

CUSTOMER SATISFACTION ABOUT YAMAHA BIKES

Submitted in partial fulfilment of the requirements for the award of
Bachelor of business administration

BY

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**BACHELOR OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A” by NAAC

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MAY - 2022



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BACHELOR OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this project report on Bonafide work **Kamaraj.b(39280015)** who have done the project work entitled "**CUSTOMER SATISFACTION ABOUT YAMAHA BIKES**" my supervision from January 2022 to March 2022.

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Submitted for viva voce examination held on _____

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External Examiner

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KAMARAJ.B

DECLARATION

I **KAMARAJ .B**(Registration Number: 39280015) hereby declare that the project Report entitled **CUSTOMER SATISFACTION ABOUT YAMAHA BIKES** done by me under the guidance of “MS M JAYASEELY” is submitted in partial fulfilment of the requirements for the award of BACHELOR OF BUSINESS ADMINISTRATION.

DATE:

PLACE: CHENNAI

signature of candidate

Kamaraj

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. 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), 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 we position customer loyalty as the key

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CHAPTER-1

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.



1.1INDUSTRY PROFILE:

The world's automakers face a rate of alteration unlike that the any other time in the industry's past. Digitalization, connectivity, increasing powertrain technologies, tougher regulations, and shifts in the buyer attitudes have shaped a unprecedented challenges as well as opportunities.

In pursuit of the sales development, international automakers have invested deeply in the emerging markets, but slower demand, especially in the China, has

highlighted the risks of the investments. Exactly assessing economic conditions in specific markets has become more significant than ever for automakers.

Annual global sales of the light vehicles, which include the passenger cars and light trucks, total about 80million, According to the data compiled by Scotiabank. Industry watchers expect global light vehicle sales to increase slightly more than the 3% in 2018. Demand in China will lead to global growth but is slowing amid a cooling economy. Strong economic growth and rising average vehicle age in the North

America and in Europe are expected to help drive moderate sales growth. Leading countries for car manufacturing include China, Germany, Japan, South Korea, and the US. Unit sales are highest in China, North America, and Western Europe.

1.2 History of the automobiles:

History of the automobile industry first origin in the year 1769 it was the formation of steam engine. In the year 1806 the very first case powered by an inside combustion engine running on gas fuel arrived in 1885 introduction of ubiquitous modern gasoline or petrol filled internal combustion engine, In the 20th century first introduced the power electric cars. History of the bikes era begins in the 2nd semi of the 19th centuries. Bikes are the most sink from the "safety cycles" the bicycle with the rear and front wheels of the same size and the pedal head of the mechanism to ride the rear wheel. Despite some previous benchmarks in its Evolution, the motorcycle is the very less rigid birth that can be found back to a single machine or idea.. Instead of the idea seems to have occurred to high engineers and inventor sin Europe at around the same period.



CHAPTER -2

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

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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 customer 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

(IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 5. Ver. I (May. 2014),)

The Evolution and Future of National Customer Satisfaction Index Models¹ by Michael D. Johnson^{a2}, Anders Gustafson, Tor Walling Andreessen, Line Lervik^c, Jaesung Chaa University of Michigan Business School, Ann Arbor, Michigan 481091234, USA ^b University of Karlstad, Service Research Center, 651 88 Karlstad, Sweden ^c Norwegian School of Management BI, P.O. Box 580, N-1301 Sandvika, Norway December 2000. PsycINFO classification: 3920 JEL classification: E21 Keywords: Customer satisfaction; Loyalty; National barometers

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.

Bhatnagar (2000).

In the findings of the author has inspected that the consumers satisfaction many time influenced by the availability of consumer goods and services, the delivery of quality buyers goods and service has established a major concern of all trades. Consumer satisfaction is typically known as a post-consumption finding judgment concerning an exact goods or service.

Bousch & Homer (1988).

In this findings Author designed about the trustworthy buyers satisfaction. True customers are those who buys same brand goods in their shopping everytime. They never bothered about the value because they knew about quality will be maintained according to the price of the product. A faithful customer is more important than 10 new customers to the company.

Csikszentmihalyi (2000).

