A Study On User's Satisfaction Of Helmet In Erode City

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Abstract: Now a days there is an increase in vehicle users. Increase in vehicle population. Lead to traffic and accident. To avoid accident we must follow traffic rules. One of the importance traffic rules is wearing of helmet. The wearing of helmets is one way of preventing head injury. The primary goal of a motor cycle safety to protest the rider's head during impact thus preventing or reducing head injury and saving the rider's life. Some helmets provide additional convenience such as ventilation, face shields, ear protection sect., several studies have reported on the effectiveness of helmet in protecting head injury motorcycles helmets reduce the risk of mortality and head injury in motorcycle. Helmets create an additional layer for the head and protect the wearer from some of the more severs forms of traumatic brain injury. Helmet use has been reported to be more frequent during day rather than night hours and during weekdays rather than weekends. Hence the research focuses The Study on User's Satisfaction of Helmet in Erode City.

Keywords: convenience, safety, satisfaction, wearing

I. INTRODUCTION

A helmet is the most important piece of motorcycle safety equipment. Helmet decrease the severity of head injuries and the like hood of death. The attitude, customs and beliefs of one person is differing from others. All the behaviour of human being during the purchase may be termed as buying behaviour. The certain factor such as felling, emotions thoughts and incomes are the motives of the buying behaviour.

IMPORTANCE OF WEARING HELMET

✓ Helmets are the principal counter measure for reducing crash related head injuries, the leading causes of death among unhelmet riders.
✓ Helmet decrease the severity of injury the like hood of death and the overall cost of medical care.
✓ The World Health or Organizations (WHO) report on traffic injury preventing documents that compulsory helmet use by two wheelers riders can reduce deaths by 30% to 50%.

STATEMENT OF THE PROBLEM

An understanding of consumer satisfaction toward durable good is essential as it reflects the influence of brand, price, quality, quantity, mode of purchase etc., to attract the customer the manufactures go for segmenting, targeting and positioning of their products based on value preference. The study of consumer satisfaction is an attempt to understand what the consumers want? Why they want? Consumer behaviour reflects the today of consumer's with respect of acquisition, consumption and disposition of goods, services, time and idea by human decision making.

OBJECTIVES

✓ To ascertain the user's satisfaction of helmet in Erode city.
✓ To identify the type of helmet preferred by consumer.
✓ To study the brand preference of the consumer.
✓ To examine whether the consumer are influenced to buy helmet.
✓ To find out and measure the satisfaction level of the consumers and determine the factors that is most and least influencing their satisfaction.

II. METHODOLOGY

AREA OF STUDY

A study on user's satisfaction of helmet in Erode City and their satisfaction on the same has been limited to the customers located in Erode City.

SCOPE OF THE STUDY

The present study is made to analysis the user's satisfaction on wearing Helmet. The study also identifies the level of satisfaction of the customer to wearing Helmet.

SOURCES OF DATA

✓ Primary Data
✓ Secondary Data

✓ PRIMARY DATA

The study was mainly based on primary data first- hand information was used in the study. Convenient sampling method was adopted in selecting the customers. Data has been collected from a sample of 100 customers residing in Erode city.

MODE OF COLLECTION OF PRIMARY DATA

A structured questionnaire was used for collection of data. The gathered data was then transferred to master table to facilitate an easy analysis of the study.

✓ SECONDARY DATA

Necessary data has also been collecting from secondary sources like newspapers, magazines and internet to make highlights on

TOOLS FOR ANALYSIS

✓ Percentage
✓ Weighted average
✓ Chi-square test

III. ANALYSIS AND INTERPRETATION

S.No.	Variables	Classification	Number of Respondents	Percentage (%)
1	Age	Below 20 years	18	18
		21-30 years	39	39
		31 to 40 years	20	20
		Above 40 years.	23	23
		Total	**100**	**100**
2	Gender	Male	69	69
		Female	31	31
		Total	**100**	**100**
3	Educational Qualification	Illiterate	11	11
		School Level	26	26
		Graduate Level	50	50

		Professional	13	13
		Total	**100**	**100**
4	Occupation	Student	22	22
		Employee	33	33
		Business	18	18
		Professional	14	14
		Others	13	13
		Total	**100**	**100**
5	Income per Month	Below Rs.10000	20	20
		Rs.10001 - Rs.25000	51	51
		Above Rs.40000	29	29
		Total	**100**	**100**
6	Marital Status	Married	60	60
		Single	40	40
		Total	**100**	**100**
7	Type of Family	Joint family	28	28
		Nuclear family	72	72
		Total	**100**	**100**
8	No.of Members in the Family	Below 3 members	12	12
		3 to 5members	67	67
		Above 5 members	21	21
		Total	**100**	**100**
9	Area of Residence	Rural	19	19
		Urban	52	52
		Semi Urban	29	29
		Total	**100**	**100%**

Source: Survey data

Table 1: Demographic Profile of Respondents –Percentage Analysis

RESULTS OF PERCENTAGE ANALYSIS – (TABLE -1)

✓ The majority (39%) of the respondents ware in the age groups of below 21-30 years.
✓ The maximum (69%) of the respondents ware male.
✓ The most (50%) of the respondents ware graduate level of education.
✓ The majority (33%) of the respondents ware employee category.
✓ The majority (51%)of the respondent's monthly income between Rs.10001 to Rs.25000.
✓ The maximum (60%) of the respondent's ware married.
✓ The maximum (72%) of the respondents ware nuclear family system.
✓ The majority (67%) of the respondents belongs to family size of 3 to 5 members.
✓ The majority (52%) of the respondents were living in urban area.

