

A Study of Customer Satisfaction of Two Wheelers on Yamaha

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Abstract: This research analyses the satisfaction of the customer towards two wheelers. The study was restricted only to DELHI. A total of 100 consumers of ONLINE surveyed with structured questionnaires. Statistical analysis is done such as percentage analysis. India is one of the largest manufacturers and producers of two-wheelers in the world. The preference of the consumers clearly signifies that their importance of family and friends influencing their purchase, the additional facilities expected, and many. In the beginning of the century, the automobile entered in the transportation market as a teddy bear for the rich. However, it became gradually more popular among the general population because it gave travelers the freedom to travel when they wanted to and where they wanted. Readability of copy is of paramount importance.

I. Executive Summary

Objectives:

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

Research Methodology

Research methodology: The research was being conducted through a survey based on questionnaire

Sample size: 100 respondents

Brand covered: Yamaha

Target area: Delhi.

Scaling used: 5 point Likert scale

Data analysis:

- Analysis was done on the basis of 20 parameters.
- Pie charts were used and developed on the basis of these parameters.

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 number 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 Indian 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 stands next to china and Japan in terms of production and sales respectively. Majority of Indians especially the youngster prefer 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 are available in the market, known for the most recent technology and improved mileage Indian bikes, mopeds stand for style and class for everyone in India.

II. Review Of Literature

M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006): In his study of automobile Industry sector he has mentioned that the two-wheeler segment has recorded significant change in the past 4-5 years. The market for motorcycles is growing and its sale rose by 27 percent annually during the last four years. He pointed out that while the market for motorcycles is growing that for mopeds and geared scooters is shrinking. This change in the taste of the consumers is possibly due to the technological change. Also most of the manufacturers like Hero Honda, Bajaj and TVS had reduced the prices of their entry level motorcycles in order to capture a bigger share of the market.

Mr. Subhadip Roy(2006) SR Mohnot (2002): In his study of two and three wheelers he out from the standpoint of means of personal transportation. The two-wheeler has become an expression of the owners' personality. The (customer in making his choice does evaluate the product in terms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of

spare parts at economical prices, looks, safety and comfort and ease of riding for driving. Total sales of two-wheeler in first eight months of 2001-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Siddhartha and S Mukherjee (2002): The Study reveals. That, the two-wheelers in India are used for variety of work such as visiting people, carrying loads, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation.

Rajmani Singh and AS Yasso (2001): He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. As per his study, TVS-Suzuki, Hero: Honda, Bajaj dominates the two wheeler scene. The study also says that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes. Lutz (1981): In this study a perspective into consumer behavior is motivated by a desire to understand the relationship between attitude and behavior

(* M. Sathish ** A. Pughazhendi Volume: 1 | Issue: 3 | December 2011)

His research paper is aimed to determine the customer's perception towards the YAMAHA SZ-X motorbike. The study has been conducted in Burdwan, a district town of West Bengal, India. In total 100 respondents filled the questionnaire. The respondents were distributed on the basis of their age and income group. The degree of satisfaction of the customers for Yamaha SZ-X motor bike has been measured on the basis of scale (excellent, good, average, moderate, low, very poor etc.). Results reveal that consumers are very satisfied after using the product. Further results show that there is a significant relation between the brand name and the preference of customers. Hence, it has been recommended that the company should focus on fuel economy, servicing cost of the bike inside the show room and spare parts prices of the bike. (Vol 1, No 2 (2012) >Chakraborty)

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R. Nair Suja (2000) the success of the firm will be determined by how effective it has been in meeting the diverse us tome needs and wants by treating each customer as unique and offering products and services to suit his/her needs.

Dr.N.Chandrasekaran investigated the wants of the customer are carefully studied by conducting surveys on consumer behavior. The study also helps to know various marketing variables such as price and product features. This study will help gain knowledge about the influence of consumer to prefer a particular brand and the problems faced by them using such brands.

Dr.S.K.Sinha&Ajay Wagh examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labours, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference.

According to Lewis & Boom service quality is considered as a measure of how well the service delivered matches customers' expectations on providing a better service than the customer expect organizational brand promotional strategies should be based on developing innovative offers & products, developing cost friendly value driven packages and tariffs, offering quality services after sales service & ability to make calls without getting cut off & also to provide cheaper cost of calls to other networks

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The Evolution and Future of National Customer Satisfaction Index Models¹ by Michael D. Johnson², Anders Gustafson, Tor Walling Andreessen, Line Lervikc, Jaesung Chaa University of Michigan Business School, Ann Arbor, Michigan 48109-1234, USA b University of Karlstad, Service Research Center, 651 88 Karlstad, Sweden c Nowegian School of Management BI, P.O. Box 580, N-1301 Sandvika, Norway December 2000. PscINFO classification: 3920 JEL classification: E21 Keywords: Customer satisfaction; Loyalty; National barometers

2.1)Journal of Economic Psychology, forthcoming. The authors thank Associate Editor Henry Robben, two anonymous reviewers, Richard Bagozzi, Andreas Herrmann and Kai Kristensen for their valuable comments and suggestions. We also gratefully acknowledge the support of the Norwegian School of Management BI for providing the data used in the study. ² Corresponding author. Email: mdjohn@umich.edu; tel.: +734-764-1259; fax: +734-936-0274.

