



A STUDY ON CONSUMERS SATISFACTION LEVEL TOWARDS YAMAHA MOTORS WITH SPECIAL REFERENCE TO YAMAHA R15

Mr. P. Kanagaraj

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

Mr Kavin Kumar

*Student of III B. Com (PA), Department of commerce with professional Accounting
Dr. N.G.P Arts and Science College, Coimbatore*

ABSTRACT

Yamaha Motor Company Limited, Yamaha Hatsudōki Kabushiki-geisha) is a Japanese manufacturer of motorcycles, marine products such as boats and outboard motors, and other motorized products. This study helps to know the positioning of the Yamaha R15 and also to pinpoint their brand elements. The satisfaction level of consumers is analyzed as under. The availability of features and development of technology brings a slight change in the customer satisfaction. The sample of 120 respondents was chosen for the study. The Yamaha motor groups products quality and are based on maintaining ongoing, close relationships with our customers. Majority 61% of the respondents may buy R15 bike even the price increases. The Likert Scale Value is 2.16 is more than the Mid-value (2) so the respondents are satisfied with the safety of the bike. It seems like only high class and upper middle class can R15 bike so the price should also be affordable to lower middle class people below poverty line. This study suggested that the R15 bike sales will not fall even the price increases. The main aim of the study is to analyze the customer satisfaction level towards Yamaha R15 with special reference to Perundurai district. The study analyzes various factors which includes the features, body design, engine design, comfort and safety of the bike.

KEYWORDS: *Customer satisfaction, two wheelers, Yamaha R 15 bike.*

INTRODUCTION

Yamaha Motor Company Limited, Yamaha Hatsudōki Kabushiki-geisha) is a Japanese manufacturer of motorcycles, marine products such as boats and outboard motors, and other motorized products. The company was established in 1955 upon separation from Yamaha Corporation (however Yamaha Corporation is still the largest private company shareholder with 9.92%, as of 2019), [1] and is headquartered in Iwata, Shizuoka, Japan. The company conducts development, production and marketing operations through 109 consolidated subsidiaries as of 2012. Led by Genichi Kawakami, the company's founder and first president, Yamaha Motor began production of its first product, the YA-1, in 1955. The 125cc motorcycle won the 3rd Mount Fuji Ascent Race in its class. The company's products includes motorcycles, scooters, motorized bicycles, boats, sail boats, personal water craft, swimming pools, utility

boats, fishing boats, outboard motors, 4-wheel ATVs, recreational off-road vehicles, go-kart engines, golf carts, multi-purpose engines, electrical generators, water pumps, snowmobiles, small snow throwers, automobile engines, surface mounters, intelligent machinery, industrial-use unmanned helicopters, electrical power units for wheelchairs and helmets.

STATEMENT OF THE PROBLEM

- The statement of the problem is to analysis the customer satisfaction towards Yamaha R15. Nowadays, every youngster wants a rich lifestyle by owning a new bike. Different consumers have opinion in buying huge varieties of bikes
- The satisfaction level of consumers is analyzed as under. The availability of features and



development of technology brings a slight change in the customer satisfaction.

SCOPE OF STUDY

- Brand positioning plays a major role in making a purchase decision by the consumers. Understanding the consumer minds is a tough task for the company. A company wants to make more sales then the company must improve their brand positioning in the market.
- ▲ This study helps to know the positioning of the Yamaha R15 and also to pinpoint their brand elements.
- ▲ These studies provide the relationship between brand image and brand equity.
- ▲ The scope of the study is limited to Yamaha R15 sports bikes.
- ▲ The study is conducted in one dealer showroom at scarlet Yamaha Mysuru.

OBJECTIVES OF THE STUDY

- ▲ To study the existing brand positioning strategies of Yamaha R15 at Scarlet Yamaha.
- ▲ To evaluate the effect of brand positioning strategies on the purchase decision of customers.
- ▲ To identify the features of Yamaha R15 which influence the customers in making a purchase decision
- ▲ To study the brand elements of Yamaha R15 at Scarlet Yamaha with respect to brand positioning.

RESEARCH METHODOLOGY SAMPLE SIZE

The sample of 120 respondents was chosen for the study.

SPECIAL TOOLS APPLIED

- Simple percentage analysis
- Likert scale analysis

REVIEW OF LITERATURE

Ravishankar S Ulle, Kotresh Patil, Dr. Aparna J Varma (2018) Brand positioning is a process of creating an image in the minds of customers on the product by the company. The main objective of the study was existing brand positioning strategies of Yamaha R15 at Scarlet Yamaha. To evaluate the effect of brand positioning strategies on the purchase decision of customers. To

identify the features of Yamaha R15 which influence the customers in making a purchase decision and to study the brand elements of Yamaha R15 at Scarlet Yamaha with respect to brand positioning. Here a study was conducted on brand positioning at Scarlet Yamaha Pvt. Ltd. various influencing factors like brand value, customer insights, customer income status, brand character, brand elements were considered for the study.

