



A STUDY ON CUSTOMER SATISFACTION ON HELMET MOUNT CAMERA WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Helmet Mount Cameras is a micro video camera that is attached to any device that allowsto visually record from their sight of view while keeping their hands free. While technologies keep rising in the field of adventure these cameras were invented to get a first-person perspectiveof the action that adds a new dimension to the videos. By this technology information is projectedinto the user's eyes and can be used to help them navigate , view maps.

1.1 INTRODUCTION

A helmet camera also called a mount camera are used to capture the road in front of you. Like a car's dashboard camera, motorcycle helmet cameras may continuously record your ride to lower the risk of collision and hold everyone responsible if one does occur. On June 28, 1986 a Canon CI-10 camera was mounted to the side of Dick Garcia's helmet by Aerial Video Systems (AVS) of Burbank, CA at the Nissan USGP 500 World Championship at Carlsbad Raceway in Carlsbad for commercial purpose. For the first time, images were transmitted live from this camera by AVS via portable microwave to the ABC broadcast truck, then integrated into their live broadcast. This innovative system showed viewers the rider's Point of View of the race as it unfolded.

1.2 STATEMENT OF THE PROBLEM

In today's world of rapidly changing technology, customer taste and preferences are also characteristics by fast changes. To meet this changing environment a firm has to be constantly innovative and understand the latest customer needs and wants. The scope of this study lies on researching helmet mount cameras that are an adventurous yet challenging gadget for riders and finding their advantages and disadvantages.

1.3 OBJECTIVES OF THE STUDY

- To study the socio-economic factors of the respondents.
- To find the awareness of Helmet mount camera
- To examine the factors influencing purchase of Helmetmount camera
- To find out the satisfaction towards Helmet mount camera

1.4. SCOPE OF THE STUDY

In today's world of rapidly changing technology, customer taste and preferences are also characteristics by fast changes. To meet

this changing environment a firm has to be constantly innovative and understand the latest customer needs and wants. The scope of this study lies on researching helmet mount cameras that are an adventurous yet challenging gadget for riders and finding their advantages and disadvantages.

1.5 RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives.

RESEARCH DESIGN

The research design used for this study is descriptive in nature. The information is collected from the individuals and analysed with the help of different statistical tools, for describing the relationship between various types of variables, pertaining to different investment options.

SAMPLING DESIGN

Sampling design is to clearly define the set of objectives, technically called the universe to be studied. The universe can be finite or infinite. The nature of the universe studied for this survey is finite. Under the Simple Random Sampling of 70 respondents are taken. Simple random sampling is also known as probability sampling, under this sampling every item of this universe have inclusion in the sample the results arrived from this is assured in terms of probability i.e. we can measure the errors of estimation from a random sample

SAMPLE SIZE

The sample size selected for the survey is 70.

SAMPLING TECHNIQUE

A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the



researcher would adopt in selecting items for the sample. After deciding the research approach and instrument, the next stage is to design a sampling plan. The selected respondent from the total population constitutes what is technically called a “Sample” and the selection process is called “Sampling technique”. The sampling plan calls for the following decisions such as –

1. Population
2. Sampling frame
3. Sampling unit
4. Sample size

SAMPLING FRAME

A sample frame is a means of representing the elements of the population.

AREA OF STUDY

The study has been undertaken only in Coimbatore city.

TOOLS USED

- Simple percentage method
- wighted Average Ranking Method

PERIOD OF STUDY

The study has been conducted for a period of three months from January 2023 to March2023.

LIMITATION OF THE STUDY

This study is applicable for the Helmet mount camera only.

- This study is done limited so in future there may be slight variation due to change in
- Customer mind set.
- As Judgmental sampling technique has been used it has its own limitation.
- This study is an academic effort hence it has its own limitation like cost, time and
- geographical area.
- The primary data and information were used in the study based on the information.
- supplied by the respondents.

REVIEW OF LITERATURE

Dr Philip S Martin (2022) : All helmet and camera combinations investigated by this project complied with current legislative performance criteria, while no combination exceeded published injury thresholds. No increase in head injury risk was observed for the forces transferred to the head during falling object strikes or with the linear accelerations experienced during falls onto flat and angled surfaces.