2.2) Abstract: A number of both national and international customer satisfaction barometers or indices have been introduced in the last decade. For the most part, these satisfaction indices are embedded within a system of cause and effect relationships or satisfaction model. Yet there has been little in the way of model development. Of critical importance to the validity and reliability of such indices is that the models and methods used to measure customer satisfaction and related constructs continue to learn, adapt, and improve over time. The primary goal of this research is to propose and test a number of modifications and improvements to the national index models. Using survey data from the Norwegian Customer Satisfaction Barometer (NCSB), we find general support for the proposed modifications. 1. Introduction Customer satisfaction has taken on national and international significance with the development of national satisfaction barometers and indices in Sweden (Fornell, 1992), the United States (Fornell et al., 1996) and Norway (Andreassen and Lindestad, 1998a). Indices have also been pilot tested in New Zealand, Austria, Korea and the European Union. Yet it remains to be seen whether these indices will develop on a global level and, importantly, in what form. Of critical importance to the validity and reliability of such indices is that the models and methods used to measure customer satisfaction and related constructs continue to learn, adapt, and improve over time. The goal of this research is to facilitate this learning, adaptation and improvement process. As a consequence of this work and in keeping with current return on quality research (Rust, Zahorik and Keiningham, 1995) we position customer loyalty as the key

III. Objectives Of The Study

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 up on 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.

IV. 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.

V. Research Methodology

The data has been collected on the basis of 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 vehicles 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 analyzed 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

VI. Data Analysis And Interpretation

Table 1: Occupation of Yamaha bike users

Occupations	No of consumers
Students	57
Private employee	17
Self employee	11
others	8
Government employee	7

The above result shows that students are more interested towards Yamaha bikes.

Fig 1

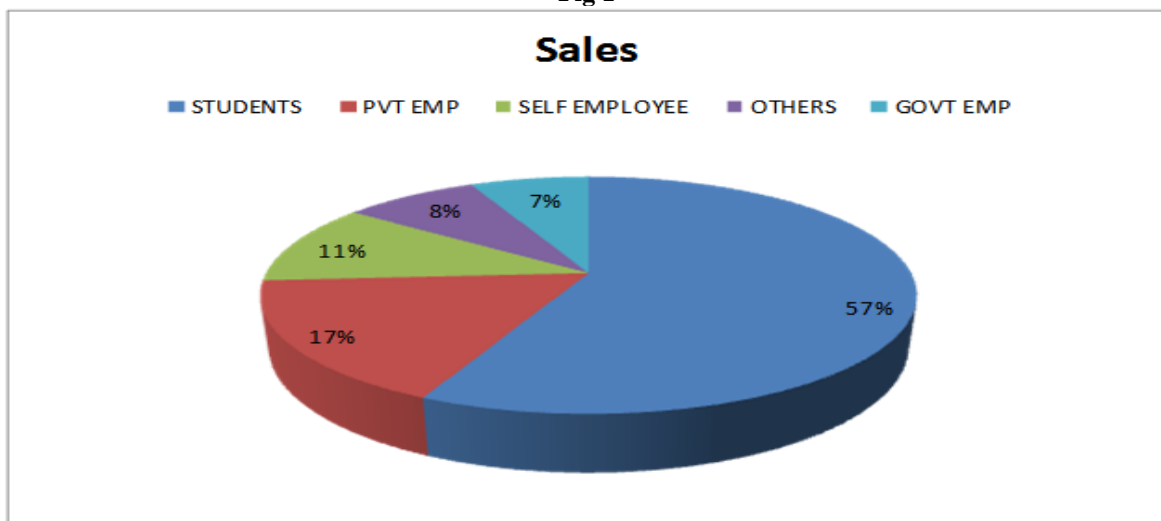


Table 2: Which age people are using it

Criteria for age	No of bike riders
18-22	6
23-26	74
27-30	9
Above 30 years	5

It shows that the consumers between the age group of 23-26 are mostly using these Yamaha bikes.

Fig 2

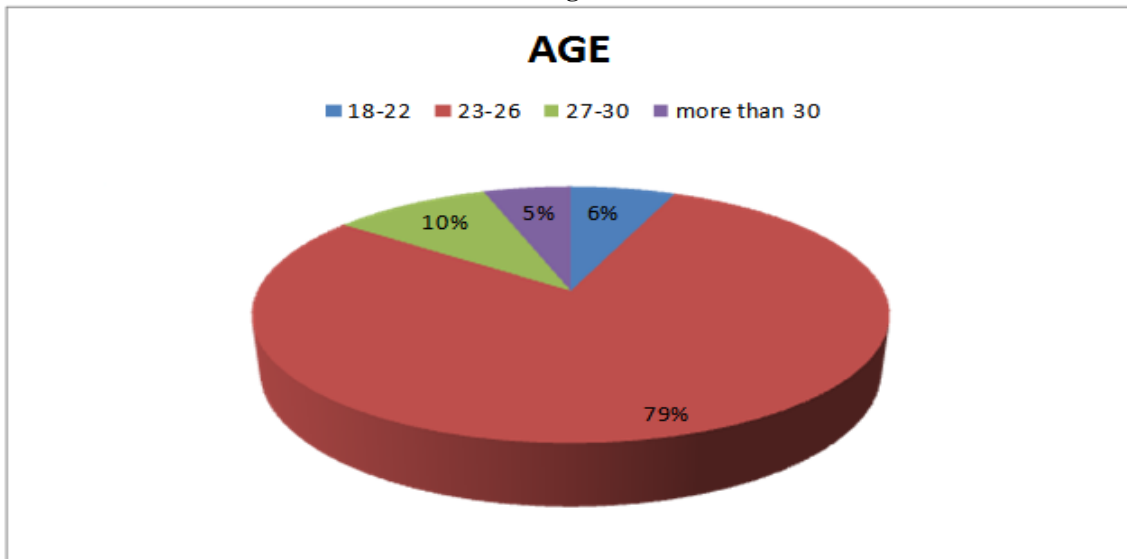


Table 3: Customers based on income level

C level of Monthly income	No of persons
.....	50
Below 18000	21
18000 to 22000	11
22000 to 27000	8
ABOVE 27000	10

From the previous statistics we found that mostly students and people aging from 23-26 are using Yamaha bikes more who mostly will not have jobs because they are still studying.

