

A STUDY ON CONSUMER PERCEPTION TOWARDS KTM WITH A SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract— The Indian two-wheeler market is rapidly expanding, with KTM establishing a strong presence in Coimbatore due to its aggressive styling, high-performance engines, and premium features. This study analyzes consumer perception towards KTM motorcycles, focusing on factors such as brand loyalty, pricing, after-sales service, and overall satisfaction. Using primary data from structured questionnaires, the study applies Chi-Square tests and percentage analysis to identify the relationship between demographic factors and consumer preferences. The findings reveal that resale value, riding comfort, and brand trust significantly influence consumer choices, while maintenance costs and affordability remain key concerns. The study offers valuable insights for KTM dealers and marketers to enhance brand positioning and customer experience in Coimbatore (*Abstract*)

key words - Consumer Perception, KTM, Brand Loyalty, Satisfaction, Coimbatore, Two-Wheeler Industry, Performance Motorcycles.(key words)

INTRODUCTION

Motorcycles have become a symbol of freedom, performance, and lifestyle in India, especially among the youth, with KTM gaining significant popularity in Coimbatore for its sporty, performance-driven motorcycles. With models like the Duke, RC, and Adventure series, KTM has carved a niche in the premium two-wheeler segment, attracting a dedicated customer base in Coimbatore's vibrant biking culture. The brand's focus on aggressive styling, power-to-weight ratio, and advanced technology makes it a preferred choice among college students, young professionals, and biking enthusiasts. However, consumer perception is shaped by factors such as **pricing**, after-sales service, fuel efficiency, and long-term reliability. This study examines how KTM motorcycles are perceived in Coimbatore, analyzing the factors influencing consumer preferences, satisfaction levels, and challenges.

Objectives Of the Study

To examine the key factors influencing consumer perception towards KTM motorcycles in Coimbatore.

Hypothesis Of the Study

There is a significant relationship between demographic factors and consumer perception towards KTM motorcycles.

After-sales service and maintenance costs significantly impact consumer satisfaction.

Consumers who value resale value and brand trust are more likely to remain loyal to KTM

Review of literature

Sharma and Gupta (2020) emphasized the significance of brand loyalty in the two-wheeler market, stating that a strong brand name enhances consumer trust and repeat purchase decisions. Their study revealed that factors such as product quality, after-sales service, and brand image play a crucial role in shaping consumer loyalty.

Kumar and Reddy (2021) analysed consumer preferences in the premium bike segment, concluding that performance-oriented brands like KTM are associated with aggressive styling, speed, and advanced technology. However, they also highlighted maintenance costs and fuel efficiency concerns as factors influencing long-term customer satisfaction.

Bharathi and Srinivasan (2022) explored the impact of after-sales service on brand loyalty, revealing that service quality, spare parts availability, and customer support significantly affect consumer retention. Their research indicated that brands offering consistent and reliable service experiences were more likely to retain loyal customers.

A regional perspective is provided by Sundar and Anitha (2023), who conducted a study in Coimbatore City. Their findings indicate that KTM is perceived as a premium and performance-driven brand, particularly favoured by young professionals and biking enthusiasts. However, they also highlighted challenges related to service availability, comfort for daily commuting, and ownership costs, which impact overall consumer satisfaction.

Research Methodology

The study is primarily focused on investigating the factors influencing consumer perception towards KTM motorcycles in Coimbatore. It examines key factors such as brand loyalty, product quality, performance, and customer service, using a sample size of 154 respondents. The primary data is collected through structured questionnaires distributed among KTM owners and potential buyers, while secondary data is gathered from industry reports, journals, and online articles related to the two-wheeler market.

Tools And Technique Used

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Chi-Square Analysis

Simple Percentage Analysis

PERCENTAGE (%) refers to a special kind of ration PERCENTAGE (%) is used in making comparison. About two or more series of data PERCENTAGE (%) as also to describe relationship. It is also used to compare the relative term two or more series of data.

Chi-Square Analysis

The chi-square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as χ^2 is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

χ^2 = Chi square statistic \sum = the sum of
 O = Observed frequencies E = Expected frequencies

Limitation Of Study

The study is limited to Coimbatore, which may not reflect broader consumer trends across India. With a sample size of 154 respondents, the findings may not capture the full spectrum of KTM customers. Consumer preferences are dynamic, making it challenging to measure long-term trends. Additionally, response bias may occur, as participants could provide socially desirable answers. The study also does not account for seasonal sales variations, which may influence consumer preferences.

