

A STUDY ON CONSUMER SATISFACTION AMOUNG YAMAHA TWO WHEELER USERS

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ABSTRACT

The essence of organization is the customer and not the product shall be in the heart of the entire business system. Customer satisfaction plays a crucial and critical role as it deals with customers and their needs. This research analyses the satisfaction level of customers towards Yamaha vehicle. The study is limited to Ernakulam district with total number of 100 respondents were personally surveyed with a structured questionnaire. Hypothesis was constructed and statistical analysis such as percentage analysis, chi square was carried out. From the research, it is observed that the Yamaha two wheelers are well known for their designs and performance. The satisfaction is high towards all other factors except the availability and introduction of new brands. And chi square test analysed the influence of mileage in the performance of vehicle for customer's satisfaction.

INTRODUCTION

The two wheeler industry has been growing steadily over the years all over the world. The global market for two-wheelers has shown tremendous growth over the past decade. Asia has accounted for the vast majority of growth, sales in the entire region growing more than threefold over the past decade. India is not an exception for that. Today with annual sales of 4.3 million units, the Indian two-wheeler market is the second largest in the world after china (annual sales of 10 million). The sector is divided into five major product classifications: mopeds, motorcycles, scooters, step thrus and ungeared scooters. The dominance of

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motorcycles in the two-wheeler industry is a common trend in most parts of the world. The reasons for this are product-specific as well as general. Fuel efficiency, riding comfort, larger wheelbase and as a result higher resale value than that of scooters, are features that make motorcycles more appealing to consumers than other categories.

Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull. For this following questions may arise regarding customer satisfaction. What factor affects the two wheeler purchasing? What factor influences the customers? And so on. To find the solution to these questions the study has been carried out.

STATEMENT OF THE PROBLEM

There are many types of two wheelers and they are playing an essential role in fulfilling the needs of customer now a days and the customer are more dynamic. Their needs and preference can be changing as per current scenario. The development of the two wheelers mainly depends on the customer satisfaction. All the customers have different tastes, likes and dislikes and adopt different behaviour patterns, while making purchase decisions. So satisfying the customers occupies a most important position in business management.

NEED FOR THE STUDY

In world of marketing, it is essential to know the pros & cons of the product that has been launched in the market. Today's market has become a war of stalwarts; any lean feature will kick out the product out of the fray. As customers become the king of market, the study is an attempt to know the exact expectation of customer attitude towards two wheeler vehicles in Ernakulam city based on performance and mileage and also other factors influencing the purchase of Yamaha vehicle.

OBJECTIVES OF THE STUDY

The study focuses to find out the factors that influence customers in Ernakulam city when they purchase the Yamaha vehicles. For instant research objectives includes various factors.

- To analyze the personal profile of consumers
- To identify the customer satisfaction level towards the performance of vehicles
- To identify the customer satisfaction level towards the mileage of vehicles
- To find out the customer satisfaction level towards bike service provided

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RESEARCH HYPOTHESIS

Customer satisfaction among two wheeler industries

Are customers satisfied with two wheeler industries in Ernakulam District?

To know whether performance affects the mileage of vehicle?

RESEARCH METHODOLOGY

The data has been collected on the basis of the different sources in order to achieve the object of the project.

Source of Data

- Primary Data: Data has collected through survey by sending the questionnaires through mails and direct contact.
- Secondary Data: Data is collected through journals, company website, magazines etc.,

Research Problem

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

Research Process

A questionnaire is developed and sent to various samples and collected the data and analyzed the data based on various parameters.

