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## **A Study on Consumer Satisfaction Level towards Yamaha Motors with Special Reference towards Yamaha R15 in Coimbatore City**

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### **ABSTRACT**

Yamaha Motor Company Limited, 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 Yamaha motor groups products quality and are based on maintaining ongoing, close relationships with our customers. Yamaha's first Motocross competition four-stroke bike, the YZ400F, won the 1998 USA outdoor national Championship with factory rider Doug Henry. The satisfaction level of consumers is analyzed as under. The availability of features and development of technology brings a slight change in the customer. Nowadays, every youngster wants a rich lifestyle by owning a new bike. Different consumers have opinion in buying huge varieties of bikes.

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Keywords: Customers Satisfaction, two wheelers, Yamaha, Bikes

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### **1. Introduction**

Yamaha Motor made its initial foray into India in 1985 as a joint-venture. In August 2001, it became a 100% subsidiary of Yamaha Motor Co., Ltd, Japan (YMC). In 2008, Mitsui & Co. Ltd. entered into an agreement with YMC to become a joint-investor in India Yamaha Motor Private Limited (IYM). IYM's manufacturing facilities comprise of 3 State-of-the-art Plants at Surajpur (Uttar Pradesh), Faridabad (Haryana) and Kanchipuram (Tamil Nadu). The infrastructure at these plants supports production of two-wheelers and parts for the domestic as well as overseas markets. The Yamaha motor groups products quality and are based on maintaining ongoing, close relationships with our customers.

#### **1.1 Statement of the Problem**

The statement of the problem is to analyse 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.

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## 2. Objectives of the Study

- To study the Consumer satisfaction of Yamaha R15 at Scarlet Yamaha.
- To Study the preference of customers on the purchase decision of Yamaha.
- To evaluate the satisfactory level of consumers towards Yamaha motors with special reference to Yamaha R15.
- To study the Survey result and provide some valuable suggestions for the better sale of Yamaha.

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## 3. Research Methodology

### Data Collection

Survey Method is employed to collect the data from the respondents through structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

### Sampling Design

A convenient sampling size of 130 respondents has been randomly selected.

### Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical test & the data is presented in form of tables.

### Statistical Tools Used

The following statistical tools have been used in the study for the purpose of analysis:

- Simple Percentage Analysis
- Likert Scale Analysis

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## 4. 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
- **G. Mahalakshmi(2014)** This research analyses the satisfaction of the customer towards two wheelers.
- **Dheeraj R (2016)** *The* essence of organization is the customer and not the product shall be in the heart of the entire business system.
- **D. Vijayalakshmi, M. Shantha Kumari, S, Deepika(2015)** In the present era, Customers are the centre point for all marketing activities and all the players in the trying to hold their place in the minds of the consumers.
- **Dr.S.Shanmugapriya and M.Sangeetha(2018)** The Indian two wheelers market has to shift from sellers' market to buyers' market with similar variety of choice

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## 5. Simple Percentage Analysis

All tables should be numbered with Arabic numerals. Every table should have a caption. Headings should be placed above tables, left justified. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which the authors may find useful.

**Table – 1 Demographic Factors of the Respondents**

Factors	Particulars	Frequency	Percentage
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Gender	Male	82	63.1
	Female	48	36.9
Marital Status	Married	77	59.2
	Unmarried	53	40.8
Monthly Income	RS. 2,00,000 to 3,00,000	41	31.5
	RS. 3,00,000 to 5,00,000	38	29.2
	RS. 5,00,000 and above	51	39.2

Source: Primary Data

### Likert Scale Analysis

**Table 2 Table Showing Respondents Ratings to the Body Design of The Bike**

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE(x)	TOTAL SCORE (fx)
Satisfied	19	3	309
Neutral	54	2	88
Dissatisfied	57	1	3
Total	130		400

(Source : Primary Data)

$$\begin{aligned} \text{Likert Scale} &= \frac{\sum (fx)}{\text{Number of respondents}} \\ &= \frac{400}{130} \\ &= 3.07 \end{aligned}$$

### Interpretation

The Likert Scale Value is 3.07 is more than the Mid- value(2) so the respondents are satisfied with the body design of the bike.

**Table 3 Table Showing Respondents Ratings to The Comfort of The Bike**

FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE(x)	TOTAL SCORE (fx)
Satisfied	56	3	198
Neutral	65	2	150
Dissatisfied	9	1	9
Total	130		357

(Source : Primary Data)

$$\begin{aligned} \text{Likert Scale} &= \frac{\sum (fx)}{\text{Number of respondents}} \\ &= \frac{357}{130} \\ &= 2.74 \end{aligned}$$

### Interpretation

The Likert Scale Value is 2.74 is more than the Mid- value (2) so the respondents are satisfied with the comfort of the bike.

#### **Limitation of the Study:**

The limitations of the study include:

- The study was taken only from the workers from various locations of coimbatore city.
- As it was not possible to collect it from a particular industry, various motorcycle showrooms were chosen as samples.
- The sample size is restricted to 130.

#### **Suggestions:**

- 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.

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## **6. Conclusions**

The main aim of the study is to analyse 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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