In this findings of the author inspected that there are a connection between brand structure and the consumer satisfaction about the product. It is agreed because if the grade of consumer increase, the brand price increase and the degree of consumer satisfaction reduce then usually brand value will reduce. It is related to each other.

Dailey & Fmi (2000).

In the findings, author has inspected that evaluation reduced that the consumption experience was at smallest as better as it was supposed to be in the customer's attitude towards the product.

D'essenc (2001).

In this study, the author has studied about the position of the consumer attitude, Which is very significant in gaining the customers, and this procedure is also known as the customer relationship management.

CHAPTER-3

Research methodology

The research was being conducted through a survey based on questionnaire. The data has been collected on the basis of the different sources in order to achieve the object of the project.

3.1 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.

3.2 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.

3.3 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

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



3.5 Source Of Data

3.6 Primary Data: Data has collected by the online survey by sending the questionnaires through mails.

3.7 Secondary Data: Data is collected through some journals, company website.

Sample size: 100 respondents

Brand covered:

Yamaha **Target area:**

Delhi. **Scaling used:** 5

point Likert

3.8 Data analysis:

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

3.9 Hypothesis:

Ho : Customers not satisfied with two wheelers on bikes

H1 : Customers satisfied with two wheelers on bikes

3.10 LIMITATION OF THE STUDY

- Less number of respondents is taken for the study.
- Lack of response by the
- 20 respondents to the study.
- The fast moving lifestyle of buyers may adversely affect this research.
- It is just determined only in the Bangalore.



CHAPTER-4

Data Analysis And Interpretation

Table 4.1 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 4.2

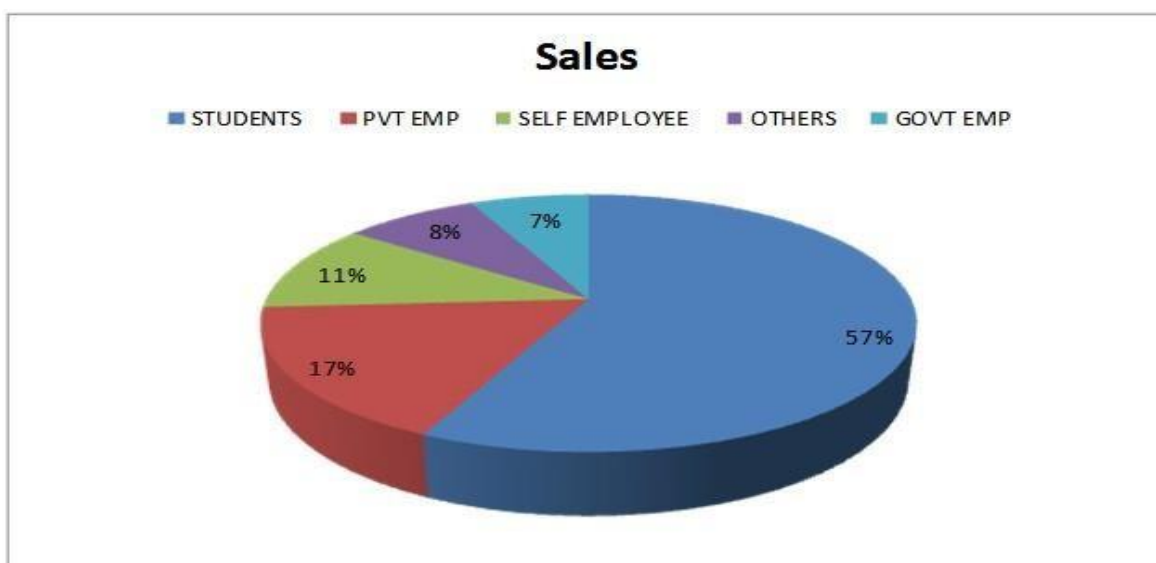
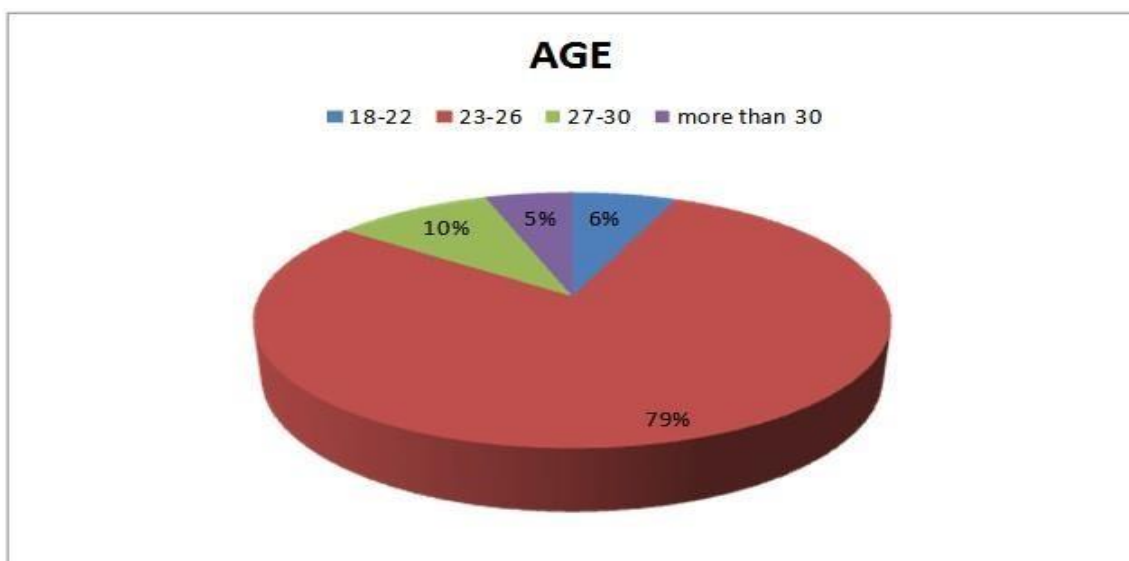