Martin P.S (2021): All helmet and camera combinations investigated by this project complied with current legislative performance criteria, while no combination exceeded published injury thresholds. Further research may be required to establish the effects of additional impact mechanism, helmet or camera mounting configurations.

Chao (2022): Helmet display system is a device used in fighter aircrafts to provide situational awareness, scene enhancement images and other information to a pilot. Eye gaze direction-based helmet display system is innovatively introduced to realize the spatial combination of head posture and eye gaze direction.

Kevin Huang (2022): How-to videos are often shot using camera angles that may not be optimal for learning motor tasks, with a prevalent use of third-person perspective. We present immersive POV, an approach to film how-to videos from an immersive first-person perspective using a head mounted 360° action camera.

VA Marchman (2022): Head-mounted cameras have been used in developmental psychology research for more than a decade to provide a rich and comprehensive view of what infants see during their everyday experiences.

M Asif (2022): An intelligent transportation system (ITS) is an advanced application that supports multiple transport and traffic management modes. ITS services include calling for emergency rescue and monitoring traffic laws with the help of roadside units.



ANALYSIS AND RESULT PERCENTAGE ANALYSIS

Table 1: Demographic Variable of the Respondents

Factors	Options	No. of Respondents	Percentage (%)
Gender-Specific	Male	60	86%
	Female	10	14%
Length of Life	18-25	40	57%
	26-35	11	16%
	36-45	10	14%
	Above 45	9	13%
Line of Work	Student	11	16%
	UG	35	49%
	PG	10	14%
	Others	14	21%
Annual Annuity	₹1,00,000- ₹1,50,000	7	11%
	₹1,50,001- ₹2,00,000	25	36%
	₹2,00,001- ₹3,00,000	13	18%
	More than ₹3,00,001	25	36%
of Members of Family	2-3	46	39%
	3-4	38	61%
No of Earning Members of Family	2-3	54	50%
	3-4	26	50%

Table 2: Respondents Behaviour Towards Various features of the Camera

Factors	Options	No. of Respondents	Percentage(%)
Duration of Usage	Less than 6 months	43	61%
	Between 6-12 months	13	19%
	More than 12 months	14	30%
Source of Awareness	Advertisements	29	41%
	Fellow workers	19	27%
	Relatives	13	19%
	Friend	9	13%
Motivation Factor	Best Quality	37	53%
	Best Service	8	11%
	Low Cost	8	11%
	Warrantee and Guarantee	17	24%
Place of Purchase	Retail Outlet	36	52%
	Brand Showrooms	17	24%
	Online Purchases	17	24%
Improvement Needed	Clarity	27	39%
	Quality	33	47%
	Battery Life	10	14%
Frequency of Usage	Daily Monthly	35	65%
	Occasionally	25	35%
Mode of Purchase	Cash	24	34%
	Cheque	17	24%
	Debit Card	16	23%
	Credit Card	13	19%



Table 3: Respondents behaviour towards various features of the Camera

Factors	Options	No. of Respondents	Percentage(%)
Satisfactory Level with Price	Highly Satisfied	12	17%
	Satisfied	12	17%
	Not Satisfied	46	67%
Satisfactory Level with Quality	Highly Satisfied	20	29%
	Satisfied	20	29%
	Not Satisfied	29	42%
Level of Satisfaction with Services	Highly Satisfied	22	30%
	Satisfied	22	30%
	Not Satisfied	27	38%
Satisfactory Level with Purchases	Highly Satisfied	29%	42%
	Satisfied	29%	42%
	Not Satisfied	11%	16%
Satisfactory Level with Varieties	Highly Satisfied	25%	36%
	Satisfied	25%	36%
	Not Satisfied	19%	27%
Satisfactory Level of Discounts	Highly Satisfied	28%	38%
	Satisfied	28%	38%
	Not Satisfied	16%	23%
Satisfactory Level with Advertisement and Promotion	Highly Satisfied	28%	40%
	Satisfied	28%	40%
	Not Satisfied	14%	20%

Table 1 shows that most 57% of the respondents are coming under the age group of 18-25 years 86% of the respondents are male.49% of the respondents have completed UG. 29% of the respondents occupation are professionals.39% of the respondents have 3 family members. 50% of the respondents said number of earning members in their family is two members. 36% of the respondents having an income level Rs.3,00,001 and above 43% of the respondents are using Gopro video camera