G. Mahalakshmi(2014) This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to Theni city. A total of 240 consumers of departmental stores were personally surveyed with a structured questionnaire. Statistical analysis such as percentage analysis, Chi square was carried out. India is the second largest manufacturer and producer of two-wheelers in the world. The preferences of the consumers clearly indicate their importance of advertisement in influencing their purchase, the additional facilities expected, improvement expected in handling defective goods and many. At the beginning of the century the automobile entered the transportation market as a toy for the rich. However, it became increasingly popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted.

D. Vijayalakshmi, M. Shantha Kumari, S, Deepika(2015)¹: In the present era, Customers are the center point for all marketing activities and all the players in the trying to hold their place in the minds of the consumers. Their satisfaction plays an effective role in the success of any business. Branding is around for centuries as a mean to identify and differentiate the goods and services of one producer from those of another. It is considered to be the valuable asset. The brand such as Hero, Suzuki, TVs, Bajaj, Honda, Mahindra, Royal Enfield, and Yamaha are the popular brands in two wheelers automobile industry.

ANALYSIS AND INTERPRETATION

In this chapter, the analyses and interpretation of “A study on customers satisfaction towards Samsung LED television with special reference to Coimbatore city”. Based on a sample of 120 respondents selected from Coimbatore city through a questionnaire comprising of 19 questions is presented. The data collected are classified and tabulated and further the following statistical measures are also employed in fulfilling the objectives of the study.

- Simple percentage analysis
- Likert scale analysis

**PERCENTAGE ANALYSIS****TABLE SHOWING SOURCE OF AWERANCE**

SOURCES	NO. OF RESPONDENTS	PERCENTAGE(%)
NEWSPAPER	15	10
MAGAZINES	47	31
TELEVISION ADVERTISEMENT	50	33
FRIEND	38	25
TOTAL	150	100

*(source: Primary data)***INTERPRETATION**

From the above table, 10% respondents aware from newspaper, 31% respondents aware from magazines, 33% respondents aware from television advertisement and 25% respondents aware from friend.

INFERENCE

Hence, majority 33% of the respondents aware from television advertisement.

TABLE SHOWING RESPONDNETS WILL BUY OR NOT IF THE PRICE INCREASES

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Surely buy	32	21
May buy	93	61
May not buy	26	18
Total	150	100

*(Source: Primary data)***INTERPRETATION**

From the above table, 21% of the respondents surely buy even the price increases, 61% of the respondents may buy even the price increases and 18% of the respondents may not buy if the price increases.

INFERENCE

Hence, 61% of the respondents may buy R15 bike even the price increases.

LIKERT SCALE ANALYSIS**TABLE SHOWING RESPONDENTS RATINGS TO THE BREAKING SYSTEM OF THE BIKE**

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE(x)	TOTAL SCORE (fx)
Satisfied	54	3	162
Neutral	70	2	140
Dissatisfied	26	1	26
Total	150		328

(Source: Primary Data)

Likert Scale = $\sum (fx) / \text{Number of respondents}$
 $= 328/150$
 $= 2.19$

The Likert Scale Value is 2.19 is more than the Mid-value (2) so the respondents are satisfied with the braking system of the bike.

TABLE SHOWING APPEARANCE OF THE R15 BIKE

S.no	PARTICULARS	NO. OF RESPONDENTS	LIKERT METHOD	TOTAL SCORE
1	Excellent	51	4	204
2	Good	65	3	195
3	Average	30	2	60
4	Poor	4	1	4
	Total	150	10	453

*(Source: Primary data)***FORMULA**

Likerts scale = $\sum (fx) / \text{total number of respondents}$
 $= 453 / 150$

= 3.02



INTERPRETATION

From the above table, respondents like the appearance of R15 bike shows in likerts scale value is 3.02 which are greater than the mid value (2.5).

INFERENCE

Hence, the respondent's opinion is good with the appearance of the R15.

FINDINGS

FINDINGS FROM PERCENTAGE ANALYSIS

- Majority 74% of the respondents are male.
- Majority 49% of the respondents are under the age group of 21-23 years.
- Majority 34% of the respondents are students.

FINDINGS FROM LIKERT SCALE ANALYSIS

- The Likert Scale Value is 2.67 is more than the Mid- value(2) so the respondents are satisfied with the body design of the bike.
- The Likert Scale Value is 2.38 is more than the Mid- value (2) so the respondents are satisfied with the comfort of the bike.
- The Likert Scale Value is 2.26 is more than the Mid- value (2) so the respondents are satisfied with the engine quality of the bike.

SUGGESTION

- ▲ Most of the respondents came to know about the R15 bike via Television Advertisement.
- ▲ It seems like only high class and upper middle class can R15 bike so the price should also be affordable to lower middle class people below poverty line.
- ▲ This study suggested that the R15 bike sales will not fall even the price increases.

CONCLUSION

The main aim of the study is to analyze the customer satisfaction level towards Yamaha R15 with special reference to Perundurai district. The study analyses various factors which includes 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 R15. Nowadays there are many persons especially youngsters who are willing to buy Yamaha R15. The price of the bike affects the majority. Because, the high class and upper middle class persons are supposed to buy the bike while the lower middle class and the people below poverty line are not affordable to pay.

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