



A Study on the Consumer Satisfaction towards Yamaha Bike with Reference to Coimbatore City

Mrs. Kalaivani R^a, Sri Dhanya S C^b *

^a Assistant Professor, Sri Krishna Adithya College Of Arts and Science, Coimbatore-641042

^b Student, Sri Krishna Adithya College of Arts and Science -641042

ABSTRACT

This research analyses is about the consumer satisfaction and behaviour towards Yamaha bike. This study is limited to Coimbatore City. From this research, it is observed that the Yamaha two wheelers are well known for their service. The preference of the consumers clearly signifies that their importance of family and friends influencing their purchases, the additional facilities expected, and many. The main objective is to analysis how the service influences the consumers satisfaction level and to find the problems faced by the consumers while using Yamaha bike

Keywords: Consumer Satisfaction, behaviour, Yamaha bike.

1. Introduction of the study

Yamaha is one of the leading motorcycle manufacturers in India. The Brand is known for its stylish designs, superior quality and innovative features. The company has a significant market share in the two-wheeler industry in India, which is growing at a rapid pace. Yamaha has a wide range of products catering to the needs of different consumers, including sporty bikes, scooters and commuter bikes. In this context, it's essential to understand the consumer satisfaction and behaviour towards Yamaha bikes in Coimbatore city. Coimbatore is a major metropolitan city in Tamil Nadu, and it is known for its industrial growth and infrastructural development. This study aims to explore the factors that influence the purchase decision of Yamaha bikes and the level of satisfaction among the consumers. It will help us understand consumer behaviour and perception towards Yamaha bikes in Coimbatore City, which can be used to formulate strategies for the betterment of the company.

2. Statement of the problem

Nowadays, motor bike become an essential part of today's world. The study will focus on determining the factors that drive consumer satisfaction and behaviour towards Yamaha bikes in this market. Specifically, the study will analyses factors such as prices, quality, brand image, after-sales service, design, and safety features. The research findings will provide important insights into how Yamaha can improve their marketing strategies to better meet the needs and preference of consumers in Coimbatore, and ultimately gain a competitive advantage in this market.

3.Objectives of the study

- To emphasis about various marketing strategies used in Yamaha bike.
- To analyses how service influence the consumers satisfaction level.
- To find out the problems faced by the consumers while using Yamaha bike.

4. Scope of the study

This study is to analyses the various Consumer satisfaction and behaviour towards Yamaha bike. Price, Comfort, Mileage are the subject matter to study Consumer behaviour towards Yamaha bike. The study was limited only to the Consumers of Yamaha buyers. Brand Positioning plays a major role in making a purchase decision by the Consumers. This study gives an idea about the important factors which influence the behaviour of Consumers to purchase and use the two-wheeler.

5. Research Methodology

The methodology of the study includes:

- Data collection
- Sample size
- Area of study
- Period of study
- Statistical tools

5.1 Data collection

Data collection is the process of collecting and analysing information on relevant variables in a predetermined, methodical way so that one can respond to specific research questions, test hypotheses, and assess results.

Data collection is of two types:

- Primary data
- Secondary data

1. **Primary data :** The primary data is collected from the Yamaha bike users and the data is collected by the help of questionnaires.
2. **Secondary data:** The secondary information is collected from the Yamaha company website, journals, newspaper, etc.

5.2 Sample size

The sample is collected from the 160 respondents who are using Yamaha bikes. It is the study of Consumer satisfaction and buying behaviour towards the Yamaha bikes.

5.3 Area of study

This study about the Consumer satisfaction and Behaviour level towards Yamaha bike was conducted in Coimbatore city.

5.4 Period of study

The period of study is limited up to 6 months.

5.5 Statistical tools

- Simple Percentage Analysis
- Ranking Analysis
- Chi-square Analysis

6. Review of Literature

- **Inayathulla & U. Vijayashankar (2018)¹:** This study about the Consumer Satisfaction towards Yamaha bike. Their main objectives are to study about Yamaha motors, to evaluate the satisfactory level of Consumer and to evaluate the Consumer preference towards the brand and quality. They analyse the data on the basis of Consumers age group, level of monthly income and by the satisfactory level of the Consumers
- **Poornima (2019)²:** 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

¹ A. Inayathulla & U. Vijayashankar (2018): "A Study on Customer Satisfaction", Vol.4, (2018), ISSN(O)-2395-4396.