Fig 3

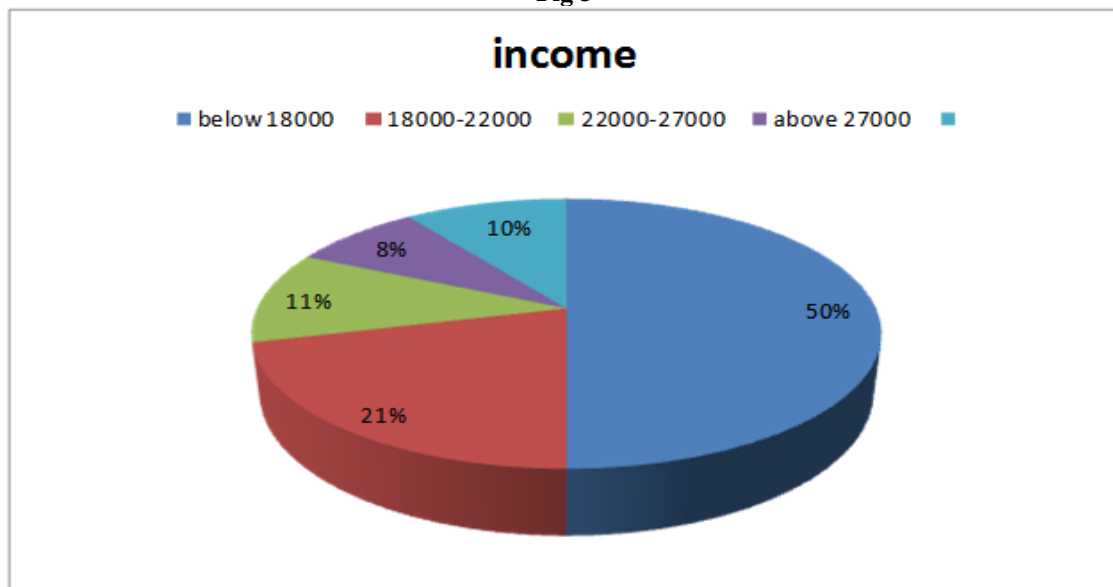


Table 4: On what source they came to know about Yamaha

Source	Numbers
Friends	37
Family	21
Media	8
Others	34

Friends are the major source in buying decision making.

Fig 4

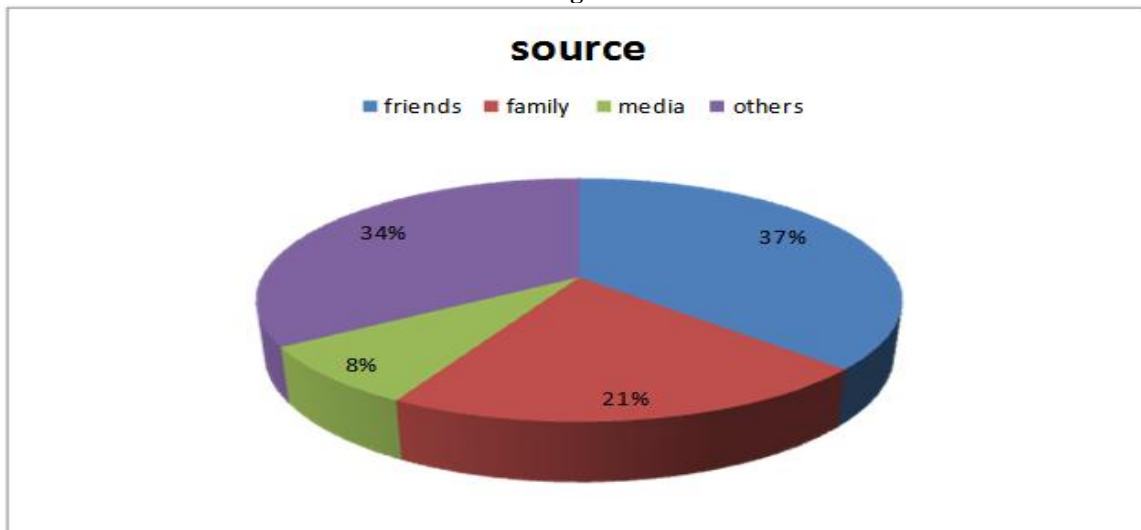


Table 5: Awareness about free services

Awareness about free service	Numbers
No of aware people	88
No of people who are unaware	12

Mostly people know about this but 12% is also not a small population should focus on this.

