R100, was built in 1951. The components of the motorcycle were produced in house, except for the Rotax engines which were made by Fichtel & Sachs. Serial production of the R100 started in 1953. With just 20 employees, motorcycles were built at a rate of three per day.

In 1953, businessman Ernst Kronreif became a major shareholder of the company, which was renamed and registered as Kronreif & Trunkenpolz Mattighofen. In 1954, the R125 Tourist was introduced, followed by the Grand Tourist and the scooter Mirabell in 1955. In 2007, Indian motorcycle manufacturer Bajaj Auto bought a 14.5% stake in KTM Power Sports AG. By 2013, Bajaj Auto held a 47.97% interest in the company.

In 2013, KTM acquired the formerly Swedish motorcycle maker Husqvarna Motorcycles from its prior owner BMW Motorrad AG. The same year, KTM re-integrated the brand Husaberg into Husqvarna Motorcycles from which it had spun off in the 1990s when Husqvarna was sold to the Italian company Cagiva.

As the final result of the restructuring process, KTM Motor rad holding GmbH had become KTM AG in 2012. In 2015, KTM generated a turnover of over 1 billion Euro and employed 2515 people by the end of that year. Of the four separate companies left after the 1992 split, three were now again part of the KTM Group: KTM Sport motorcycle GmbH, KTM Werkzeugbau GmbH and KTM Kühler GmbH (today WP Radiators). KTM Fahrrad GmbH (KTM Bike Industries) remains an independent company and is owned by Chinese investors. KTM-Group today contains the brands KTM, Husqvarna Motorcycles and GasGas Motorcycles.

In 2021 Bajaj Auto sold 46.5% of KTM's shares to Pierer Mobility AG in exchange for 49% shares in the latter company and thus became an indirect stakeholder in KTM.

Review of Literature

M. Praveen et. al. (2024).This paper looks at customer satisfaction with KTM bikes, focusing on models like the RC series (from RC 125 to RC 8) and the Duke series (from 125 to 1290 Adventure). It examines important factors such as how the bikes deliver power, their performance, handling, braking, and gear shifting. The study also considers common problems reported by customers, like engine overheating, low fuel efficiency, the radiator fan running too often, and difficulties in controlling bikes with higher power, especially for new riders. To analyze the data, we used percentage analysis, chi-square tests, mean, and ABC analysis. The results showed that there is a clear connection between the features of the Duke series and customer satisfaction with KTM ownership, based on the chi-square test. These findings help both KTM and potential buyers understand what customers like and where improvements can be made.

Kavithamani and Jeevitha (2023) in their study made an attempt is made to examine the buyers' satisfaction of KTM brand bike in Coimbatore City. The survey was administered among 100 KTM bike users. Each of the survey responses were entered in SPSS and analysed using Chi-Square test, and ANOVA.From Chi-square it is clear that the alternative hypothesis is accepted and found that there is significant association between monthly income of respondents and price factor. The significant difference between the price satisfactions towards the product among the different age group is tested using ANOVA.

Harish and Gunasundari (2021) Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Consumer preference is defined as the subjective tastes of individual consumers, measured by their satisfaction with those items after they've purchased them. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions

S. Muruganantham and D Vivek (2021), in their study identified the various factors that influence the consumer buying behaviour of the KTM bikes. The main objectives of the study are to find out the prominent reason on customer satisfaction and decision to buying behaviour towards KTM bikes. This study emphasis on the satisfaction level of consumers, company's service after sales and service and also analyses the economic and demographic performance of the KTM bikes. Most of the customer's suggestions are to improve the non-availability spare parts, so the company can improve the spare parts factor and the customers expects that, the test drive should be available for all models in showrooms.

Dr Ramya and Nithish (2020) the study express the person's feeling of pleasure or disappointment resulting from comparing a person product's perceived performance in related to his or her expectations. If the performances fall short of expectation, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds his or her expectation, the consumer is delighted. The link between consumer satisfaction and consumer loyalty is not proportional. High satisfaction creates an emotional bond with the brand or company.

Shanmugavadivu and Kalaimani (2020) in their research the researcher portrayed that determine how happy customers are with a companys products, services and capabilities. It includes the surveys and ratings which help the company to determine how to best improve or changes in its product and services. Customer satisfaction provides a leading indicator of customer purchase intentions and loyalty. Customer satisfaction data among the most frequently collected indicators of market perceptions.

Objective of the Study

In the study, the researcher focused on checking the factors that influence the customer satisfaction after using KTM motorbike models both KTM Duke Series and KTM RC Series.

1. To argue about KTM Duke Series and its features how it influence customer satisfaction factors.
2. To discuss about KTM RC Series and its features how it influence customer satisfaction factors.

Hypotheses of the Study

The researcher in his study framed suitable hypotheses to identify the factors that influence the overall customer satisfaction after using KTM motorbike models both KTM Duke Series and KTM RC Series.

1. There is a significant association between Duke Series features and KTM series owned.
2. There is a significant association between Duke Series features and KTM series owned with overall customer satisfaction.

Research Methodology

The sample area is Tiruchirappalli city covered by the research study. The source of data is collected by both primary data and secondary data. Primary data is collected from the KTM bike riders through well-structured questionnaire by using this data's the analysis was accomplished secondary data's are also been used to get assisted for understand the concepts and way of research through past Review of literature. Only 60 responses were considered for data collection. Convenient sampling is posted to collect the data from the responses. Percentile of personal details of the responses is calculated through descriptive analysis. The chi-square test is used to know the association between the customer satisfaction and the factors that influence them.

