

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.

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 numbers 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. The India two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country.

In the last few years, the Indian two wheelers industry has been spectacular growth the country sands next to China and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefers motorbikes rather than cars. Capturing a large share in the two wheelers industry, bikes and scooters cover major segment. Bikes are large variety of two wheelers that they are available in the market, known for the most recent technology and improved mileage Indian Bikes, mopeds for style and class for everyone in India.

Objectives of the Study

- To study about the two-wheeler company's profile.
- To study about the satisfaction of consumers
- To study about the behavior of the consumers towards purchase of two wheelers in Chennai.
- This study was carried out to find the customer satisfaction level towards Yamaha two-wheeler vehicles and to raise the maximum level.
- The customer satisfaction level depends upon the various factors, like millage, price, etc.
- For instant research factors such as looks, style, brand image, technology, time delivery of the documents and proper information about the product was concerned.

II. REVIEW OF LITERATURE

1. Inayaththulla & U. Vijayashankar (2019): this study about the consumer satisfaction towards Yamaha bike. Their main objectives are to study about Yamaha motors, to evaluate the satisfaction level of consumer and to evaluate the consumer preference towards the brand and quality. They analyse the data based on consumers age group, level of monthly income and by the satisfactory level of the consumers.

2 Poornima (2019): this research analyses the satisfaction of the consumer towards two – wheeler bike with reference to Yamaha bike. Satisfying the consumer satisfaction is more important position in the business management. Their objective to study and analyses the consumer satisfaction, performance of the product. By the research they found that 46% of the consumers are under the age of 22-26 years, 41% of consumer's are students, 41% of consumers responded that mileage is average. According to the research, they concluding that every brand of two wheelers has the poor in the sales. Everyone want is performance and mileage, from the research, we observed that the Yamaha two wheelers are well known for their designs and performance.

3. Dr.M.Nirmal (2019) : this study about the satisfaction level of the consumer satisfaction level towards Yamaha two-wheeled vehicles with reference to Chennai. The consumer satisfaction level depends on the mileage, price or quality of the bike etc. they collected data through online questionnaires and also through some journals and websites. Here we found that satisfaction level of consumers in various categories like different age group, gender, income levels and other categories. Finally, from this survey we concluded that they are focusing on style and performance of the bike more than mileage, many people expect and see the mileage of the vehicle so they need to improve more on mileage

4. Mr. kanagaraj (2020) : This study about the Yamaha company and their consumers satisfaction. Here the statement of problem is to analysis the consumer satisfaction towards Yamaha R15. The objective is to identify the features of Yamaha R15 which influence the consumers in making a purchase decision. Here they used simple percentage analysis method. By analysing they found that 74% of consumers are male. 49% are in age group of 21-23 years. As a conclude, now a days many youngsters are willing to purchase Yamaha bike because of the price. It is affordable for the middle-class people.

5. Dharani Krishna (2020) : this paper is about the consumer preference towards the Yamaha bike. They collected 100 samples from Yamaha consumers and analyses by preparing and giving questionnaires. After analysing they suggested to work better on the mileage. As a conclusion they said that many of the Yamaha users are under the age category of 27.

6. Thamgaraj. RA, Dr. R. Gunasundari (2021) : Even this research is also about the Consumer satisfaction level of the Yamaha R15. The statement problem is to satisfy the youth. By developing technology may have slight changes in the Consumer satisfaction. They have collected data randomly with 130 Consumers. The Simple Percentage Analysis and Likert Scale Analysis tool is used. The study suggested that even if price increases the sales will not fall. Finally, 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.

7. Dr. T. Priyadharshini, Mr. Ashwin Harindran (2021) : This study is based to identify the factors that influence the Consumer satisfaction to Yamaha two wheeler bikes with reference to Coimbatore city. The objective is to analyses the awareness of the Consumers towards Yamaha bike, to identify the satisfaction level of the Consumers and to find out the problems faced by the Consumers. Simple Percentage Analysis, Likert scale, Ranking Analysis statistical tools are used. By analyzing they found that 27% of the respondents are of performance, 42% of the respondents are on quality and 31% of the respondents are of service. As a conclude they stated that many of the youngsters are using Yamaha bike the above analyses will help them to improve more on their product.

III. RESEARCH METHODOLOGY

SOURCE OF DATA

Primary Data: Data has collected by the online survey by sending the questionnaires through mails.

Secondary Data: Data is collected through some journals, company website.

Research Methodology

The research was being conducted through a survey based on questionnaire.