Factor	Classification	No.of Respondents	Percentage (%)
Influencing Source	Parents/Spouse	15	15
	Friends/Relatives	18	18
	Neighbours	21	21
	Advertisement	8	8
	On Own	38	38
	Total	**100**	**100**
Frequency of Purchase	Frequently	8	8
	Once in a year	30	30
	Whenever any occasion comes up	62	62
	Total	**100**	**100**
Place of	Local dealers	18	18

purchase			
	Through agents	10	10
	Retail shop	36	72
	Total	**100**	**100**
Type of Ornaments Preferred	With stones	20	20
	Without stones	34	34
	With enamel works	10	10
	With stones and enamel	36	36
	Total	**100**	**100**
Amount spent	Up to Rs.3000	52	52
	Rs.3001-Rs.5000	30	30
	Rs.5001-Rs.10000	10	10
	Above Rs.10000	8	8
	Total	**100**	**100**
Recommendation to Others	Yes	66	66
	No	34	34
	Total	**100**	**100**
Duration of the purchase	Recently started	42	42
	From past 5 to 10 years	52	52
	Very long time	6	6
	Total	**100**	**100**
Time of Purchase	Marriage function	38	38
	Festival time	28	28
	Occasional	26	26
	At the time of free gifts and offers	8	8
	Total	**100**	**100**
Preference of the respondents	Students	42	42
	Married women	44	44
	Professional women	14	14
	Total	**100**	**100**

Source: Survey data

Table 2: Product Related Factor- Percentage Analysis

From Table 2 reveals that 46% are aware through friends, 30% were purchased jewelry once in a year, 36% were prefer ornaments with stones and enamel, 52% are spend Rs.3000, 52% are using one gram gold jewelry in past 5 to 10 years, 38% were purchased at the time of marriage function and 44% of the students prefer one gram gold jewelry.

CHI-SQUARE TEST ANALYSIS

The Chi-square test has been used to find out the relationship between the socio economic factors and satisfaction level of the sample respondents.

HYPOTHESIS

H0: "There is no significant relationship between various socio-economic variables (Age, Gender, Education, Occupation, monthly Income, Marital status, Nature of the family, No. Of members in the family) and satisfaction level of the respondents about buying behaviour of customer towards Helmet"

There hypothesis have been tested with chi-square test at 5% level of significance.

Factor	Degrees of freedom	Calculate of value	Table value at 5% level	Ho accepted/ rejected
Age	6	12.592	5.58	Accepted
Education	6	7.297	12.6	Rejected
Occupation	10	21.803	18.3	Accepted
Family monthly Income	6	8.4275	12.6	Rrjected

Table 3:Chi-Square test Analysis

Chi-square test shows (Table-2) that there is a significant relationship between respondents Education and Family monthly Income and satisfaction level of the respondents about the buying behaviour of women customer towards one gram gold jewellery. Whereas there is no significant relationship between Age, Occupation and buying behaviour of women customer towards one gram gold jewellery

Category	Total point scored	Total Weighted score	Rank
Brand Image	335	15.95	4
Durability	302	14.38	5
Price	440	20.95	1
Guarantee	359	17.10	3
Discount	229	10.90	6
Quality	435	20.71	2

Table 4: Attributes of Buying Helmet

Table 4, it is inferred that the Price got 1st rank before the purchase of helmet. Quality got 2nd after the consideration of the consumer considers the quality of helmet. Guarantee got 2rd rank the purchase of helmet. Brand image got 4th rank. Durability got 5th rank. Lastly customer considers the discount factor.

Hence, the majority 440 total points scored as price of the helmet is considered.

IV. SUGGESTIONS

✓ When compared to male respondents and female respondents are more satisfied with their branded helmets. So companies may advertise their brand image and maintain brand satisfaction by all categories of consumers.
✓ Quality of helmet is given due importance by consumers. So the primary task of the marketer is to assume and maintain the quality of helmet.
✓ Manufacturer Launch more attractive design helmet and latest fashion helmet to introduce to the users.
✓ Users avoid duplicate products in the market. Only buy the branded certified helmets.
✓ Manufacturers should try to improve their distribution channels.

V. CONCLUSION

Helmet wearing is necessary even for the experienced rider, helmet wearing is for one's safety and not just for avoiding fines and helmet wearing is equally important during the weekdays and weekends. Helmet wearing is associated with the level of education and having a positive attitude towards helmet users. The survey results were used as guidelines for designing a safer helmet with a better ventilating system to promote wider use of helmet.

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