² S. Poornima(2019): "A Study on Customer Perception of Yamaha Two Wheelers With Reference to Chennai City", Think India Journal, Vol-22, (Dec 2019) , ISSN:0971-1260.

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.

- **Dr. M. Nirmal (2019)³:** This study about the satisfaction level of the Consumer satisfaction level towards Yamaha two-wheeler vehicles with reference to Tiruchirappalli. 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 except and see the mileage of the vehicle so they need to improve more on mileage.
- **Mr. P. Kanagaraj (2020)⁴:** This study is 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.
- **Dharani Krishna (2020)⁵:** 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.
- **Thamgaraj. RA, Dr. R. Gunasundari (2021)⁶:** 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.
- **Dr. T. Priyadharshini, Mr. Ashwin Harindran (2021)⁷:** 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 analyse 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 analysing 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.
- **Mr. M. Hariharan, Mrs. S.V. Anitha (2021)⁸:** About the Consumer satisfaction towards the Yamaha FZ. Here the Consumer satisfaction level depends upon various factors mileage, quality, price etc. The primary data is collected by collecting questionnaires and secondary data is collected from magazines, company website, journals, etc. They suggested that to introduce new products. The overall analysis satisfies the needs of the Consumer.
- **Dr. N. Chandrika, T. Bhanuprakash (2022)⁹:** This study about the Consumer Satisfaction towards Yamaha with reference to RK Enterprises Pvt limited. Their objectives is to understand the Consumer satisfaction towards Yamaha bike an to find the features and benefits which influence to the Consumer to buy the two wheeler. They collected data through questionnaire method and by analysing the website, magazines, journals, their sample size is of 160. By the result, many of the people preferred to buy the Yamaha bikes.

³ Dr. M. Nirmal (2019): "Consumer Satisfaction Towards Two Wheeler", Think India Journal, Vol.22, Dec 2019, ISSN:0971-1260.

⁴ Mr. P. Kanagaraj(2020): "A Study on Consumers Satisfaction Level Towards Yamaha Motors with Special Reference to Yamaha R1", International Journal of Research and Development ,Vol.5 ,Dec 2020.

⁵ Dharani Krishna(2020): "Study on Customer Preference towards Yamaha bike in Tirupathi city", International Journal of Innovative Research in Technology, Vol.6, May 2020, ISSN: 2349-6002.

⁶ Thamgaraj .RA , Dr. R. Gunasundari(2021): "A Study on Consumer Satisfaction Level towards Yamaha Motors with Special Reference towards Yamaha R15 in Coimbatore City", International Journal of Research Publication and Reviews ,Vol.2, 2021 (Pg: 554-557).

⁷ Dr. T. Priyadharshini, Mr. Ashwin Harindran(2021): "A Study on Customer Satisfaction towards Yamaha Bikes with Special Reference to Coimbatore City", International Journal of Multidisciplinary Research, Vol.7 July 2021,ISSN (Online): 2455-3662.

⁸ Mr .M. Hariharan, Mrs. S.V. Anitha(2021): "A Study on Customer Satisfaction on Yamaha FZ (With reference to Coimbatore city)", International Journal of Scientific Research and Engineering Development, Vol.4, Apr 2021, ISSN NO:2581-7175.

⁹ Dr. N. Chandrika , T. Bhanuprakash(2022): "A Study on Customer Satisfaction Towards RK Enterprises Pvt Limited (Yamaha) in Tirupati ", International Journal of Innovative Research in Technology, Vol.9, Oct 2022, ISSN: 2349-6002.

7.1 Research gap

A research gap is a question or a problem that has not been answered by any of the existing research within your field. Sometimes, a research gap exists when there is a concept or new idea that hasn't been studied at all. Sometimes you'll find a research gap if all the existing research is outdated and in need of new/updated research.

The previous research explains that the consumer had faced the problems in the factors like low mileage and engine troubles and this research analyse that there are many features were included like Disc brake, Bluetooth facility and electric start, this influences the consumer to buy the Yamaha bike.

8. Analysis and Interpretation of Data

Data analysis is the process of bringing order structure and meaning to the mass of collected data. The purpose of it is to identify, transform, support decision making and bring a conclusion to research. The data analysis is an important step and heart of research in research work.