Table 2 shows that Most (61%) of the respondents use the camera for less than 6 months, 13% use it between 6 to 12 months and 30% use it for more than 12 months. 41% of the respondents were aware of the camera through advertisements while 27% got it know it from fellow workers ,19% from relatives and 13% from friends. 53% of the motivation factor was best quality , 11% for best service , 11% for low cost and the rest 24% for warrantee and guarantee. 52% of the respondents purchased it from retail outlets , 24% from brand showrooms and 17% through online. 39% of the respondents conveyed that improvements were needed on clarity. 47% in quality and 14% in battery life. 65% of the respondents have a frequency of usage from daily to monthly and 35% of them use occasionally. 34% of the respondents purchased the camera by cash , 24% through cheque, 23%

through debit card and 19% through credit card.

Table 3 shows that 17% of the respondents were satisfied with the price , 17% satisfied and 67% were not satisfied. 29% of the respondents were highly satisfied with the quality, 29% were satisfied and 42% were not satisfied. 30% of the respondents were highly satisfied with the services of the camera and 30% were satisfied and 38% were not satisfied. 42% of the respondents were highly satisfied with purchases, 42% were satisfied and 16% not satisfied. 36% of the respondents were highly satisfied with varieties and 36% satisfied and 27% not satisfied. 38% of the respondents were highly satisfied , 38% satisfied and 23% not satisfied. 40% of the respondents were highly satisfied with advertisement and promotion, 40% satisfied and 20% not satisfied.

Ranking Analysis SUMMARY OF FINDINGS

- 57% of the respondents are coming under the age group of 18-25 years.
- 86% of the respondents are male.
- 49% of the respondents have been completed UG
- 29% of the respondents are professionals.
- 39% of the respondents have 3 family members.



- 50% of the respondents said number of earning members in their family is twomembers.
- 36% of the respondents having an income level Rs.3,00,001 and above.
- 43% of the respondents are using Gopro video camera.
- 61% of the respondents are using mount camera less than 6 months.
- 41% of the respondents said they aware about helmet mount camera throughadvertisement
- 61% of the respondents are using mount camera less than 6 months.
- 41% of the respondents said they aware about helmet mount camera throughadvertisement
- 53% of the respondents are motivated to purchase helmet mount camera because of bestquality
- 52% of the respondents said they have purchase helmet mount camera through outlet.
- 47% of the respondents' said quality has to improve in helmet mount camera
- 34% of the respondent's mode of purchase is cash.
- 49% of the respondents says discounts increases the sale more.
- 49% of the respondents said they have used helmet mount camera daily.
- 51% of the respondents said their purpose of purchased helmet mount camera forVlogging.
- 40% of the respondents said battery problem want to solve with helmount camera.
- 41% of the respondents are dissatisfied with price of helmet mount camera.
- 29% of the respondents are highly satisfied about quality of helmet mount camera.
- 37% of the respondents are highly satisfied about services of helmet mount camera.
- 50% of the respondents are highly satisfied about packaging of helmet mount camera.
- 41% of the respondents are satisfied about varieties of helmet mount camera.
- 43% of the respondents are satisfied about discount of helmet mount camera.
- 49% of the respondents are satisfied about advertisement and promotion of helmetmount camera

SUGGESTIONS

- Designing marketing programmes that help to link the brand by making them.perceive special benefits of sony that they cannot find in others.
- The company shall make the brand visible to public through digitalcommunications.
- The company should make the public aware the heritage of the company.
- Developing new endorsers and new marketing movement helps demonstrate.elegant and classic in

brand image.

- The other one is that Company should display products features and advantages sufficiently and observably to users and provide convenient purchasing method anddistribution channel for them

CONCLUSION

This study reveals that the overviews about the products manufactured by the Helmet cameras are satisfactory. The customer attitude towards the purchase decisions are influenced more by the way of trust worthy, service, price and quality. It is an attempt to study the helmet camera and its awareness and preference towards the camera is being surveyed to make this study complete. As a result, it has been observed from the respondent that the camera are qualitative and pricing is reasonable and affordable. But the customer also expressed the need of improvement in packing.It is an idea of bringing a social change in the economy exclusively for the middle-class community.

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