



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)  
PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON CUSTOMER SATISFACATION TOWARDS CEAT TYRES IN MADURAI CITY

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### Abstract

This study focuses on the operations, market performance, and customer satisfaction strategies of CEAT Tyers. The tyer industry in India has become highly competitive due to technological advancements, increasing vehicle demand, and the presence of strong competitors. CEAT Limited, one of the leading tyer manufacturers in India, plays a significant role in providing innovative, durable, and high-performance tyers for various vehicle segments. The objective of this study is to analyse CEAT's production processes, marketing strategies, and customer satisfaction levels. The research adopts a descriptive approach using secondary data sources such as company reports, industry

publications, and market analyses. The findings indicate that CEAT has maintained strong brand positioning through quality products, technological innovation, and effective distribution networks. The study concludes that continuous innovation, improved customer engagement, and expansion into emerging markets are essential for sustaining competitive advantage.

**Keywords:** CEAT Limited, Tyer Industry, Production Processes, Marketing Strategies, Customer Satisfaction, Brand Positioning.

### Introduction:

CEAT Tyers Ltd. is one of India's leading tyer manufacturers, established in 1958. A part of the RPG Group, CEAT



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produces tyers for a wide range of vehicles, including two-wheelers, passenger cars, trucks, buses, and off-road equipment. Known for its durability, innovation, and strong presence both in domestic and international markets, CEAT focuses on safety, performance, and sustainable mobility solutions. Let me know if you'd like this tailored for a presentation, report, or marketing use.

CEAT Tyers is one of India's most prominent and trusted tyer manufacturers, with a legacy that dates back to 1958. Originally established as Cavi Elettrici e Affini Torino (CEAT) in Italy in 1924, the company later became part of the RPG Group in India. Over the decades,

### Objectives of the Study:

- To Understand the company's manufacturing, marketing within the Indian tyre industry.
- To study customer perception and satisfaction towards CEAT Tyers in terms of quality, durability, price, and after-sales service.
- To evaluate the effectiveness of CEAT's marketing (advertising, distribution channels, branding, etc.).
- To examine the financial performance of CEAT Tyers over recent years.
- To identify challenges and opportunities in the Indian and global tyer markets for CEAT.

### Research Methodology:

For the purpose of study data is collected in two ways one is primary and other is secondary.

### Primary Data:

Primary data is collected by the random sampling method. Here we have 70 customers through Questionnaire and collected the primary data.

### Secondary Data:

The secondary data were collected from records of journals, periodicals, research articles, newspaper, journal, and websites

### Sample Size:

The study is based on 70 respondents selected from urban and semi-urban consumers.

### Sampling:

Collecting feedback from easily accessible consumers, e.g., at tyre service centers or online feedback platforms.

### Tools Used for Analysis:

Percentage analysis was used to classify and interpret the responses of the respondents, enabling the researcher to understand the distribution of opinions and the relative importance of different factors influencing customer satisfactions.

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**Data Analysis:**

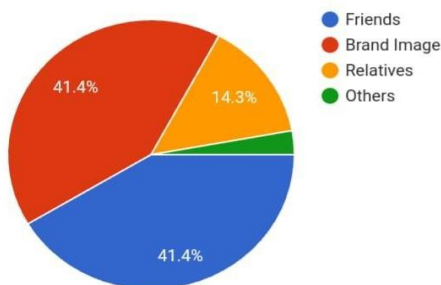
Factors	No of Respondents	Percentage
Friends	29	41.43
Brand Image	29	41.43
Relatives	10	14.29
Others	2	2.86
Total	70	100.00

**Table 1: Factors influencing purchase Decision for CEAT Tyers**

Source: Primary Data

**Interpretation:**

The above table clearly show that Friends and Brand Image are the two most influential factors, each affecting over 41% of the respondents. Relatives have some influence, but much less in comparison. Other sources play a negligible role in decision-making for this group.



**Fig 1: Purchase Decision for CEAT Tyers**

**Findings:**

- Friends and Brand Image were the top influencers in the purchase decision.
- Most respondents found the dealer behavior either very friendly or friendly, indicating a strong customer service experience at retail points.
- The majority of respondents rated the quality as either Excellent or Good, reflecting a very high level of satisfaction and a positive perception of the product quality.
- This indicates that most respondents have a positive perception of CEAT tyres' pricing.

**Suggestions:**

- Invest more in advanced R&D for performance, durability, and eco-friendly materials.
- Focus on developing smart tyres with embedded sensors (for temperature, pressure, tread wear).
- Launch or enhance CEAT Tyre for commercial fleets.
- Provide mobile alerts on punctures, low pressure, alignment issues, etc.
- Develop a user-friendly mobile app and website for tyre selection, booking, tracking, and service scheduling.
- Expand CEAT Shoppe outlets in Tier 2 & 3 cities.



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- Offer on-road assistance, doorstep tyre fitment, and 24x7 service in major metros

### Conclusion:

CEAT Tyers has established itself as a leading tyer manufacturer in India and globally, offering a wide range of products that cater to various segments including passenger vehicles, two-wheelers, commercial vehicles, and off-road equipment. With a strong focus on safety, performance, fuel efficiency, and durability, CEAT has earned a reputation for producing tyers that meet the needs of both urban and rural consumers.

<https://www.tyrereviews.com/Tyre/Ceat>

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