



A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY

¹Dr.T. Priyadharshini, ²Mr. Ashwin Harindran

¹Assistant Professor, Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore

²181PA005, Department of Commerce with Professional Accounting,
Dr.N.G.P. Arts and Science College, Coimbatore

ABSTRACT

This study is based to identify the factors that influence the customer satisfaction on Yamaha two-wheelers bikes in Coimbatore city in the state of Tamilnadu. The study used 5 years of Yamaha bikes secondary data and main objective is find out the performance ratios of the company which can be helpful in determining the growth of the company. The various tools like simple percentage method, ranking analysis and Likert scale were used for the study. The report affords a brief image of the Yamaha bikes through the report; attempts have been complete to assess the purpose for customers satisfaction of Yamaha bikes. The suggestions given in this study will improve the sale of the product and thus improve their efficiency and production. Finally, Company is performing well in terms of performance and it is satisfactory.

KEYWORDS: Overall performance, Growth aspects, Company overlook.

1. INTRODUCTION

The prosperity of every business unit depends upon the efficiency of marketing. Marketing occupies an important position in the organization of a business unit. When the marketing functions are not fruitfully carried out, it will affect the existence of an organisation. All activities which are involved in the process of transferring of goods from the place of its origin to the ultimate consumers come under the purview of marketing. The two-wheeler industry has been growing steadily over the years all over the world. The global market for two-wheelers has shown tremendous growth over the past decade. Asia has accounted for the vast majority of growth, sales in the entire region growing more than threefold over the past decade. India is not an exception for that. Today with annual sales of 4.3 million units, the Indian two-wheeler market is the second largest in the world after China.

2. STATEMENT OF THE PROBLEM

Two wheelers play a vital role in human life. The best mode of transport for middle class family is a two-wheeler and is a need for everyone in the

family. As people want increase their standard of living, the production and usage of two wheelers have also substantially increased. The customer's satisfaction for two-wheeler is based on his taste and priorities. In a market-oriented economy, the consumer expects the right type and the right quality of goods at the right time and at the right price. As a result of the new licensing policy and allowing foreign collaboration, number of high technology and fuel efficient two wheelers are manufactured. The development of the two wheelers mainly depends on the customer satisfaction. All the customers have different tastes, likes and dislikes and adopt different behaviour patterns, while making purchase decisions. So, satisfying the customers occupies a most important position in business management.

3. OBJECTIVE OF THE STUDY

- To analyse the awareness of Yamaha bikes service and performance.
- To identify the customer satisfaction level towards Yamaha bikes.
- To find out the problems faced by the customer while using Yamaha bikes



4. RESEARCH METHODOLOGY

Research Design	Descriptive research work
Area of the study	Coimbatore city
Sample Size	120 Respondents
Period of Study	2013-2019
Source of Data	Primary and Secondary data
Sampling Technique	Convenience sampling technique

5. STATISTICAL TOOLS

The following are the statistical tools were applied to analyse the statistical data collected for calculation marketing performance analysis:

- Simple Percentage Analysis
- Likert scale
- Ranking Analysis

6. REVIEW OF LITERATURE

Prabhakar & Arati Biradar (2019) , The advantage of this study is to settle on vital choice regarding which are attributes and factors. To recognize opinion on price of Bajaj Motorcycle. Total sample size of this study is 50 from different locations. The maximum number of respondents are very like to pulsar Bike. Auto started ought to be incorporated into the active model. This study can conclude that it has wide scope in market place bright future for its sales.

Akbar Ali & Datrika Madhushan Rao (2018) To study the impact of select independent various on customer satisfaction. In this study, Hero, Bajaj, Honda and TVS brand vehicles were selected for study and 600 two-wheeler consumer samples collected. Condition Index was <30 variance proportion was technology develop.