Fig 5

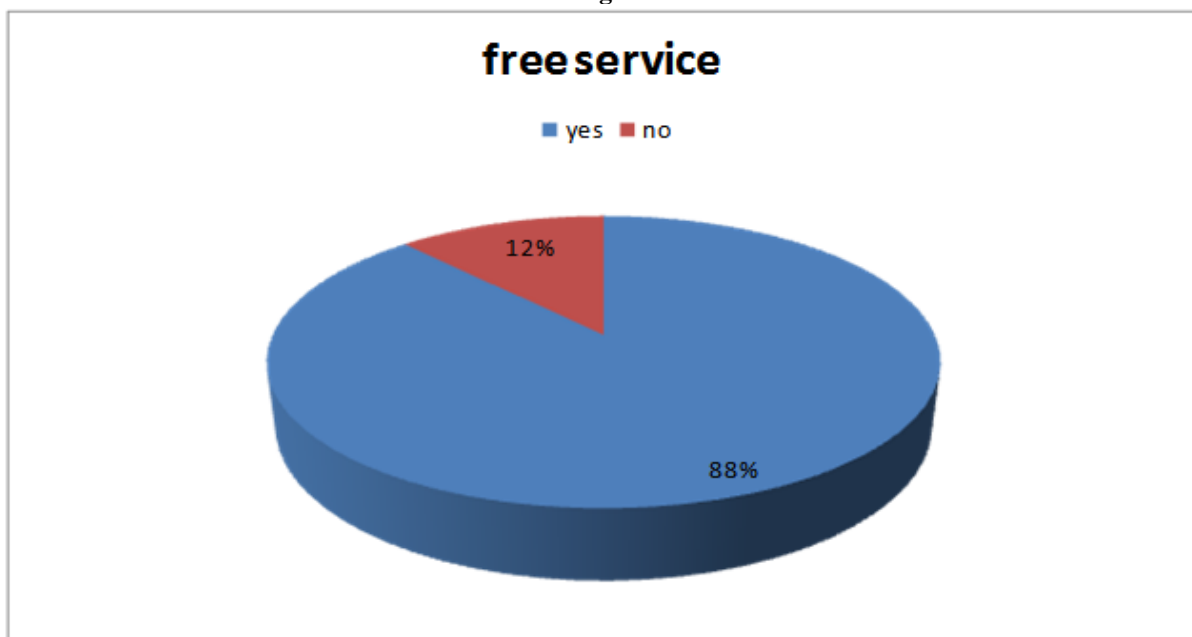


Table 6: Service rating

Servicing rating	Numbers
Worst	8
Bad	19
Average	18
Very good	53
Excellent	2

Rating towards service was good

Fig 6

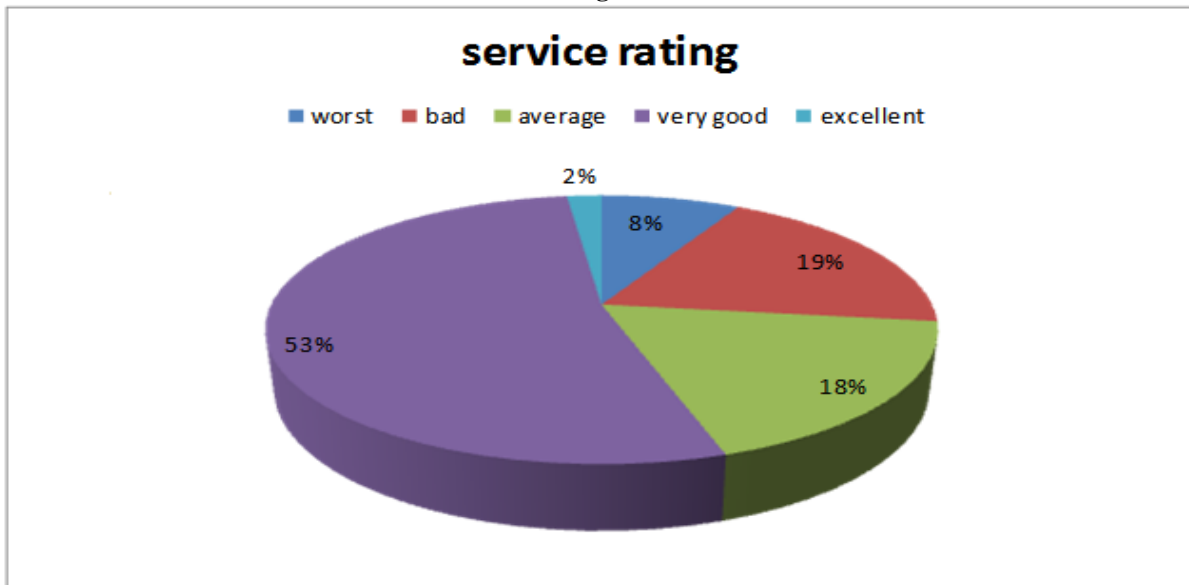


Table 7: Availability of spare parts

Spare parts availability	Numbers
Yes	84
No	16

In almost all the showrooms spare parts were available and the result was almost positive towards Yamaha

