



A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES IN MADURAI CITY

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ABSTRACT:

This study into the realm of customer satisfaction to Yamaha bikes in Madurai City, aiming to provide insights into the factors influencing customer satisfaction and their perceptions towards Yamaha's products and services. The research employs a mixed-method approach, utilizing both qualitative and quantitative methodologies to gather comprehensive data. The qualitative phase involves in-depth interviews and focus group discussions with Yamaha bike owners and enthusiasts, exploring their experiences, preferences, and expectations from Yamaha as a brand. Meanwhile, the quantitative phase comprises structured surveys distributed among a diverse sample of Yamaha bike owners across various demographics in Madurai City. Key findings reveal the significant determinants of customer satisfaction, encompassing aspects such as product quality, performance, reliability, after-sales service, brand reputation, and pricing. Additionally, the study identifies areas where Yamaha excels and areas requiring improvement to enhance overall customer satisfaction. The results of this study provide valuable insights for Yamaha's marketing and management teams to formulate strategies aimed at bolstering customer satisfaction, thereby strengthening brand loyalty and market presence in Madurai City's competitive two-wheeler market. Moreover, the findings contribute to the existing body of knowledge on customer satisfaction within the automotive industry, offering practical implications for both academia and industry practitioners.

KEYWORDS:

CUSTOMER SATISFACTION, PRODUCT QUALITY, BRAND REPUTATION, BRAND LOYALTY, MARKET PRESENCE.

1.1 INTRODUCTION

In the vibrant landscape of Madurai City's two-wheeler market, Yamaha has carved a significant niche for itself, offering a diverse range of bikes known for their performance, style, and reliability. As Yamaha continues to vie for supremacy in this competitive market, understanding customer satisfaction becomes paramount. This study aims to delve into the intricacies of customer satisfaction towards Yamaha bikes in Madurai City, shedding light on the factors that influence consumer perceptions and preferences.

Madurai City, renowned for its cultural heritage and bustling streets, serves as an ideal backdrop for this investigation. With its growing population and increasing urbanization, the demand for efficient and reliable transportation solutions, particularly two-wheelers, has surged. Yamaha, with its longstanding presence and robust product lineup, stands as a prominent player in meeting this demand.

The concept of customer satisfaction is multifaceted, encompassing various dimensions such as product quality, performance, after-sales service, brand reputation, and pricing. Understanding how Yamaha fares in each of these

dimensions is crucial for discerning its competitive position and identifying areas for improvement. Moreover, in a market where brand loyalty plays a pivotal role, nurturing satisfied customers is instrumental in sustaining long-term success.

This study employs a comprehensive approach, combining qualitative and quantitative methodologies to capture a holistic view of customer satisfaction. Through in-depth interviews, focus group discussions, and structured surveys, we aim to engage Yamaha bike owners and enthusiasts across Madurai City, unravelling their experiences, preferences, and expectations from the brand.

By shedding light on the dynamics of customer satisfaction towards Yamaha bikes in Madurai City, this study not only provides actionable insights for Yamaha's marketing and management teams but also contributes to the broader discourse on customer satisfaction within the automotive industry. As we embark on this journey of exploration, let us unravel the intricacies that underpin customer satisfaction and pave the way for a deeper understanding of consumer behaviour in the context of Yamaha bikes in Madurai City.

1.2 STATEMENT OF THE PROBLEM

In Madurai City's burgeoning two-wheeler market, there exists a need to comprehensively understand the factors influencing customer satisfaction towards Yamaha bikes. Despite Yamaha's established presence, discerning the specific elements that contribute to or detract from customer satisfaction is crucial for both Yamaha and Madurai City's automotive industry. Therefore, the primary problem addressed by this study is to investigate and identify the key determinants of customer satisfaction towards Yamaha bikes in Madurai City, facilitating the development of targeted strategies to enhance customer satisfaction, brand loyalty, and market competitiveness.