Sample Size: 100 respondents

Brand Covered: Yamaha

Target Area: Ernakulam District

Data Analysis:

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

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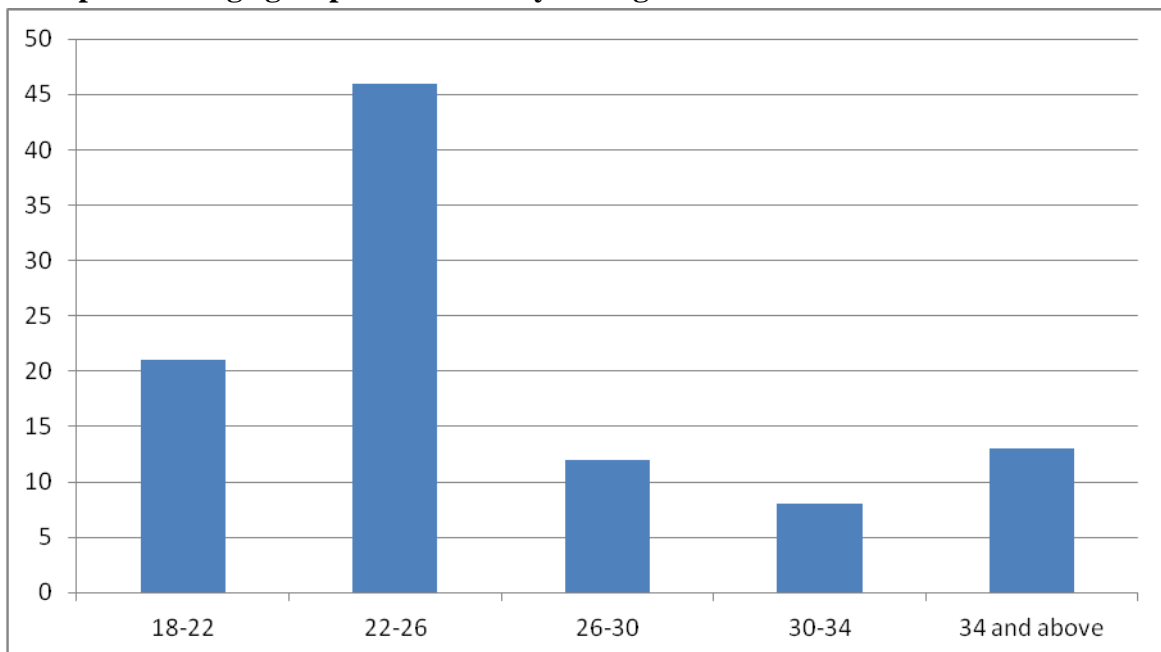
Frequency	No. Of Respondent	Percentage
18-22	21	21
22-26	46	46
26-30	12	12
30-34	8	8
34 and above	13	13
Total	100	100

DATA ANALYSIS AND INTERPRETATION

Table no 5.1 Respondents age groups to which they belong

Source: Primary data

Chart 5.1 Respondents age groups to which they belong



INTERPRETATION

Table No 5.1 reveals that a majority of users that is nearly 46percent are in the age group of 22-26 year, 21percent in 18-22 years; 13percent in 34 and above, 12percent in 26-30 years and least is in 30-34 years.

