

A Study on Consumer Satisfaction Towards Yamaha Bikes

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Abstract: *This study investigates consumer satisfaction towards Yamaha bikes, aiming to discern the factors influencing consumers' perceptions, preferences, and overall satisfaction levels with Yamaha's motorcycle offerings. With the motorcycle market witnessing rapid evolution and intense competition, understanding consumer sentiment towards Yamaha bikes becomes imperative for sustaining market relevance and enhancing brand loyalty. Employing a mixed-method approach, including surveys, interviews, and market analysis, this research seeks to uncover insights into the key determinants shaping consumer satisfaction with Yamaha bikes. Findings from this study are anticipated to provide valuable guidance for Yamaha Motors in refining its product strategy, marketing initiatives, and customer relationship management practices to better cater to the evolving needs and preferences of motorcycle enthusiasts, thereby fostering long-term brand success and market leadership.*

Keywords: Consumer Satisfaction, Yamaha Bikes, Motorcycle Industry, Consumer Preferences, Brand Loyalty, Purchasing Behaviour, Product Quality, After-Sales Service, Market Research, Customer Experience.