1.3 REVIEW OF LITERATURE

- ❖ Previous research in the automotive industry has extensively explored the concept of customer satisfaction. Studies by Anderson and Fornell (1994) and Mittal and Kamakura (2001) emphasized the importance of customer satisfaction as a determinant of brand loyalty and repurchase intentions. These findings provide a theoretical foundation for examining customer satisfaction towards Yamaha bikes in Madurai City.
- ❖ Literature on the Indian two-wheeler market provides insights into consumer behaviour and preferences. Research by Raja and Manivannan (2013) highlighted the increasing demand for motorcycles and scooters in urban areas like Madurai. Understanding the dynamics of the local two-wheeler market is crucial for assessing customer satisfaction with Yamaha bikes.
- ❖ Various factors influence customer satisfaction in the automotive industry. Product quality, after-sales service, brand reputation, and pricing are among the key determinants identified by studies such as Zeithaml et al. (1996) and Sivakumar and Rajendran (2012). Exploring these factors in the context of Yamaha bikes in Madurai City can offer valuable insights into enhancing customer satisfaction levels.
- ❖ Yamaha's brand image and market position play a crucial role in shaping customer perceptions and satisfaction. Research by Wang et al. (2012) examined the influence of brand image on customer loyalty in the motorcycle industry. Understanding how Yamaha's brand is perceived in Madurai City can provide valuable insights into its competitive standing and potential areas for improvement.
- ❖ Studies by Jain and Garg (2014) and Gupta et al. (2017) highlighted regional variations in customer preferences within the Indian two-wheeler market. Factors such as cultural influences, socioeconomic status, and infrastructure development can impact consumer behaviour and

satisfaction levels. Examining these regional nuances is essential for understanding customer satisfaction towards Yamaha bikes in Madurai City.

1.4 OBJECTIVES OF THE STUDY

- To understand the satisfaction level of buyer towards Yamaha bike.
- To know the level of the buyer satisfaction.
- To know about diverse brands of the similar bikes sold in the area.
- To study the marketing strategy.
- To know about Yamaha motorcycles with regards in the specified customer view.

1.5 RESEARCH DESIGN

➤ DESCRIPTIVE RESEARCH

This study is answering numerous questions start with what, who, where, how and when this research is very hard as well as it estimates eminent degree of high qualified skills understand and answer the problem. In this study, I have used descriptive research design to the conduct a survey on customer satisfaction towards the Yamaha bikes at Madurai wheels.

➤ SAMPLE SIZE

It is considered as a part of the population from Madurai city at Madurai wheels (Yamaha bikes showroom) and the sampling size is 100. It is a study of the attitude and the characteristics of people of sample, rather than all the size of the population. Thus, the sample preparation is the most important factor of the project.

➤ SAMPLING TECHNIQUES

The sampling techniques are the convenience sampling technique those are obtained by selecting population unit for the study. This study refers to the people being examine those are selected neither by probability nor by finding.

➤ TOOLS USED FOR SAMPLING

Graphical percentage analysis.

➤ DATA COLLECTION METHOD

The data will be collected by 2 methods, primary and secondary data.

➤ PRIMARY DATA

The primary data are collected from Yamaha bikes users who have purchased their vehicles from the Yamaha Customers and it is also collected by the help of the questionnaires. The respondents are only just 100 members, interview by the personal method to help the more effective study on the customer satisfaction towards Yamaha bikes. The questions are in the form of both open ended and close ended.

➤ SECONDARY DATA

The secondary information will be collected by the help of yamaha showroom brochure, Journals, book in the libraries and by checking the form of a various employee in the

Organization.

1.6 DATA ANALYSIS

TABLE-1

AGE GROUP OF THE RESPONDENTS

| AGE | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| 18-20 | 25 | 25 |
| 20-35 | 44 | 44 |
| 35-50 | 20 | 20 |
| 50 and Above | 11 | 11 |
| | 100 | 100 |

Source: Primary data

The above table shows that the age groups between the 18 to 20 years respondents are 25%, 44% of the respondents are in the age group of 20-35 years, the age group between the 35-50 year respondents are 20% and the 11% of respondent are the age group of 50 years and above. In the above table out of the 100 respondents, the majority of the respondents are in the age group of 20-35 years.

CHART 1

AGE GROUP OF THE RESPONDENTS

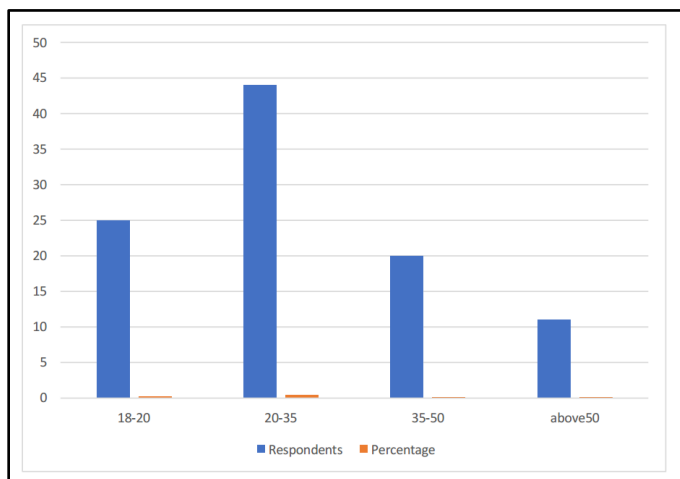


TABLE 2

OCCUPATION

| OCCUPATION | NO. OF RESPONDENTS | PERCENTAGE(%) |
|------------|--------------------|---------------|
| Student | 46 | 46 |
| Business | 20 | 20 |
| Profession | 17 | 17 |
| Employees | 13 | 13 |

