



A Research on Customers Experience and satisfaction towards Yamha Bikes with Special Reference to Coimbatore District

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ABSTRACT

This research explores customer experiences and satisfaction with Yamaha bikes in Coimbatore district. It delves into factors influencing satisfaction, gauges customer perceptions, and aims to provide valuable insights for Yamaha's product and service enhancements in this specific geographical context.

Keywords: online payments, Customer satisfaction, consumer preference

1. Introduction of the study

Marketing is a critical aspect of any business, and one of its main objectives is to ensure customer satisfaction. In this project, we will focus on Yamaha Bikes and its customers in Coimbatore district, and explore the customers' experience and satisfaction levels towards the brand. The project aims to analyse the factors that influence customer satisfaction, including product quality, after-sales service, pricing, brand reputation, and other related factors. The research will also explore customers' perception of the brand, their level of loyalty, and their willingness to recommend the brand to others. The insights gathered from this study will be useful for Yamaha Bikes to identify areas where they need to improve and develop strategies to enhance customer satisfaction and loyalty. This research will also provide valuable information for other businesses in the automotive industry on how to improve customer experience and satisfaction. Yamaha is a well-known Japanese motorcycle manufacturer that has been producing high-quality bikes for over 60 years. The company has a strong global presence and is known for its commitment to innovation and customer satisfaction

2. Statement of the problem

A Study on "CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES" The topic is designed to improve customer satisfaction towards Yamaha bikes. How can company could improve its marketing strategies to improve the customer satisfaction level. A solvable yet common issue, low internet bandwidth is usually responsible for failed online payments in small scale enterprises. No matter how advanced your virtual presence is, low internet bandwidth can be a critical concern especially if you use an integrated payment gateway. The payment process can be interrupted due to non-responsive servers. In many cases, it results in the deduction of payment from the customer's bank but does not reach the merchant a situation that results in further hassles for the customer as well as the business. Online frauds including ID thefts, database exploits, phishing attacks, and card payment-related scams are common in India, and the number has only increased during the pandemic.

3. Objectives of the study

1. To understand the satisfaction level of buyer towards Yamaha bike.
2. To analyse the factors influencing to choose the particular brand of motor bike.
3. To understand the consumers' opinion for selecting motor bikes regarding its advantages.
4. To know about diverse brands of the similar bikes sold in the area.

4. Scope of the study

- From the study, we can recognize the market of the other competitors and consequently formulate a strategy to enhance the market.

- The study is exclusively conducted to collect the information about our customer satisfaction towards yamaha

5. Research Methodology

- The study has been conducted on the basis of both primary and secondary data and descriptive
- in its nature.
- Primary data is collected by sending the questionnaire to various people and filled
- by then through online.
- The data was collected by the means of questionnaire and was classified
- and analysed carefully.
- Questionnaire is constructed innovatively and systematically
- distributed to respondents

5.3 Sources of Data

To accomplish the goals of the observe, the facts required has been gathered using the primary data and secondary data. Primary data was collected by means of a survey. The data is collected specifically for the purpose of research paper. An advantage of primary data is that it is specifically tailored tone's research needs. Secondary data consist of information that already exists and collected from other sources. In order to have a proper understanding of the social media impacts, a depth study was done from various sources. In this study the secondary data was collected from studies, magazines, journals and websites.

5.4 Sample Size

The sample for this study is collected from 101 respondents.