Table 4.3 Which age people are using it

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 4.4



4.5 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 2326 are using Yamaha bikes more who mostly will not have jobs because they are still studying.

Fig 4.6

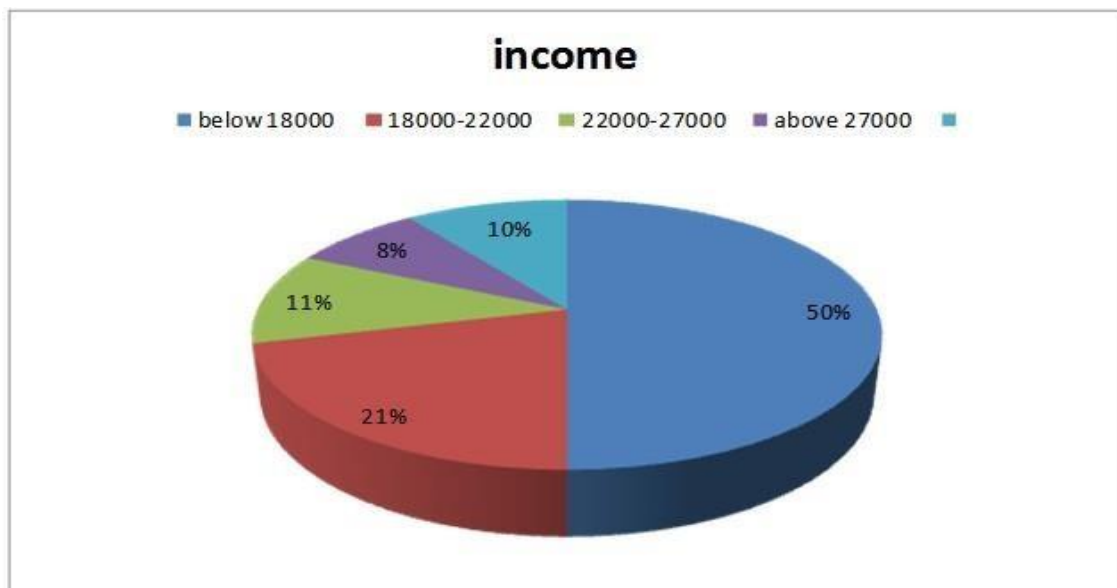


Table 4.7 On what source they came to know about Yamaha

Source	Numbers
Friends	37
Family	21
Media	8
Others	34

Friends are the major source in buying decision making.