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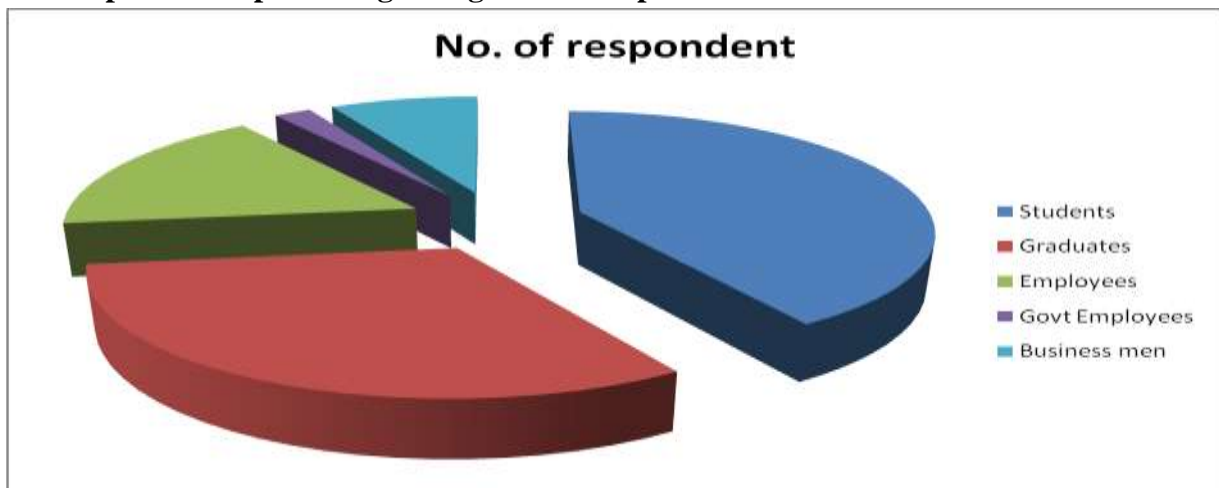
This is because old age group prefer for mileage than performance and style. Yamaha provides style and performance and they give less importance to mileage so their main target group become youngsters.

Table 5.2 Respondents opinion regarding their Occupation

Frequency	No. Of Respondent	Percentage
Students	41	41
Graduates	32	32
Employees	17	17
Govt Employees	2	2
Business Men	8	8
Total	100	100

Source: Primary data

Chart 5.2 Respondents opinion regarding their Occupation



INTERPRETATION

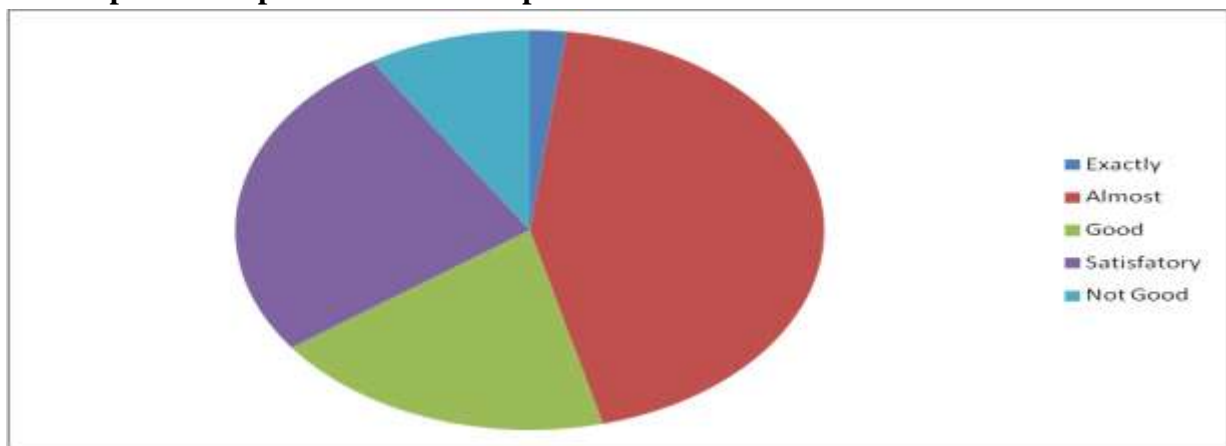
Table No 5.2 reveals that a majority of users that is nearly 41 percent are students, 32 percent are graduates, 17 percent are employee, 8 percent are business men and least is govt employees with 2 percent respondents. This is because old age group prefer for mileage than performance and style. Yamaha provides style and performance and they give less importance to mileage so their main target group become youngsters.

Table 5.3 Respondents opinion towards the price of the vehicle

Frequency	No. Of Respondent	Percentage
Exactly	2	2
Almost	44	44
Good	19	19
Average	26	26
Not Good	9	9
Total	100	100

Source: Primary data

Chart 5.3 Respondents opinion towards the price of the vehicle



INTERPRETATION

Table No 5.3 reveals that a majority of users that is nearly 44 percent almost accept the price, 26 percent are satisfactory, 19 percent responds good, 9 percent say not good and 2 percent responds price is exact. From the responses Yamaha Company quotes a reasonable price for their vehicles. As they give more importance to their customer.