Fig 7

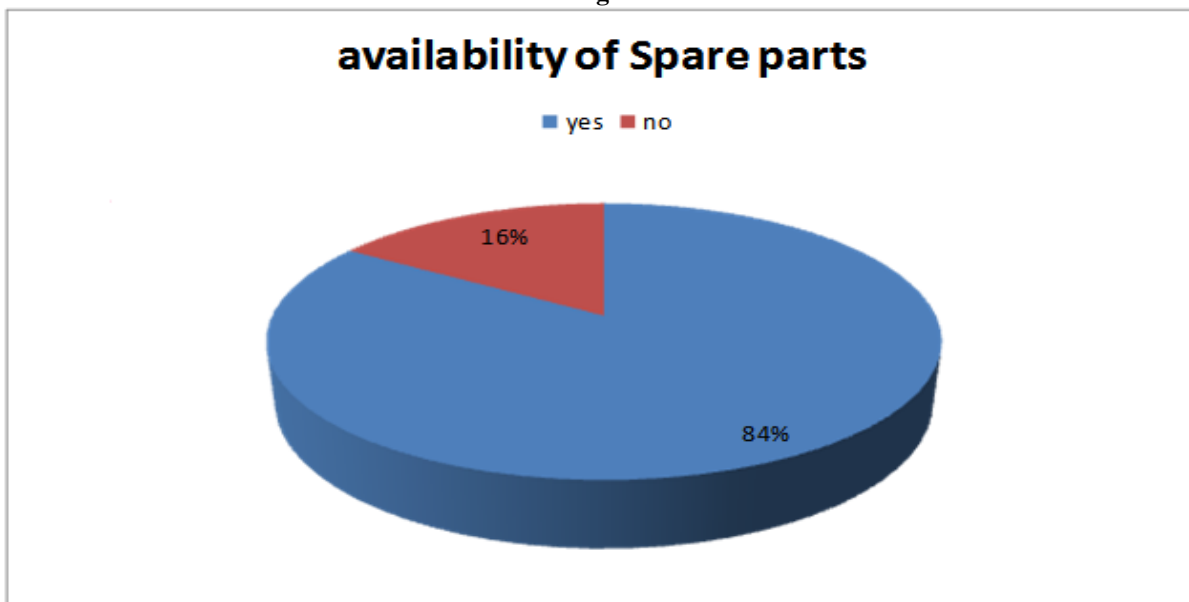


Table 8: Is paid and free servicing are given same importance?

Paid service and free service are same	Numbers
Yes	81
No	19

These statistics show that there is little bit of negative impression.

Fig 8

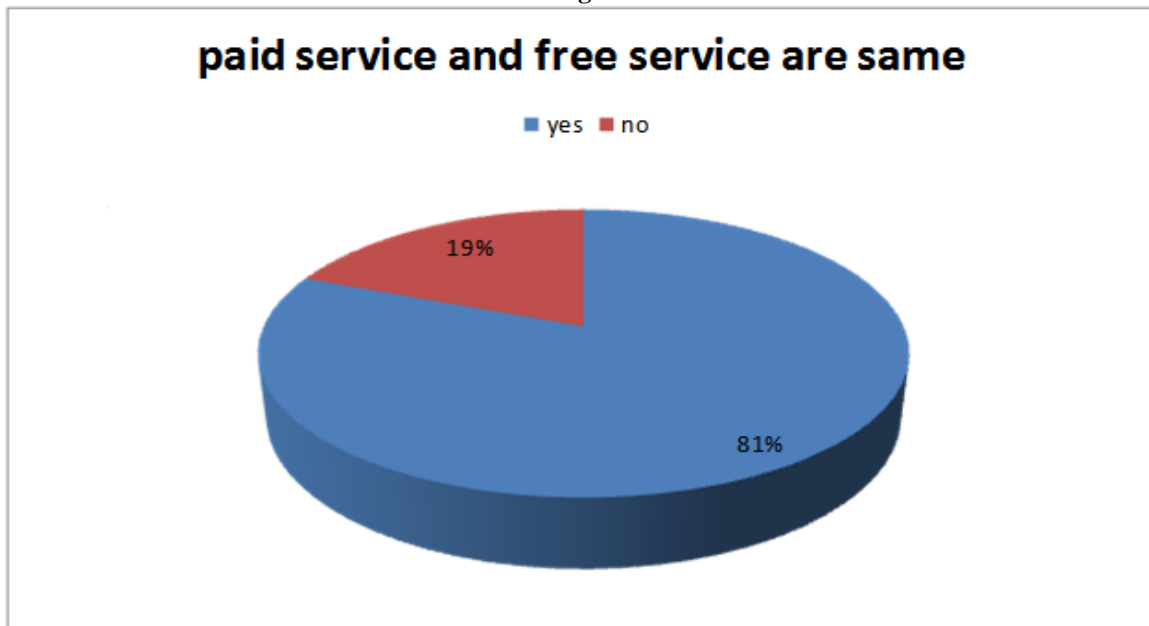


Table 9: Satisfaction for price:

Satisfaction for price	No
Highly Dissatisfied	1
Dissatisfied	3
Neutral	15
Satisfied	74
Highly satisfied	7

Customers are satisfied towards the price.