Fig 4 .8

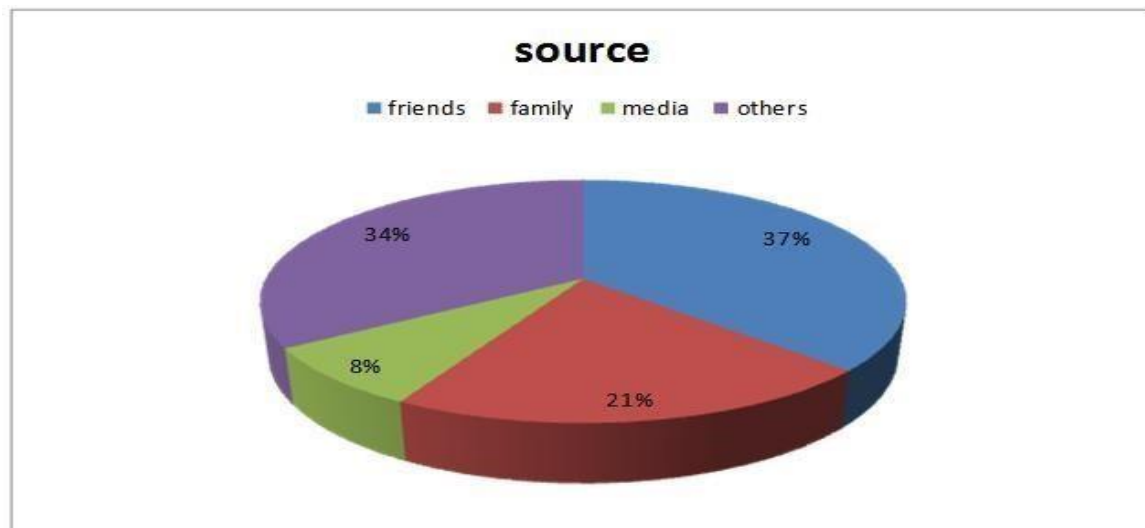


Table 4.9 Awareness about free services

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 4.10

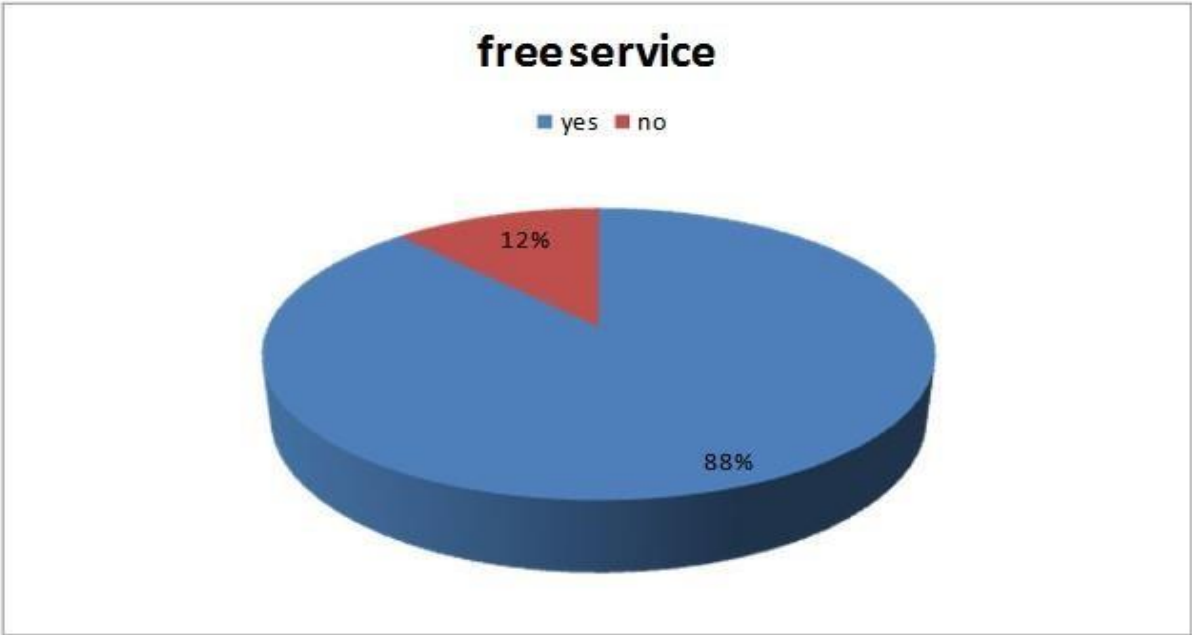


Table 4.11 Service rating

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