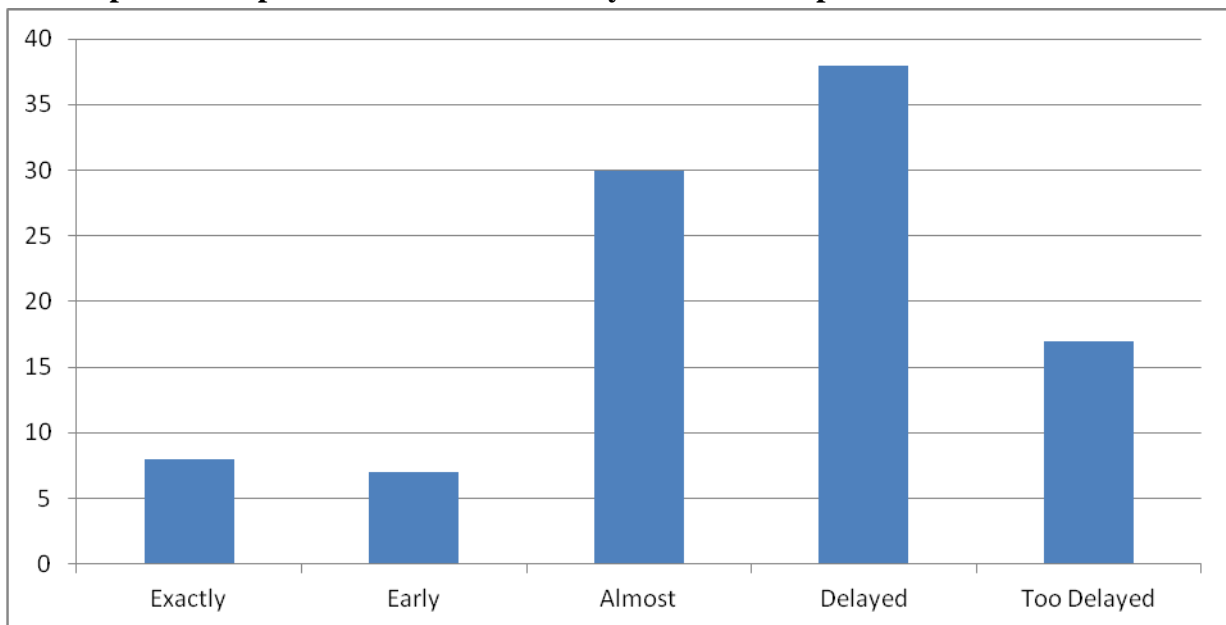
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Table 5.4 Respondents opinion towards availability of vehicle at specified time

Frequency	No. Of Respondent	Percentage
Exactly	8	8
Early	7	7
Almost	30	30
Delayed	38	38
Too Delayed	17	17
Total	100	100

Source: Primary data

Chart 5.4 Respondents opinion towards availability of vehicle at specified time



INTERPRETATION

Table No 5.4 reveals that a majority of users that is nearly of 38 percent says there is a delay in availability, 30 percent responded as almost, 17 percent says too delayed, 8 percent says exactly and 7 responds as early.