Fig 9

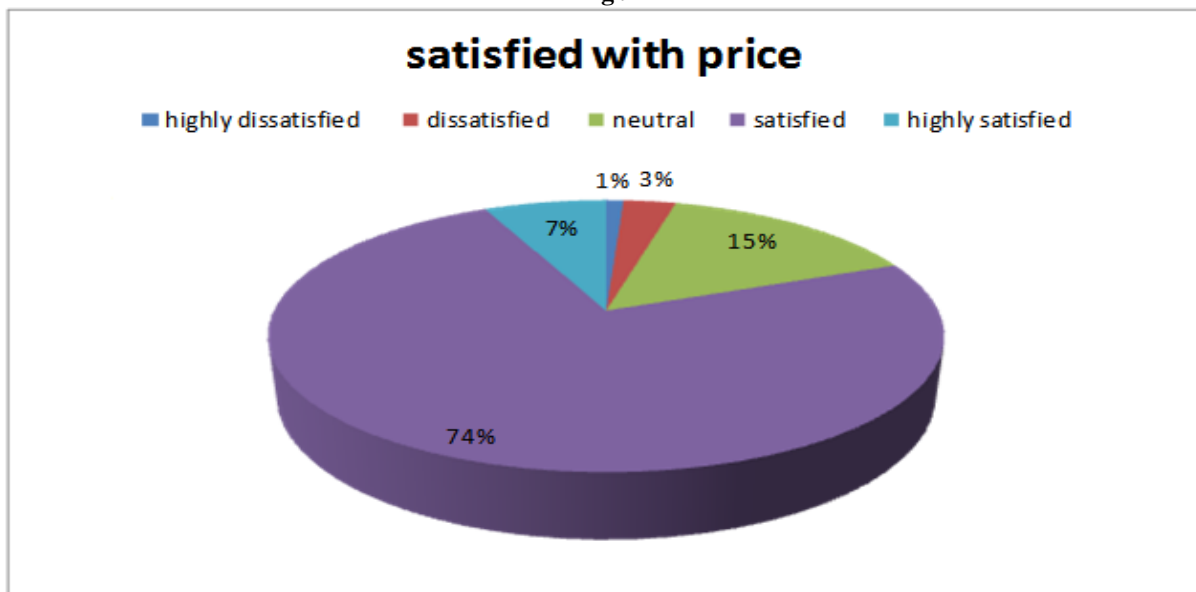


Table 10: Availability

Satisfaction towards availability	No
Highly Dissatisfied	1
Dissatisfied	6
Neutral	8
Satisfied	67
Highly satisfied	18

The availability is not that much good should change a little bit.

Fig 10

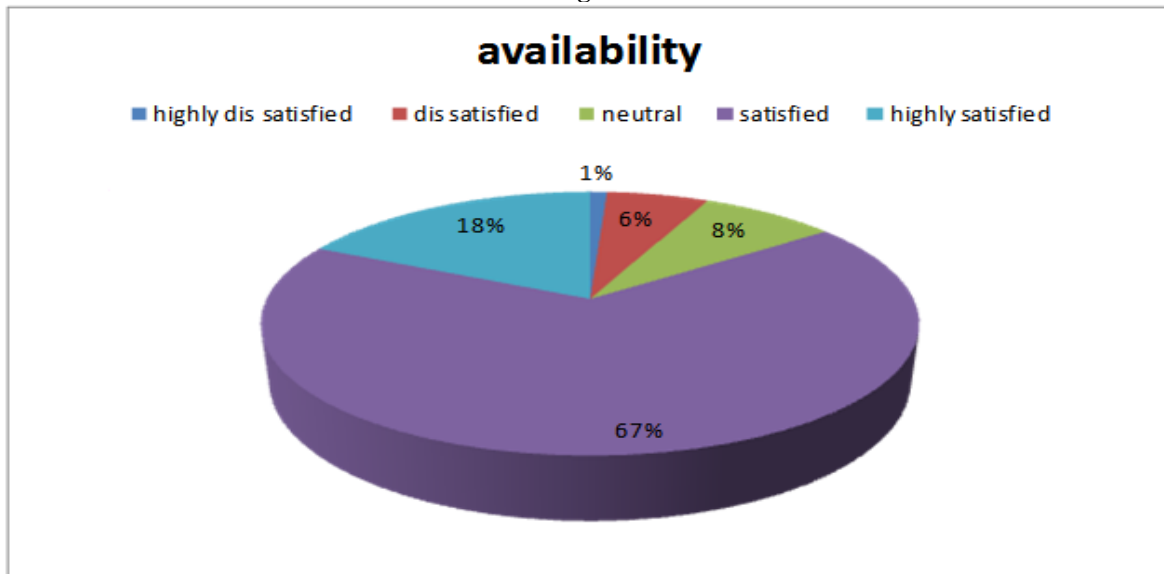


Table 11: Mileage

Satisfaction for mileage	No
Highly Dissatisfied	6
Dissatisfied	14
Neutral	29
Satisfied	34
Highly satisfied	17

The customers are not mostly satisfied with the mileage.

Fig 11

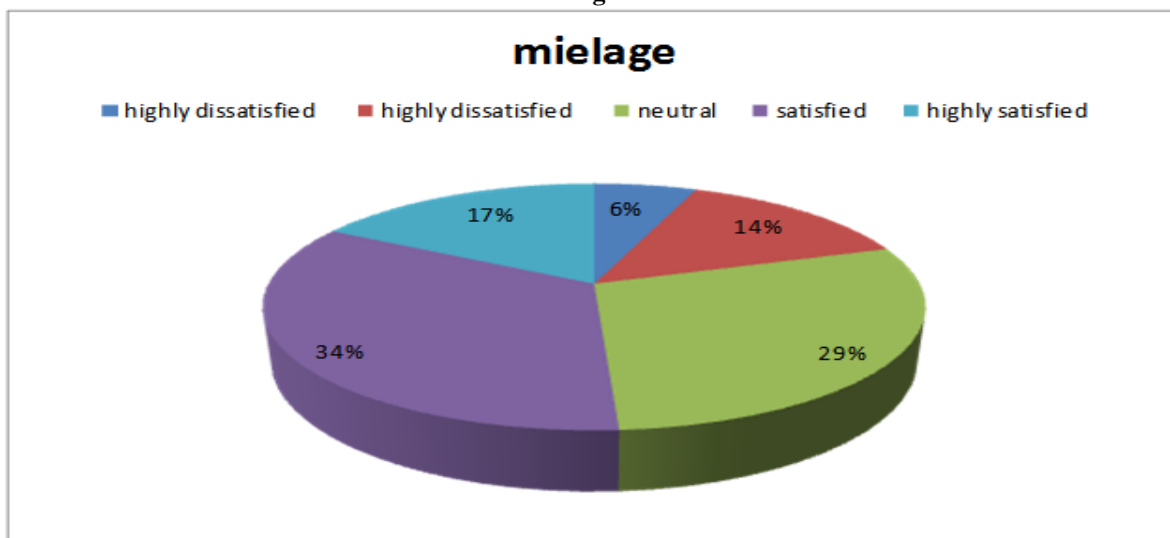


Table 12: Performance

Satisfaction for performance	No
Highly Dissatisfied	1
Dissatisfied	4
Neutral	6
Satisfied	41
Highly satisfied	48

The customers of Yamaha were highly satisfied in performance.