Analysis And Interpretation

Distribution Of Respondents According to Gender and Level of Influence

Gender	Level of influence		Total
	High Level of influence	Low level of influence	
Male	18	133	151
Female	0	3	3
Total	18	136	154

The table illustrates the level of influence of social media on purchasing KTM motorcycles based on gender. Among 151 male respondents, 133 reported a high level of influence, while 18 indicated a low influence. Similarly, out of 3 female respondents, all 3 experienced a high level of influence. Overall, 136 out of 154 respondents expressed a high level of influence, highlighting that both men and women are significantly impacted, with males showing a higher influence level in purchasing KTM motorcycles.

Chi-Square Tests				
Pearson Chi-Square	Value	Df	Significance	Result
	.405a	1	.525	Accepted

The Chi-square test result shows a Pearson Chi-square value of 0.405 with 1 degree of freedom and a significance level of 0.525. Since the p-value (0.525) is greater than 0.05, the null hypothesis is accepted, indicating no significant association between gender and the level of influence in purchasing KTM motorcycles.

Distribution Of Respondents According to Age and Level of Influence

Age	level of influence		Total
	High Level of influence	Low level of influence	
Below 18 years	0	4	4
18 years - 25 years	6	57	63
26 years - 35 years	12	67	79
Above 36 years	0	8	8
Total	18	136	154

The table illustrates how social media influences consumer behaviour in purchasing KTM motorcycles across different age groups. Young adults, especially those aged 18-25, show the highest influence, with 57 out of 63 respondents reporting a strong impact. The 26-35 age group also experiences considerable influence, with 67 out of 79 respondents affected, while the above 36 years group shows the least influence, with 8 respondents. In total, 136 out of 154 respondents reported a high level of influence, highlighting the significant role of social media in shaping purchasing habits, particularly among younger consumers. This indicates that digital marketing efforts and online engagement strategies are most effective among younger age groups, while older consumers may require different approaches, such as trust-building initiatives and detailed product information, to enhance their adoption of KTM motorcycles.

Chi-Square Tests				
Pearson Chi-Square	Value	df	Significance	Result
	2.813 ^a	3	.421	Accepted

The Chi-square test result shows a Pearson Chi-square value of 2.813 with 3 degrees of freedom and a significance level of 0.421. Since the p-value (0.421) is greater than 0.05, the null hypothesis is accepted, indicating no significant association between the variables tested.

Distribution Of Respondents According to Occupation and Level of Influence

Occupation	Level Of Influence		Total
	High Level Of Influence	Low Level Of Influence	
Working Professional	5	31	36
Businessperson	7	52	59
Self employed	6	53	59
Total	18	136	154

The table presents the level of influence of social media on purchasing KTM motorcycles based on occupation. Working professionals show a significant level of influence, with 31 out of 36 reporting a strong impact. Businesspersons also display high influence, with 52 out of 59 highly engaged, as they often rely on performance and brand reputation for their professional image. Self-employed individuals exhibit a considerable influence, with 53 out of 59 reporting a strong impact, likely due to their flexible schedules and appreciation for high-performance motorcycles.

Chi-Square Tests				
Pearson Chi-Square	Value	Df	Significance	Result
	.303 ^a	2	.860	Accepted

The Chi-square test result shows a Pearson Chi-square value of 0.303 with 2 degrees of freedom and a significance level of 0.860. Since the p-value (0.860) is greater than 0.05, the null hypothesis is accepted, indicating no significant association between occupation and the level of influence in purchasing KTM motorcycles.

1. Enhancing After-Sales Service - KTM should expand its service network and improve service quality to enhance customer satisfaction.
2. Price Optimization - Introducing affordable models or financing options to attract middle-income buyers.
3. Comfort and Usability Improvements - Focus on improving rider comfort with better seat ergonomics and suspension systems.
4. Digital Marketing - KTM should strengthen its social media campaigns and influencer collaborations to attract younger riders.
5. Spare Parts Availability - Ensuring faster access to genuine spare parts at competitive prices.

Conclusion

The study concludes that brand trust, resale value, and social influence play a significant role in shaping consumer perception towards KTM motorcycles in Coimbatore. Consumers highly value KTM's performance, styling, and market reputation, making it a preferred choice among biking enthusiasts. The study also highlights that while KTM enjoys a strong market presence and brand loyalty, certain challenges impact overall customer satisfaction. Maintenance costs, comfort for daily commuting, and service availability are key areas of concern for many consumers. Focusing on enhanced comfort features and better fuel efficiency will also help KTM improve long-term customer retention and increase its market share in Coimbatore.

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