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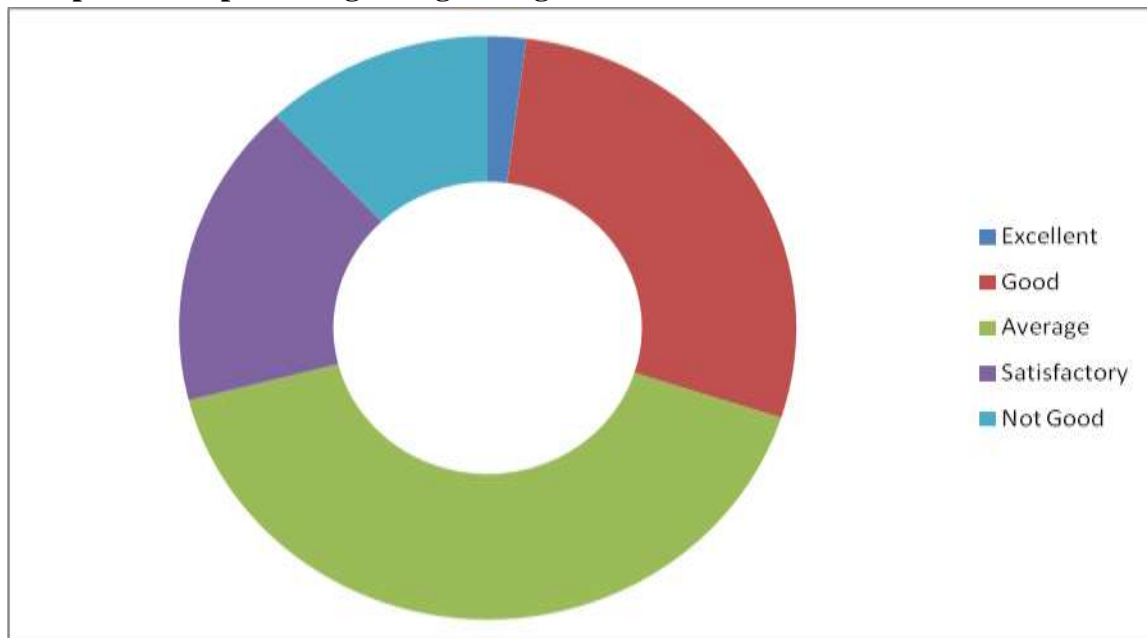
This delay in delivery happens because factors like distance and transportation effects greatly, as production units are outside Kerala so time taken for the produced vehicle to reach the outlets is slow.

Table 5.5 Respondents opinion regarding mileage of the vehicle

Frequency	No. Of Respondent	Percentage
Excellent	2	2
Good	28	28
Average	41	41
Satisfactory	17	17
Not Good	12	12
Total	100	100

Source: Primary data

Chart 5.5 Respondents opinion regarding mileage of the vehicle



INTERPRETATION

Table No 5.5 reveals that a majority of users that is nearly 41 percent responded mileage as average, 28 percent say good, 17 percent are satisfactory, 12 percent says Not good and 2 percent responded as

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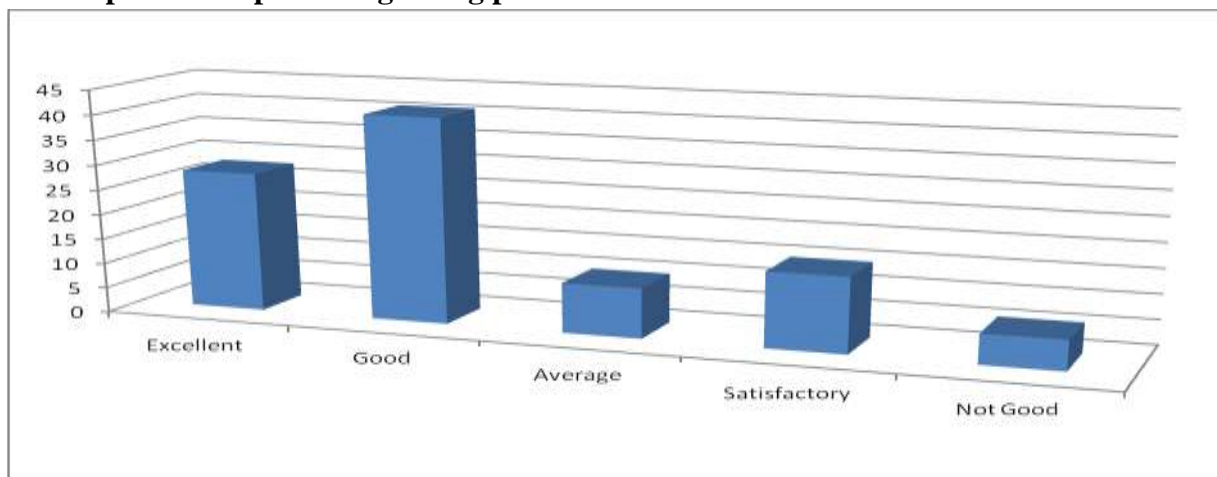
excellent. Yamaha provides a reasonable mileage for their vehicles. As the users are more youngsters they give less importance to mileage than the performance and style.