Rating towards service was good

Fig 4.12

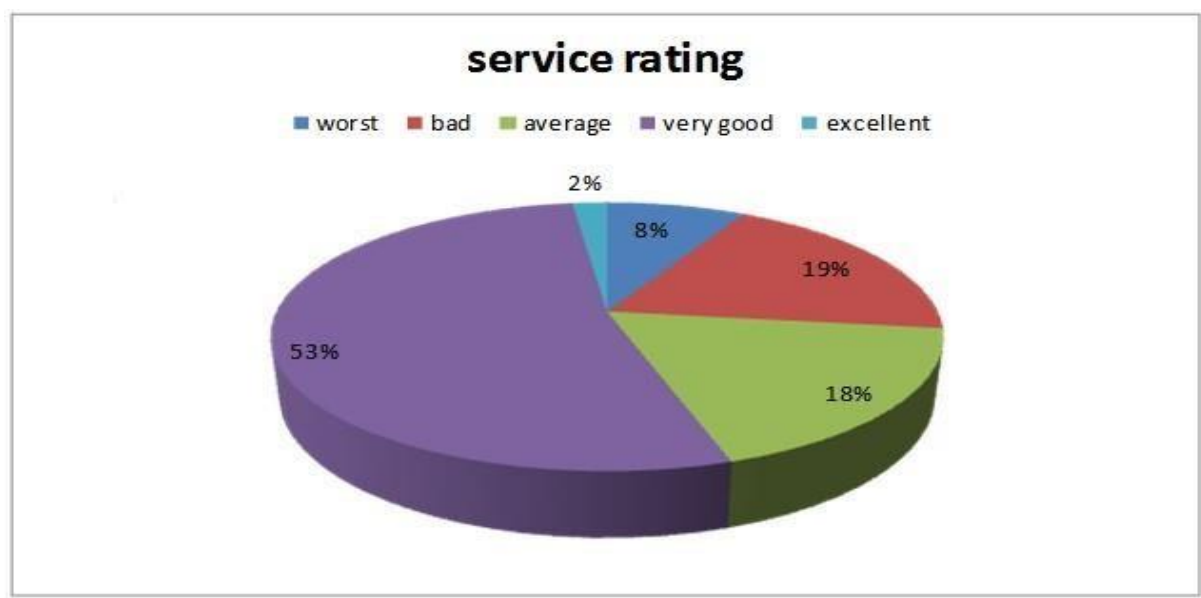


Table 4.13 Availability of spare parts

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 4.14

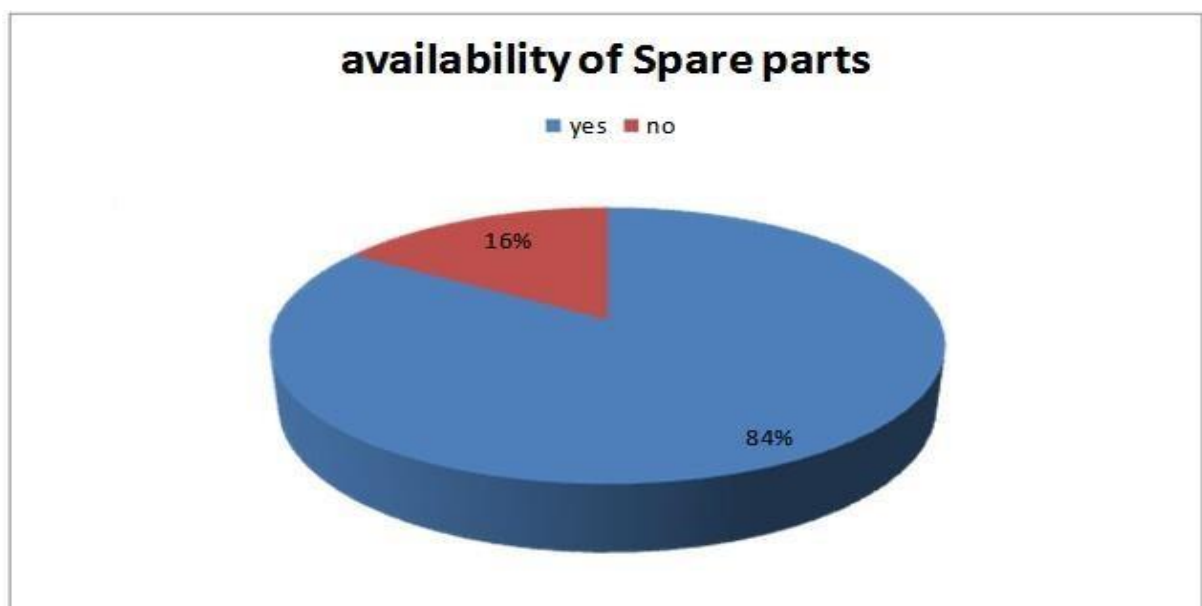


Table 4.15 Is paid and free servicing are given same importance?