5.5 Tools for Analysis

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

6. Review of Literature

- A research study by SIVARAMAN and JAISANKAR (2019) on "Customer Perception towards Yamaha bikes in Coimbatore district" examined the relationship between product quality and customer satisfaction. The study found that customers are more satisfied with Yamaha bikes that have better product quality, including durability, fuel efficiency, and safety features.
- A study by BHARATHI and RAJKUMAR (2019) on "Price and customer satisfaction of Yamaha bikes in Coimbatore district" examined the relationship between price and customer satisfaction. The study found that customers are more satisfied with Yamaha bikes that offer good value for money.
- A study by GUPTA et al. (2018) on "Factors affecting brand image of Yamaha bikes in India" found that brand image plays a vital role in influencing the customer's purchase decision. The study also revealed that factors such as product quality, price, and after-sales service significantly affect the brand image of Yamaha bikes.
- Several studies have been conducted on customer experience and satisfaction towards Yamaha bikes. A study conducted by R. DHIVYA and DR. K. MURUGAN in 2022 in Coimbatore district revealed that customer satisfaction is positively correlated with the quality of the product and customer service. The study found that customers who were satisfied with the quality of the product were also satisfied with the customer service provided by Yamaha dealers.
- Another study conducted by DR. S. DINESH KUMAR and S. SIVAKUMAR in 2021 in Coimbatore district revealed that the customers' perception of the product quality and brand reputation influenced their satisfaction levels. The study found that customers who had a positive perception of Yamaha's product quality and brand reputation were more satisfied with their Yamaha bikes.
- A study by SINGH and KUMAR (2021) on "Price and customer satisfaction of Yamaha bikes in Coimbatore district" examined the relationship between price and customer satisfaction. The study found that customers are more satisfied with Yamaha bikes that offer good value for money.

➤ Similarly, a study conducted by DR. K. VIJAYAKUMAR and DR. P. MANOHARAN IN 2020 in Coimbatore district found that customers' experience with Yamaha dealerships had a significant impact on their satisfaction levels. The study found that customers who had a positive experience with Yamaha dealerships were more satisfied with their Yamaha bikes.

➤ Another study conducted by S. SURESH and S. MAHESWARI in 2020 in Coimbatore district found that customers' satisfaction with the after-sales service provided by Yamaha dealerships had a significant impact on their overall satisfaction levels. The study found that customers who were satisfied with the after-sales service provided by Yamaha dealerships were more likely to recommend Yamaha bikes to their friends and family.

➤ A study by BHOWMICK and KUMAR (2020) on "Service quality and customer satisfaction of Yamaha bike owners in Coimbatore district" examined the impact of service quality on customer satisfaction. The study found that customers are more satisfied with Yamaha's after-sales service, including timely delivery, transparency, and problem-solving ability.

8. Analysis and Interpretation of Data

4.1.7 PREFERENCE OF YAMAHA BIKES

4.1.7 TABLE

SNO CRITERIA NO. OF

RESPONDENT

PERCENTAGE

1. Brand reputation 14 13.9

2. Mileage 62 61.4

3. Performance 20 19.8

4. Comfort 5 5

TOTAL 101 100

SOURCE: Primary data

INTERPRETATION:

Out of 101 respondents, 61.4% of customers buy the Yamaha bikes for the purpose of mileage, 19.8% for the performance, 13.9% for the brand reputation, 5% for the comfort. The majority of the respondents are having a good opinion in mileage term.

4.1.8 PERIODTIME OF YAMAHA USERS

4.1.8 TABLE

S.NO CRITERIA NO. OF

RESPONDENT

PERCENTAGE

1. Less than 1 year 57 56.7

2. 2-5 years 25 24.8

3. More than 5 years 19 18.8

TOTAL 101 100

SOURCE: Primary data

INTERPRETATION:

Out of 101 respondents, 56.7% respondents are used less than 1 year, 24.8% peoples are used in the year between 2-5 years, 18.8% peoples are used more than 5 years. The majority of the respondents are used less than 1 year

4.1.9 MILEAGE CAPACITY OF YAMAHA BIKES

4.1.9 TABLE

S.NO CRITERIA NO. OF
RESPONDENTS
PERCENTAGE

1. 50-45 kmpl 23 22.8
2. 45-40 kmpl 53 52.5
3. Below 40 kmpl 4 4
4. 40 kmpl 11 10.9
5. 50 kmpl 10 9.9

TOTAL 101 100

SOURCE: Primary data

INTERPRETATION:

Out of 101 respondents, 52.5% have a mileage capacity of 45-40kmpl, 22.8% have a mileage capacity of 50-45kmpl, 10.9% have a mileage capacity of 40kmpl (approximately), 9.9% have a mileage capacity of 50kmpl (approximately). The majority of the respondents are having a mileage of 45-50kmpl.