Analysis and Inferences

Table 1: Demographic factors of the Respondent

Particulars	Categories	No. of Responses (60)	Percentage
	18-25	23	38.33
	26-35	22	36.67
	36-45	9	15
Age	Above 45	6	10
	Below 50000	11	18.33
	50000-75000	23	38.33
	75000-100000	15	25
Income	Above 100000	11	18.34
	Duke	26	43.3
	RC	20	33.3
	Adventure	4	6.7
KTM Series Owned	Others	10	16.7
	Below 1 year	24	40
	1-2 years	12	20
Duration of owing KTM	3- 4 years	10	16.7
Bikes	Above 4 years	14	13.3

The Table 1 states that the majority of the respondents are youngsters who belong to category of 18-25 age groups who are using KTM Motorbikes. In case of income holder the range is between Rs. 50000-75000 who are using KTM Motorbikes in large responses. As for concern KTM Series owned bikes nearly 43 percent of the respondent rides Duke Series followed by RC series. Recent year due to promotional activities and easy EMI openings Below 1 year of duration owning KTM motorbikes quite raised to 40% of the respondents riding.

Table 2: Association between Duke 125 features and KTM series

Variables	KTM Series Owned			
	Chi-Square	df	Table Value	Accepted / Rejected
Duke 125 series	15.3096	12	28.1	Accepted
Duke 200 series	11.4616	12	28.1	Accepted
Duke 250 series	18.6156	12	28.1	Accepted
Duke 390 series	27.70364	12	28.1	Accepted
Duke 890 series	20.33524	12	28.1	Accepted
Duke 1290 series	27.66424	12	28.1	Accepted

The outcomes of the Chi-square test shows that there is a significant associations between the features of the Duke Series motorbikes (Duke 125, Duke 200, Duke 250, Duke 390, Duke 890, and Duke 1290) and the KTM series owned by riders. Each Duke model was analyzed for its performance and its various features such as power delivery, performance, handling, braking, and gear shifting.

Duke 125 Series: The calculated Chi-square value of 15.3096proposes a significant association with the KTM series owned by riders. This specifies that riders who own the Duke 125 series show a preference for certain features that are likely replicated in their preference of KTM models.

Duke 200 Series: Similarly, The calculated Chi-square value of 11.4616 also signifies a significant association with the Duke 200 series plays a role in influencing the type of KTM models riders to choose their preferred KTM bike Series.

Duke 250 Series: With a Chi-square test value of 18.6156, this model further cares the belief of a significant association in highlighting that customers' experiences with specific features are likely to impact with their ownership decisions.

Duke 390 Series: The Chi-square test value of 27.70364 approaches the critical inception but remains under the table value, suggesting a strong association between KTM Series. This shows that the features of the Duke 390 significantly influence the types of KTM series owned by riders.

Duke 890 Series: A Chi-square value of 20.33524provesthat there is a association, reinforcing the idea that customers' satisfaction with this model correlates with their ownership of particular KTM series.

Duke 1290 Series: Finally, the Chi-square value of 27.66424describesthat there is a strong association, similar to the Duke 390. This implies that the features of the Duke 1290 significantly affect customers' choices of KTM series.

Finally, the Chi-square analysis suggests that there is a clear association between the features of the Duke Series motorbikes and the KTM Series owned by customers or riders.

The results focus that customer satisfaction with specific features directly influences their decisions to own particular models within the KTM series itself. These findings pinpoint the significance of performance-related features in shaping customer preferences and their loyalty within the various models of KTM Series brand.

Suggestions

Improving Fuel Efficiency: stick on Regular maintenance and timely servicing is recommended for frequent service schedule. Ensures the riders for Air Filter Cleaning and replacement of necessary spares to improve efficiency and check spark plug functioning to increase mileage.

Tire Maintenance: Tire rolling resistance should be maintained to overcome the tire pressure. Ensure wheels Alignment and balancing properly to reduce unnecessary drag. Optimize Riding Habits: Avoid Aggressive riding, maintain a consistent ideal speed with RPM (mid range), which can save fuel. Proper and smooth shift gears should be maintained.

Lightweight Modifications: Avoid carrying unnecessary weight. Heavy luggage can reduce fuel efficiency and Minimize accessories that increase wind resistance, such as large panniers or unneeded body kits.

Customer Feedback Mechanism

KTM could integrate a feedback section in its existing digital platform such as mobile app, website feedback forms and email surveys allowing customers to share their thoughts on bike performance, service quality, and overall satisfaction after each service or purchase. On-Site Feedback at Service Centers for KTM can identified for the trends and areas for improvement, allowing for the development of targeted solutions that resonate with their audience. Furthermore, Send follow-up messages after service or bike delivery with a link to a short feedback form and make a follow-up Phone Calls to KTM riders. This direct line of communication not only helps KTM address issues promptly but also enhances customer satisfaction by making them feel valued and heard.

II.CONCLUSION

The thorough examination of consumer satisfaction with KTM motorcycles yields a number of important conclusions about the Duke and RC series models. The study emphasizes these motorcycles' advantages as well as disadvantages. The Duke series models exhibit a range of performance metrics in terms of characteristics, with the Duke 250 ranking highest because of its harmony of handling, braking, and power delivery.

Additionally, there is a generally positive association between the RC series and personal data elements like age, employment, and monthly income, indicating that customer demographics influence satisfaction levels. In conclusion, even though KTM motorcycles, especially the Duke and RC series, are praised for their handling and performance, improving customer happiness will require tackling the issues that have been highlighted, such as fuel economy, power regulation, and heat management. Future advancements and enhancements in these fields could solidify KTM's place in the cutthroat motorcycle industry and guarantee that both novice and expert riders can have a more satisfying riding experience.

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