Table 5.6 Respondents opinion regarding performance of the vehicle

Frequency	No. Of Respondent	Percentage
Excellent	28	28
Good	41	41
Average	10	10
Satisfactory	15	15
Not Good	6	6
Total	100	100

Source: Primary data

Chart 5.6 Respondents opinion regarding performance of the vehicle



INTERPRETATION

Table No 5.6 reveals that a majority of users that is nearly 41 percent says performance is good, 28 percent say as excellent, 15 percent are satisfactory, 10 percent say average and least 6 percent say not good.

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Yamaha provides better performance for their vehicle as the main target group is youngsters they prefer more on performance than any other factors.

Research Hypothesis

Influence of mileage on performance of the vehicle for customer satisfaction.

Null Hypothesis: There is not much influence of mileage in performance of vehicle.

Alternative Hypothesis: Mileage influences the performance of vehicle.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Mileage	100	3.1100	1.03372	1.00	5.00
Performance	100	2.2700	1.15343	1.00	5.00

Chi-Square Test Frequencies

Mileage

	Observed N	Expected N	Residual
excellent	2	20.0	-18.0
good	28	20.0	8.0
average	41	20.0	21.0
satisfactory	15	20.0	-5.0
not good	14	20.0	-6.0
Total	100		

Performance

	Observed N	Expected N	Residual
excellent	28	20.0	8.0
good	41	20.0	21.0
average	11	20.0	-9.0

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satisfactory	16	20.0	-4.0
not good	4	20.0	-16.0
Total	100		

Test Statistics

	Mileage	Performance
Chi-Square	44.500 ^a	42.900 ^a
df	4	4
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

The table reveals that chi square value of 44.500 (df=4, N=100), $p < 0,05$ is significant at 4 degree of freedom, showing that there is significant difference in expected and observed frequencies. As such we reject Null Hypothesis and except Alternative Hypothesis, that is, there is much influence of mileage in the performance of vehicle for customer satisfaction.

FINDINGS

The research have found out the satisfaction level of customers in various categories like different age group, price of the vehicle , availability of the vehicle and the influence of performance and mileage on customers to buy Yamaha vehicles.

SUGGESTIONS

- Company should focus more on the timely availability of vehicles for the customers.
- Focus should be on teenagers, young and executives as they represent largest portion of the bike user segment.
- Yamaha should introduce new vehicles in the market.
- Provide better sales follow up which almost every brand.

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CONCLUSION

Customer satisfaction is essential for business success in today's marketplace, as customers are the king of the market. The following fact about Indian two wheeler industries has been inferred:

- Most of the Customers are in the age group of 22-26
- Every brand of bikes has a poor response in terms of sales follow up.
- Favored bikes in today's date of Yamaha brand
 - FZ
- Customers stress on quality as complimentary to looks.
- Performance and Mileage is what everybody wants.

From the research, it is observed that the Yamaha two wheelers are well known for their designs and performance. The satisfaction is high towards all other factors except the availability and introduction of new brands. Youth is the target for Yamaha. And this research have found the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Yamaha vehicle and most of its users are highly satisfied thus retaining customer loyalty.