Paid service and free service are same	
Yes	81
No	19

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

Fig 4.15

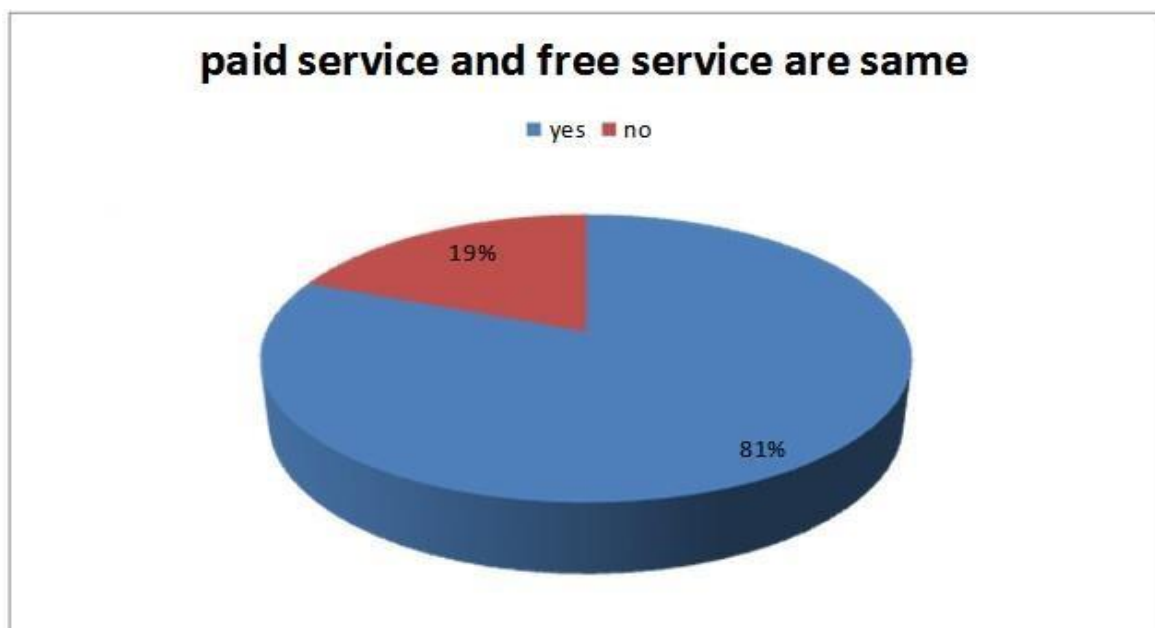


Table 4.16 Satisfaction for price:

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

Customers are satisfied towards the price.