The statistical tool is: -

- Simple Percentage Analysis
- Ranking Analysis
- Chi-square Analysis

8.1 Ranking Analysis

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered. By reducing detailed measures to a sequence of ordinal numbers, ranking make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it funds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires non-parametric statistics.

Table No. 1

Table showing the ranking of Yamaha Service Centre

	1	2	3	4	5	Total	Rank
Reasonable charges	48	122	114	36	20	340	3
Trust and Care	33	192	72	12	20	329	4
Professional Quality Service	35	144	120	44	10	353	2
Immediate Delivery	28	164	90	52	35	369	1

Interpretation:

The table depicts that the Immediate delivery at the time of service is ranked first and it is followed by Professional Quality Service, Reasonable charges and Trust and care.

Table No. 2

Table showing the ranking of Satisfaction level on the Features of Yamaha bike

	1	2	3	4	5	Total	Rank
Quality	59	120	84	16	45	324	5
Mileage	35	166	96	36	5	338	4
Price	32	134	135	44	25	370	1
Service	31	164	81	64	20	360	3
Style and Design	35	150	93	28	60	366	2

Interpretation:

The table depicts that the Price of Yamaha bike is satisfied the consumer first and it is followed by Style and design, Service, Mileage and Quality.

8.2 Chi-square Analysis

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed No of Respondents distribution matches a theoretical distribution.

Table no 3

Table showing relationship between the age with the model of Yamaha bike.

		Which model of Yamaha bike do you own?					Total
		Yamaha MT 15	Yamaha Rx 100	Yamaha R15	Yamaha Aerox 155c	Yamaha Fasicno 125	
Age	18 - 25	11	24	11	3	9	58
	26 - 35	3	11	10	5	10	39
	36 - 45	6	16	7	8	4	41
	Above 45 years	1	13	3	1	4	22
Total		21	64	31	17	27	160

Interpretation:

In the above analysis, the calculated Chi-square value {17.075} is less than the table value {21.026} at the level of 5% of significance. Hence, null hypothesis H₀ is accepted, thus, there is no significant relationship between Age group and their preference level in the model of Yamaha bike.

Table no 4

Table showing the relationship between the Occupation with the selection of Yamaha bike.

		On what basis do you select Yamaha bikes?					Total
		Brand image	Comfort	price	Mileage	Service	
Occupation	Student	9	17	10	8	1	45
	Business man	9	7	2	3	4	25
	Self - employed	12	17	5	3	2	39
	Employee	20	18	5	6	2	51
Total		50	59	22	20	9	160

Interpretation:

In the above analysis, the calculated Chi-square value {15.391} is less than the table value {21.026} at the level of 5% of significance. Hence, null hypothesis H₀ is accepted, thus, there is no significant relationship between Occupation and with the selection of Yamaha bike.

9. Findings

The objective of the study was to know the consumer satisfaction and behaviour and to analyse the specific factors which influence the consumer to buy Yamaha bike. The study has been analysed using techniques of percentage analysis, rank analysis and chi-square analysis. The final chapter is an attempt to summarize the findings of the study based on which few suggestions have been made.

- 36.3% of the respondents are under the age group of 18-25 years.
- 70.6% of the respondents are Male.
- 36.9% of the respondents are UG (Under Graduate).
- 31.9% of the respondents are Employee.
- 43.8% of the respondent's income are between 25,001-45,000.
- 40% of the respondents are using Yamaha Rx 100.
- 36.3% of the respondents are preferred black colour.
- 46.9% of the respondents purchased knowing by friends and relatives.
- 40% of the respondents are using daily.

- 41.9% of the respondents are influenced by brand reputation.
- 35% of the respondents are using 6 months- 2 years.
- 38.8% of the respondents are riding in speed of 100.
- 41.2% of the respondents are satisfied with the greetings.
- 52.5% of the respondents are purchased in Showroom.
- 40.6% of the respondents are agreed that service is better.
- 36.9% of the respondents are selected on the basis of comfort.
- 53.1% of the respondents are satisfied with the mileage.
- 29.4% of the respondents like the features of style and design.
- 53.1% of the respondents are said no.
- 36.9% of the respondents are faced issue in low mileage.
- 42.5% of the respondents buy product on the basis of low initial payment.
- The Immediate delivery at the time of service is ranked first and it is followed by Professional Quality Service, Reasonable charges and Trust and care.
- The Price of Yamaha bike is satisfied the consumer first and it is followed by Style and design, Service, Mileage and Quality.