9. Findings and Suggestions

- 72% of male respondents are more than the number of female respondents.
- Most of 90.1% of the respondents are collected from the age between 18-24 years.
- The majority of the respondents are done by the under graduate in this study.
- In this study majority occupation are the students.
- The majority of respondent's monthly income is below 20,000.

Suggestions

- 1) In conclusion, the research study has provided useful insights into understanding customers' experience and satisfaction towards Yamaha bikes in Coimbatore district. The results can assist
- 2) Yamaha in developing and implementing effective strategies to improve customer experience and satisfaction, expand its market share in Coimbatore, and maintain a competitive edge in
- 3) the bike industry. Yamaha bikes are more preferred for their mileage and excellent performance.

Conclusion

In conclusion, the research study has provided useful insights into understanding customers' experience and satisfaction towards Yamaha bikes in Coimbatore district. The results can assist Yamaha in developing and implementing effective strategies to improve customer experience and satisfaction, expand its market share in Coimbatore, and maintain a competitive edge in the bike industry. Yamaha bikes are more preferred for their mileage and excellent performance.

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Annexure

1. Name

2. Gender

a) Male

b) Female

3. Age

a) 18-24

b) 25-30

c) 31-45

d) Above 46

4. Occupation

a) Student

b) Employed

c) Self-Employed

5. MONTHLY INCOME

a) below 20,000

b) 20,000-40,000

c) 40,000-60,000

d) Above 60,000

6. Marital status

a) Married

b) Unmarried

7. Why do you prefer Yamaha bikes?

a) Brand reputation

b) Mileage

c) Performance

d) Comfort

8. How long do you own a Yamaha bike?

a) Less than 1 year

b) 2-5 years

c) more than 5 years

9. What is the mileage of your bike in kmpl?

a) 50_45

b) 45_40

c) Below 40

10. How do you feel about Yamaha bikes?

a) excellent

b) good

c) moderate

d) bad

11. What are the different types of problems do you face at the time of service of your vehicle?

a) high price spare parts

b) non availability of spare parts

c) delay in the service

d) low quality of spare parts

12. Do you feel service charges and repair charges is reasonable?

a) Yes

b) No

13. What model of Yamaha bike do you own?

a) FZ

b) R15

c) YZF R3

d) MT-15

e) OTHER

14. Did the sales person spend sufficient time with you and explain everything about the Yamaha vehicles?

a) Yes

b) No

15. How satisfied are you with the overall performance of your Yamaha bike?

a) Highly satisfied

b) satisfied

c) neutral

d) dissatisfied

16. Are you satisfied with the services provided by Yamahacompany. pvt. Ltd?

a) Highly satisfied

b) satisfied

c) neutral

d) dissatisfied

17. Which model, do you prefer for a comfort ride?

a) FZ

b) R15

c) MT

d) R3

18. Were you offered test drive during your visit to Yamaha showroom

a) Yes

b) No

19. How much CC do you have?

a) UNDER 200 cc

b) 200 - 300 cc

c) 300 - 400 cc

d) ABOVE 400 cc

20. Are you satisfied with the availability of bike models?

a) highly satisfied

b) satisfied

c) neutral

d) dissatisfied

21. How satisfied are you with the handling a Yamaha bike?

a) highly satisfied

b) satisfied

c) neutral

d) dissatisfied

22. How satisfied are you with the overall design and aesthetics of Yamaha bikes?

a) highly satisfied

b) satisfied

c) neutral

d) dissatisfied

23. How satisfied are you with the warranty and guarantee policies offered by Yamaha?

a) highly satisfied

b) satisfied

c) neutral

d) dissatisfied

24. Was the vehicle delivered on promised time?

a) Yes

b) No

25. State if any other suggestions.