Fig 12

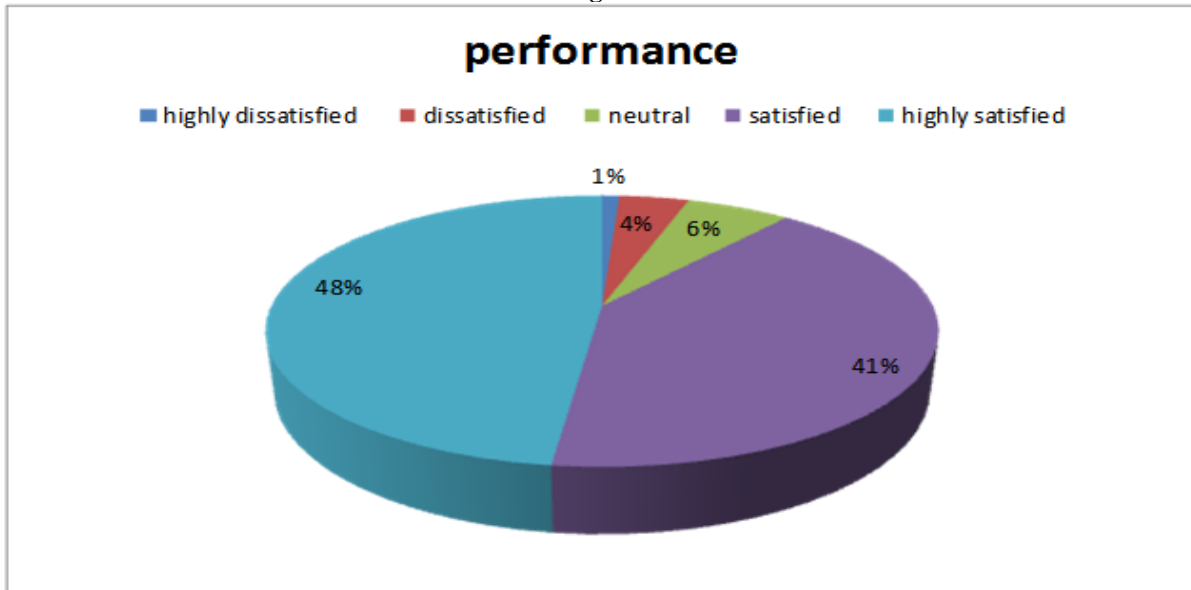


Table 13: Satisfaction after sales:

Satisfaction for after sales service	No
Highly Dissatisfied	4
Dissatisfied	9
Neutral	16
Satisfied	45
Highly satisfied	26

45% customers are satisfied with the after sale services.

Fig13

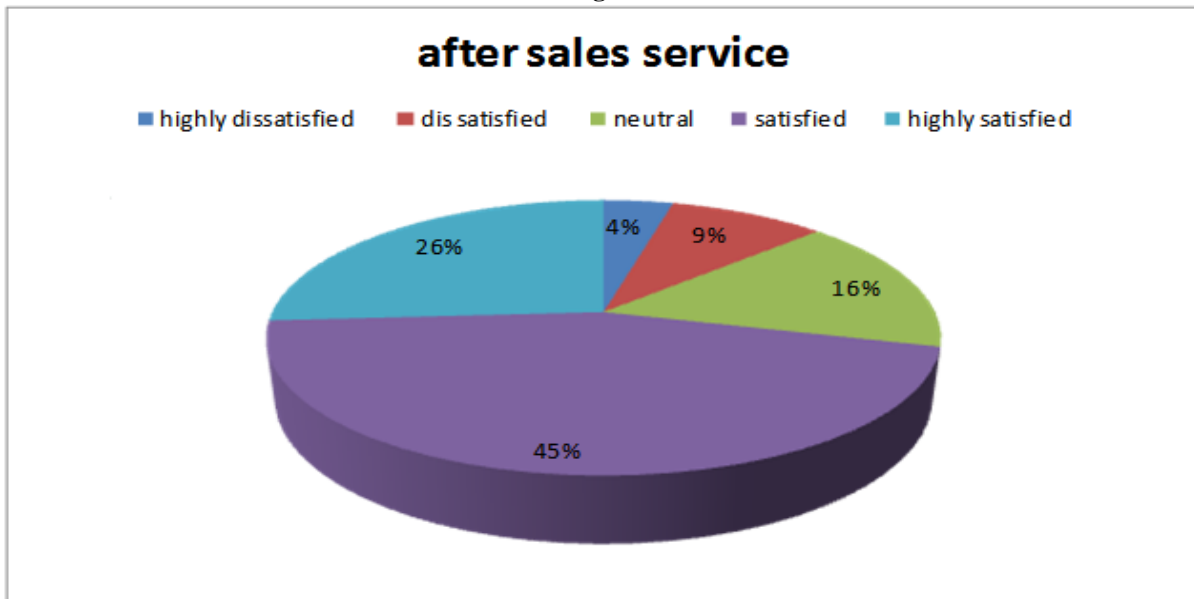


Table 14: Suggesting to others

Do you suggest Yamaha to others	No
Yes	85
No	15

Most of the customers are ready to recommend the Yamaha bikes to others.