Sample size: 100 respondents

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Brand covered: Yamaha

Target Area: Chennai

Scaling used: 5 point Likert scale

Data analysis:

Analysis was done based on 20 parameters.

Pie charts were used and developed based on these parameters

The data has been collected based on the different sources in order to achieve the object of the project.

Research problem

To view the satisfaction level of the customers of two-wheeler vehicle in Yamaha

With regarding to parameters like occupation, age, gender, monthly income, source of information, free service etc.

Research process

A questionnaire is developed and sent to various samples and collected the data and analysed the data based on various parameters which we previously stated.

Research design

Questionnaire is being prepared and corrected the mistakes in it.

Sent it to sample customers

Got 100 responses

Analyzed the data and kept it in a format

Interpreted the data and drawn the outputs

The final data is stated in the form of graphs

IV. DATA ANALYSIS & INTERPRETATION

Table No.4.1: DISTRIBUTION OF RESPONDENTS ACCORDING TO GENDER

GENDER	NO OF RESPONDENTS
Male	70
Female	30
Total	100

INTERPRETATION

The total respondent of the area under study have grouped under two broad categories based on gender (1) male and (2) female the total number of male respondent 70 and number female total male respondent are 30 responding 70 and 30 percent respectively.

Table No .4.2 : DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	NO OF RESPONDENTS
School education	20
Under graduate	50
Post graduate	20
Technical education	10
Total	100

INTERPRETATION

The responding of the study area have been categorized the education qualification. Completed graduation and 20% have school education professional qualification 50% are post graduates 10% have technical education.

Table No 4.3 : DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR OCCUPATION

OCCUPATION	NO OF RESPONDENTS
Business man	20
Private employee	30

Student	35
Government service	15
Total	100

INTERPRETATION

Accordingly, the occupation of respondents have been taken. Out of the respondent business man 20 private employee 30 student 35 government service 15.

Table No 4.4: DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR MONTHLY INCOME

MONTHLY INCOME	NO OF RESPONDENTS
UPTO RS.5000	50
Rs. 5001-10000	21
Rs. 10001-15000	17
Rs. 15000 and above	12
Total	100

INTERPRETATION

Income is the most factors among other which influence greatly according to the level of income. 50 total responds have income level of Rs.5000 per month. 21% respondents are in the category of Rs.5001-10001 the number of total respondents an more than Rs.15000 per month.

Table No 4.5 : DISTRIBUTION OF RESPONDENTS ACCORDING TO THERE YOU USE THE KINDS OF TOW WELEER

USE THE KINDS OF TOW WELEER	NO OF RESPONDENTS
Yamaha	41
Hero Honda	20
TVS	18
Bajaj	21
Total	100

INTERPRETATION

The study been on the TVS brands and the following brands wear taken only for this present study. Out of the total respondent Yamaha 41 hero Honda 20 TVs 18 Bajaj 21 the respondents.

Table No 4.6: DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIE ARE USED YOU YAMAHA BIKE

ARE USED YOUYAMAHA BIKE	NO OF RESPONDENTS
YES	75
NO	25
TOTAL	100

INTERPRETATION

Accordingly respondents according to the are used you Yamaha bike for a Yamaha bike use in respondents 75 Yes 25 No total respectively.

Table No 4.7: DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR TYPE OF BIKE YOU YAMAHA

TYPE OF BIKE YOU YAMAHA	NO OF RESPONDENTS
Gladiator	26
SZ-R	24
FZ	28
R1-5	22
Total	100

INTERPRETATION

The total respondents Yamaha SZ-R 26 wear preferred for FZ mostly use of Yamaha bike. Above the indicate reason of Yamaha R1-5

Table No 4.8 DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR WHAT KIND OF YAMAHA BIKE PREVIOUSLY

WHAT KIND OF YAMAHA BIKE PREVIOUSLY	NO OF RESPONDENTS
Gladiator	28
SZ R	35
R1 5	22
Other	15
Total	100

INTERPRETATION

Accordingly according to respondents they are used you Yamaha bike previously kinds of Yamaha Bike respondent gladiator 28 present for SZ R 35 R 15 previously use the person 22 total of respondents other kind of Yamaha bike 15.

V. FINDINGS

The study has been carried out with the objective of ascertaining the customer preference and their satisfaction toward two wheelers is Kancheepuram two. In orders to accomplish this objective a market survey was conducted with 100 respondents in the end close quit ions were used to collect the required information.