Balakrishna Swarna & Krishna Banana (2018) It is only one of the objectives that is taken into account for the present study to reveal the influence of consumer buying behaviour factors on satisfaction level of consumer in selected brand of two wheelers. Data were collected from both primary data as well as secondary data. Data were collected through a well-framed and structured questionnaire. The sample size consisting of 50 response. With regards to brand owned by the respondents and the overall satisfaction of response of Bajaj bike users had been satisfied with mean score.

7. TABLE

Table shows the level of respondents towards the satisfaction on performance of Yamaha bikes.

Factors	No. of respondents (f)	Likert scale value (x)	Total score (fx)
Highly satisfied	65	3	195
Satisfied	53	2	106
Not satisfied	2	1	2
Total	120		303

(Source: primary data)

$$\begin{aligned} \text{Likert scale} &= \sum(fx) / \text{Total number of respondents} \\ &= 303 / 120 \\ &= 2.525 \end{aligned}$$

INTERPRETATION

From the above table, it shows the level of satisfaction towards the performance of Yamaha bikes.

INTERFERENCE

The Likert scale value is 2.525 which is greater than mid-value (2) which shows that the customers are satisfied with the performance of Yamaha bikes.



Table shows different respondents with respect to feature which should be improved in Yamaha bikes

Features	Respondents	Percentage
Performance	33	27
Quality	50	42
Service	37	31
Total	120	100

(Source: primary data)

INTERPRETATION

From the above data, 27% of the respondents are of performance, 42% of the respondents are of quality and 31% of the respondents are of service.

INTERENCE

Hence, majority (42%) of the respondents are of quality.

Table shows different respondents with respect money spent for the maintenance of your bike.

Categories	Respondents	Percentage
Below 500	12	10
500-1000	26	22
1000-1500	59	49
1500 Above	23	19
Total	120	100

(Source: primary data)

INTERPRETATION

From the above data, 10% of the respondents are preferring below 500, 22% of the respondents are preferring 500-1000, 49% of the respondents are preferring 1000-1500, 19% of the respondents are preferring above 1500.

INTERFERENCE

Hence, majority (49%) of the respondents are preferring 1000-1500.

8. SUGGESTIONS

This report affords a brief image of the Yamaha bikes through the report; attempts have been complete to assess the purpose for customers satisfaction of Yamaha bikes. Some suggestions are as follows;

- Retaining their customer by providing good service
- For the safety purpose, all the vehicle should be introduced ABS facility.
- Introducing the new sales promotion techniques.
- To issue free service coupons to the new customers.
- This study suggested that the Yamaha bike sales will not fall even the price increases.

9. CONCLUSION

The main aim of the study is to analyse the customer satisfaction level towards Yamaha bikes with special reference to Coimbatore city. The study analyses various factors which include the features, body design, engine design, 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 efficiency and production.

10. REFERENCE

1. *Howard John H., and Sheth, Jagdish N., The Theory of Buyers Behaviour, John Wiley and Sons Inc., New York, 2000.*
2. *Karsarjian H.H. and Robertson T.S. Perspectives in Consumer Behaviour, SCOH Forman & Company, Illinois, 2001.*
3. *Kotler Philip, Marketing Management, analysis, planning implementation and control, Prentice Hall of India Publishing, New Delhi.2002.*
4. *Schiffman G.Leon., Consumer Behaviour, Prentice Hall of India Pvt. Ltd., New Delhi 2001*
5. *D. Vijayalakshmi, M. ShanthaKumari, S, Deepika., "A study on Customer Satisfaction of a selected branded two wheels in South Coimbatore". Volume :2, Issue :4, 260-264 April 2015 www.allsubjectjournal.com e-ISSN: 2349-4182 p-ISSN: 2349-5979 Impact Factor: 3.762.*
6. *V. suganthi& R. Renuka, M. Phil (2016);" A study on customer satisfaction towards maruthi Suzuki swift cars in udumalpettaluk"; International journal of multidisciplinary research and development; volume-3; issue-2; PP.NO.298-302.*

11. WEBSITES

1. <https://www.yamaha.com>
2. <https://www.yamaha-motor-india.com>
3. https://en.wikipedia.org/wiki/Yamaha_Corporation