Fig 14

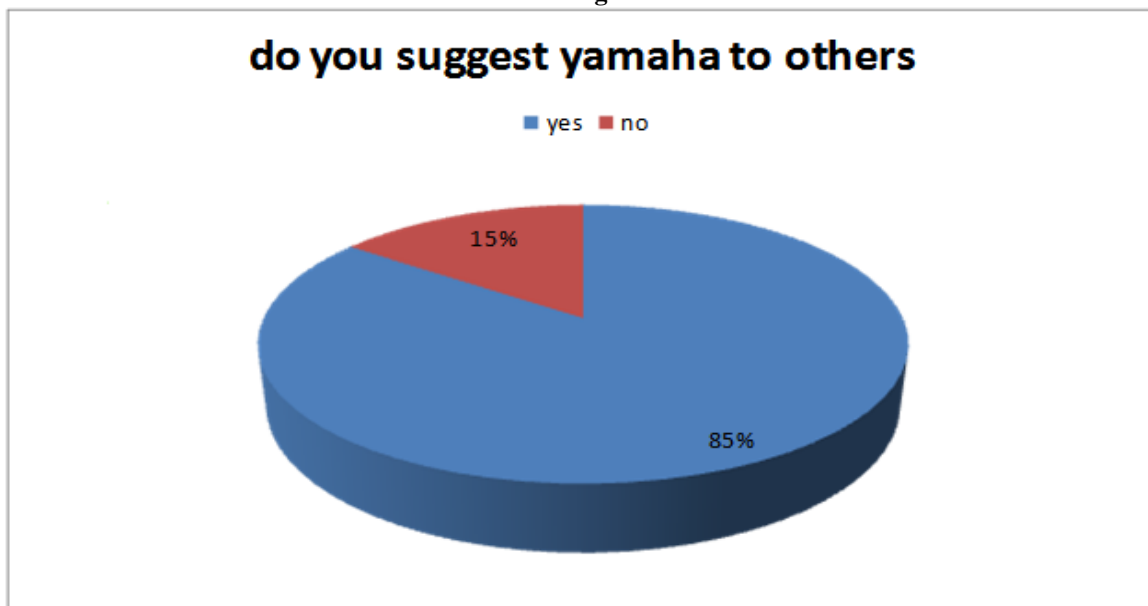
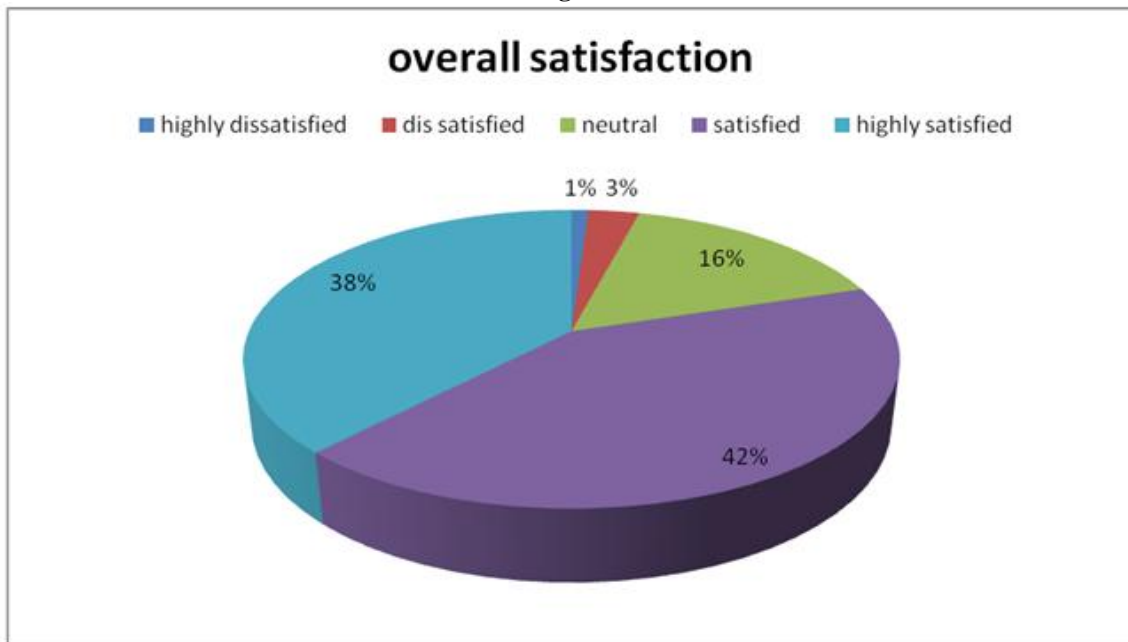


Table 15: Overall satisfaction

Satisfaction towards overall performance	Numbers
Highly Dissatisfied	1
Dissatisfied	3
Neutral	16
Satisfied	42
Highly satisfied	38

By analyzing the above things the satisfaction of customers towards Yamaha is good.

Fig 15



V. Findings Of Research

- 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.

VI. Limitations And Suggestions

Limitations

- We have done this research through online mode, and the result may vary a little bit.

Suggestions:

- Launch of new and different brands may turn the market oligopolistic but we definitely increase the market share.
- Looks and style must not be over stressed as compared to quality and mileage
- 360 degrees 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.

VII. Conclusions

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.