- The date collects have been analyzed and interpreted in the previous chapter with the help of table and charts. The summary of the study is presented as follows.
- The total number of the male despondence is 70 and female are 30 in number responding 70 and 30 percent respectively.
- Out of the respondents 65 war completed graduation and 20 have got school education 14 are professionalize 20 are post-graduation a high number of graduations prefer Yamaha bike. Out of the total respondents 30 are private employee 35 are students who like mostly because of the attractive color and appearance.
- Middle income and low-income group mostly Yamaha bike due to less maintenance cost low price fuel consumption and easy to drive even for women also.
- Out of total respondents only 30 percent appearance and attractiveness.
- Apart from Yamaha other bikes mileage from 60-60 people performance is focused Yamaha only because of low price easy maintenance cost and easy documentation process.
- Among the respondents 51 are income group of up to Rs. 5000.50of the total respondents with the income level of Rs.5001-10000 it is inferred from the analysis that a Yamaha bike attracts low- and middle-income group of customers due to low price and affordable by them.
- Among the four different product of the Yamaha motor company SZ-F is the most preference like among the customer hero Honda and TVs are also equally liked by the customer.
- Out of the total respondents 48 percent of them came to known about Yamaha through their friends and 36 of them were influenced by advertisement.
- Observed from the study that the customer are attracted by good appearance of the Yamaha bike this alone account for 50 percent of customers and 27 of the total respondent were influenced by its attractiveness.
- Most of the Yamaha bike offer mileage 50-60 km per litter. It was observed the mileage as between 60-70 KMS.
- It is inferred from the study that 50 percent of the respondents are in the income group upto Rs. 5000 have invested on the low price bikes.
- Among the total respondents 56 of them are satisfied with road grip of their preferred bike, 4 percent of the total respondents were dissatisfied and the Yamaha motor company should take measures to overcome this minor defective.

- When comparison was made between the Yamaha bikes the kilometer per litter (KPML) of R1-5 is high. Hero Honda and TV's are performed well at 40-50 KMS.
- The satisfaction level of servicing also well observed from the study.
- Among the total respondent 45 of them are satisfied with free services and 35 of them are satisfied with free as well as paid services.
- Out of the total respondents 65 of them wearer the owner of another brand of bike. Attracted by the marvelous appearance. They were switched over to buy Yamaha bikes
- Out of the total respondents 70 of them were preferred Yamaha bike than other brand due to performance and 30 were preferred for its low price. Besides its feature, appearance, performance, and price the Yamaha motor company should pay attention about technical aspects and still more improvement in performance.

Based on the study the following suggestions have also been made:

- The Yamaha motor must adopt a perfectly suited market strategy so as to attract more customers.
- Advertisement campaign should aim at reaching the ultimate custom and the authorized dealers should a device suitable advertisement to catch local customers.
- The introduction of Yamaha bike have revolutionaries in the field of two wheeler industry.
- To order to maintain the present and potential customer the quality of bikes require still more improvements.
- Yamaha bikes emerged in the two wheeler industry in the recent years.
- There may be chances for losing out its customers due to rival products or more advanced technology bikes.
- The motor company should continuously involve in research development to devices bikes in accordance with the taste performances of customer.
- The service provided by the agency should be efficient.
- Large number of fancy two wheeler should be introduced by the company.
- It is concluded from the study that the Yamaha motor company gaining market share in two - wheeler industry.
- The product of the company is well received among the customers and benefited out of the valuable services rendered by the products. The present trends indicate that there will be scope for expanding its market and attract innumerable customers in the years to come.

FINDINGS OF RESERARCH

- From this survey it is found that the satisfaction level of customers in various categories like different age group, gender, income, levels, and factors influencing them to buy Yamaha and satisfaction level on various factors.
- Coming to the satisfaction based on mileage the result was bad towards Yamaha.
- The performance was good and as well as servicing is also good.
- Service is not good as almost half gave other than good responses.
- Friends are the major influencers in buying decision making process.

LIMITATIONS AND SUGGESTIONS

- We have done this research through online mode, and the result may vary a little bit.
- Launch of new and different brands may turn the marked oligopolistic but we increase the market share.
- Looks and style must not be over stressed as compared to quality and mileage.
- 360 degreed marketing approach with aggressive promotional campaigning's should be followed.
- Focus more on mileage bikes as the style and performance are playing the major role.

VI. CONCLUSION

We conclude that from the survey we have done the Yamaha bikes are well known for their designs and performance and the satisfaction is high towards all other factors except mileage. Youth is the target for Yamaha, if Yamaha satisfied its customers with the mileage and free service.

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