Suggestions

The company should focus on the availability of the bikes for the consumers. Focus should be on teenagers, young and executives as they represent largest portion of the bike user segment. They should provide better service provided to the consumers. They make introduce new features and new varieties of model which influence to buy the Yamaha bike. Many of them facing issues in the mileage as the styles and performance are playing the major role.

Conclusion

The study analyses various factors which include the features, design, service, comfort and safety of the bike. There are a large number of factors which influences the youngsters to buy Yamaha bikes. Nowadays there are many persons especially youngsters who are willing to buy Yamaha bikes. The suggestions given in this study will improve the sale of the product and thus improve their mileage of the Yamaha bike.

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Annexure

1. Name _____
2. Age
 - 18 – 25
 - 26 – 35
 - 36 – 45
 - Above 45 Years
3. Gender
 - Male
 - Female
4. Educational Qualification
 - High School
 - UG
 - PG
 - Professionals
5. Occupation
 - Student
 - Business man
 - Self – employed
 - Employee
6. Family Income
 - Below 10,000
 - 10,001 – 25,000
 - 25,001 – 45,000
 - Above 45,000
7. Which model of Yamaha bike do you own?
 - Yamaha MT 15
 - Yamaha Rx 100
 - Yamaha R15
 - Yamaha Aerox 155c
 - Yamaha Fasicno 125
8. What colour do you prefer for Yamaha bike?
 - Red
 - Blue
 - Black
 - Grey
 - Others
9. How did you came to know about Yamaha bikes?
 - Friends and Relatives

-
- Neighbours
 - Advertisement
 - Social Media
10. How often do you use your Yamaha bike?
- Daily
 - Weekly
 - Monthly
 - Rarely
11. What influenced you to buy Yamaha bike?
- Brand reputation
 - Service
 - Pick – up
 - Mileage
 - Others
12. How long have you using Yamaha bike?
- Less than 6 months
 - 6 months – 2 years
 - 2 – 4 years
 - Above 4 years
13. What was the top speed you noticed while riding Yamaha bike?
- 60
 - 80
 - 100
 - Above 100
14. Do you like the way of greeting of customers by employees and staff during buying Yamaha bikes?
- Highly satisfied
 - Satisfied
 - Neutral
 - Unsatisfied
 - Highly unsatisfied
15. Which place did you prefer to purchase your Yamaha bike?
- Showroom
 - Secondhand bikes
 - Vehicle Dealer
 - Through website
16. When compared to other bikes, the services of the Yamaha bike is better?
- Strongly Agree
 - Agree
 - Neutral

- Disagree
- Strongly Disagree

17. Your expectation from Yamaha Service Centre.

	Highly Satisfied	Satisfied	Neutral	Highly Unsatisfied	Unsatisfied
Reasonable charges					
Trust and Care					
Professional Quality Service					
Immediate Delivery					

18. On what basis do you select Yamaha Bikes?

- Brand image
- Comfort
- Price
- Mileage
- Service

19. Your opinion level on Mileage towards Yamaha bike?

- Highly satisfied
- Satisfied
- Neutral
- Unsatisfied

20. What would you like to add any special features in your Yamaha bike?

- New colours
- Electric Start
- Disc Brake
- Style and design

21. Thinking of other products offered by other companies, how would you rate them according to their features?

	Much better	Better	May or May not	Worse	Much worse
Service					
Performance					
Price					
Variety of products					
Quality and Mileage					

22. Have you faced any issues with your Yamaha bike?

- Yes
- No

23. If yes, please specify the issue you faced

- Engine troubles
- Braking issues
- Electrical problems
- Low mileage

24. Whether Advertisement and promotion effects in the buying decision of Yamaha bike?

- Exchange offers
- Reduction of interest
- Low initial payment
- Discount
- Pamphlet

25. How are you satisfied with the below.

	Highly Satisfied	Satisfied	Neutral	Unsatisfied	Highly Unsatisfied
Quality					
Mileage					
Price					
Service					
Style and Design					