| | | |
|-------|-----|-----|
| Other | 4 | 4 |
| | 100 | 100 |

Source: Primary data

This above table examined that out of 100 respondents the 46% are the students, 20% respondents are those who running a business, 17% respondents are the professions, 13% are the employees, and the other occupations are the 4%. The majority respondents are the students, in this diagram students are the most interested to ride a bike. Here the target customer for showroom is student.

CHART: 2

OCCUPATION

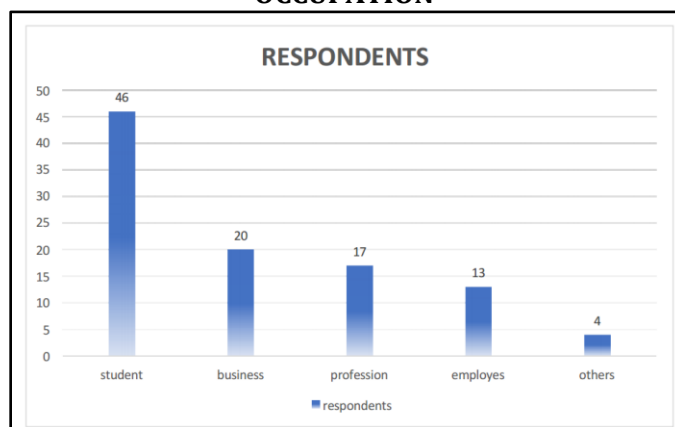


TABLE 3

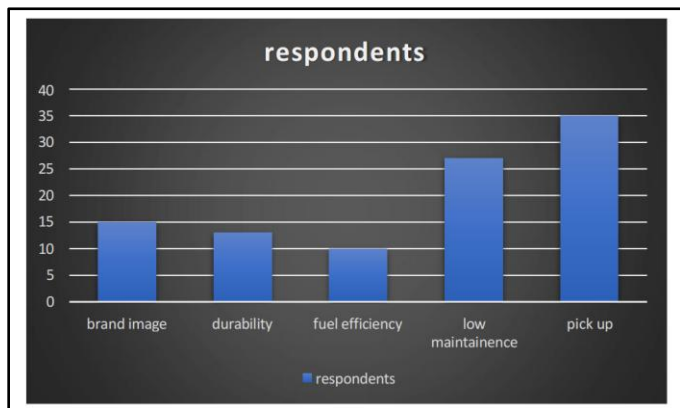
BUYING INFLUENCE OF CUSTOMER

| PARTICULARS | NO. OF RESPONDENTS | PERCENTAGE (%) |
|-----------------|--------------------|----------------|
| Brand image | 15 | 15 |
| Durability | 13 | 13 |
| Fuel efficiency | 10 | 10 |
| Low maintenance | 27 | 27 |
| Pick up | 35 | 35 |
| Total | 100 | 100 |

Source: Primary data

By the above table we can understand that the 35% of customer buy the Yamaha for the purpose of pickup, 27% for the low maintenance charge, 15% for the brand image of the Yamaha, 13% for the fuel efficiency better mileage of bike, and 13% for the purpose of durability. Most of the respondents are purchasing Yamaha bikes for good pickup and low maintenance.

CHART 3
BUYING INFLUENCE OF CUSTOMER



1.7 FINDINGS & CONCLUSION

The data is collected and tabulated in a graphical chart from the analysis and interference

- ✓ 44% of the 20-30age group respondents are buying the Yamaha bike because that is the very good bike for youngsters.
- ✓ The people who are earning 10000-20000 are interested buying Yamaha bikes.
- ✓ According to the survey, the students are purchasing Yamaha bike more than others.
- ✓ The 30% of the customers are satisfied with the black colour bike, according to their need and wants.

In study, I tried to find out the satisfaction of the goods and services rendered to the customer by the MADURAI WHEELS Yamaha bike authorized dealer. This study has

given a pure image of what customers feel about the goods and services provided by the Madurai wheels. We can obviously say that the product satisfies them as well as facilities provided by the organization. All the customers have a better relationship with the showroom and they are regularly satisfied with the other features of the company as well.

From the study, we can accomplish that Yamaha bike dealer been serving its customers exceptionally well has created a better image and trust between its customers with the majority of them being fully satisfied with the showroom goods and services.

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