

Customer Satisfaction towards Yamaha Bikes

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Abstract

Customer involvement as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free thinking consumer. Customer knowledge is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth. Customer understanding is becoming a strategy to increase number of customer, gaining more profit and to create good position in market. This paper highlights the importance of customer experience as a new marketing strategy.

Key words: customer involvement, purchase, products

I. INTRODUCTION

India is one of the largest manufacturers and producers of two-wheelers in the world. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This difference was achieved due to many reasons like restrictive policy followed by the Government of India towards the passenger car industry, growing demand for personal transport, ineffectiveness in the public transportation system etc. Yamaha is one of the leading motorcycle manufacturers in India. The Brand is known for its stylish designs, superior quality and innovative features. The company has a significant market share in the two-wheeler industry in India, which is growing at a rapid pace. Yamaha has a wide range of products catering to the needs of different consumers, including sporty bikes, scooters and commuter bikes. In this context, it's essential to understand the consumer satisfaction and behaviour towards Yamaha bikes in Coimbatore city. Coimbatore is a major metropolitan city in Tamil Nadu, and it is known for its industrial growth and infrastructural development. This study aims to explore the factors that influence the purchase decision of Yamaha bikes and the level of satisfaction among the consumers. It will help us understand consumer behaviour and perception towards Yamaha bikes in Coimbatore City, which can be used to formulate strategies for the betterment of the company.

Statement of the problem

Nowadays, motor bike become an essential part of today's world. The study will focus on determining the factors that drive consumer satisfaction and behaviour towards Yamaha bikes in this market. Specifically, the study will analyses factors such as prices, quality, brand image, after-sales service, design, and safety features. The research findings will provide important insights into how Yamaha can improve their marketing strategies to better meet the needs and preference of consumers in Coimbatore, and ultimately gain a competitive advantage in this market.

Objectives of the Study

- To emphasis about various marketing strategies used in Yamaha bike.
- To analyses how service influence the consumer satisfaction level.

➤To find out the problems faced by the consumers while using Yamaha bike.

Scope of the study

This study is to analyses the various Consumer satisfaction and behaviour towards Yamaha bike. Price, Comfort, Mileage are the subject matter to study Consumer behaviour towards Yamaha bike. The study was limited only to the Consumers of Yamaha buyers. Brand Positioning plays a major role in making a purchase decision by the Consumers. This study gives an idea about the important factors which influence the behaviour of Consumers to purchase and use the two-wheeler.

Research Methodology

The methodology of the study includes:

- Data collection
- Sample size
- Area of study
- Period of study
- Statistical tools

Research gap: A research gap is a question or a problem that has not been answered by any of the existing research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research. The previous research explains that the consumer had faced the problems in the factors like low mileage and engine troubles and this research analyses that there are many features were included like Disc brake, Bluetooth facility and electric start, this influences the consumer to buy the Yamaha bike.

Analysis and Interpretation of Data: Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work. The statistical tool is: -

- Simple Percentage Analysis
- Ranking Analysis

- Chi-square Analysis

Ranking Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table No. 1 Table showing the ranking of Yamaha Service Centre.

	1	2	3	4	5	Total	Rank
ReasonableCharges	45	120	120	30	20	335	4
Trust and care	36	195	70	42	20	363	2
ProfessionalQualityService	33	140	118	44	11	346	3
Immediatedelivery	25	168	102	53	66	414	1

Interpretation: The table depicts that the Immediate delivery at the time of service is ranked first and it is followed by Professional Quality Service, Reasonable charges and Trust and care.

Findings

The objective of the study was to know the consumer satisfaction and behaviour and to analyze the specific factors which influence the consumer to buy Yamaha bike. The study has been analyzed using techniques of percentage analysis, rank analysis and chi-square analysis.

The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

- 36.3% of the respondents are under the age group of 18-25 years.
- 70.6% of the respondents are Male. ➤36.9% of the respondents are UG (Under Graduate).
- 31.9% of the respondents are Employee.
- 43.8% of the respondent's income are between 25,001-45,000.
- 40% of the respondents are using Yamaha Rx 100.
- 36.3% of the respondents are preferred black colour.
- 46.9% of the respondents purchased knowing by friends and relatives.
- 40% of the respondents are using daily.
- 41.9% of the respondents are influenced by brand reputation.
- 35% of the respondents are using 6 months- 2 years.
- 38.8% of the respondents are riding in speed of 100.
- 41.2% of the respondents are satisfied with the greetings.
- 52.5% of the respondents are purchased in Showroom.
- 40.6% of the respondents are agreed that service is better.
- 36.9% of the respondents are selected on the basis of comfort.
- 53.1% of the respondents are satisfied with the mileage.
- 29.4% of the respondents like the features of style and design.
- 53.1% of the respondents are said no.
- 36.9% of the respondents are faced issue in low mileage.
- 42.5% of the respondents buy product on the basis of low initial payment.
- The Immediate delivery at the time of service is ranked first and it is followed by Professional Quality Service, Reasonable charges and Trust and care.

➤ The Price of Yamaha bike is satisfied the consumer first and it is followed by Style and design, Service, Mileage and Quality.

Suggestions

The company should focus on the availability of the bikes for the consumers. Focus should be on teenagers, young and executives as they represent largest portion of the bike user segment. They should provide better service provided to the consumers. They make introduce new features and new varieties of model which influence to buy the Yamaha bike. Many of them facing issues in the mileage as the styles and performance are playing the major role.

II. CONCLUSION

The study analyses various factors which include the features, design, service, comfort and safety of the bike. There are a large number of factors which influences the youngsters to buy Yamaha bikes. Nowadays there are many persons especially youngsters who are willing to buy Yamaha bikes. The suggestions given in this study will improve the sale of the product and thus improve their mileage of the Yamaha bike. This study has given a pure image of what customers feel about the goods and services provided by the Yamaha bike. Customers have a better relationship with the service provided by them. Achieve that a better service facility will enhance more satisfaction of customers and they can improve chain sprocket for better performance.

Scope of Further Research

Further, it has been detected that the showroom some to improve is a current level of performance. Customer Retention must be stressed and strategies must be employed to ensure retention. the better relation must be developed with the customers in command to avoid brand switching and safeguard repeated sales. The fast moving lifestyle of buyers may adversely affect this research unwavering to all other regions of Tamil Nadu.

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Abstract

Customer satisfaction is a basic metric level that reflects the customer's expectations are met by a product or goods. It assists as a critical element of business success, impelling the customer loyalty,