Fig 4.17



Table 4.18 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 4.19

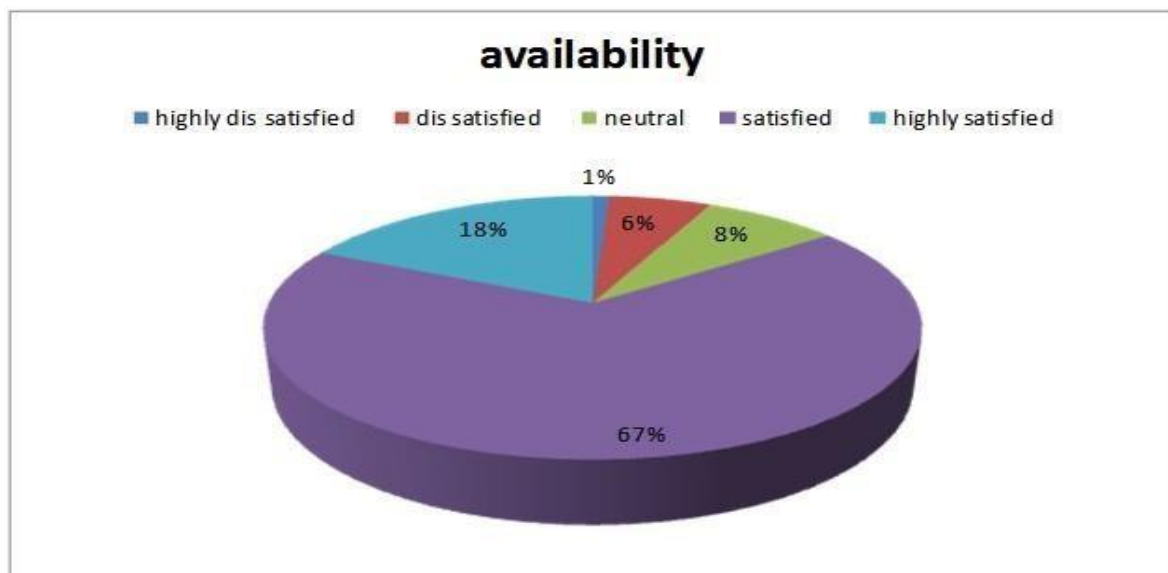


Table 4.20 Mileage

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 4.21

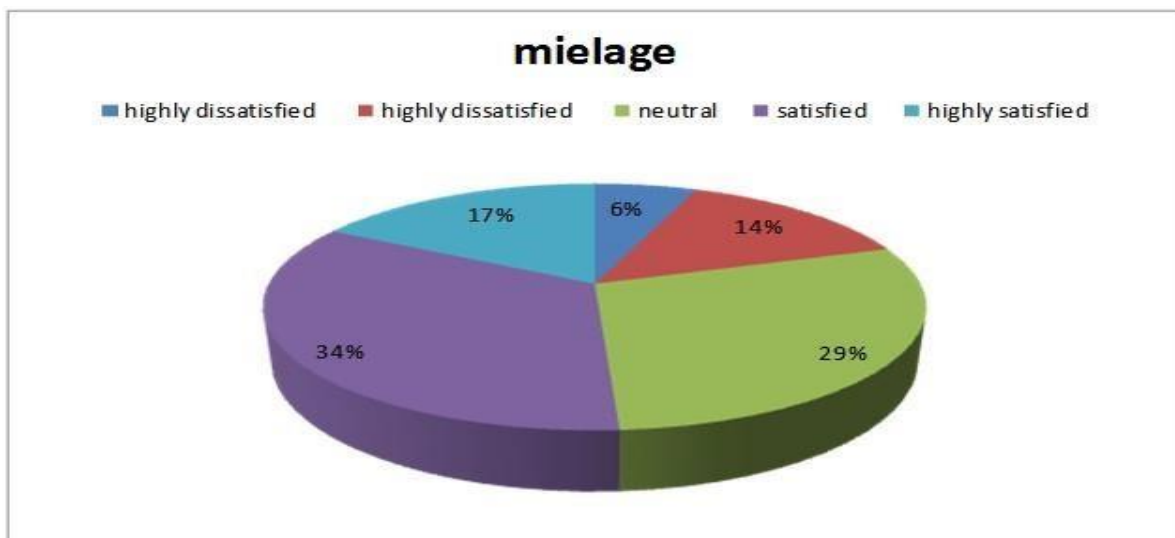


Table 4.22 Performance

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 4.23

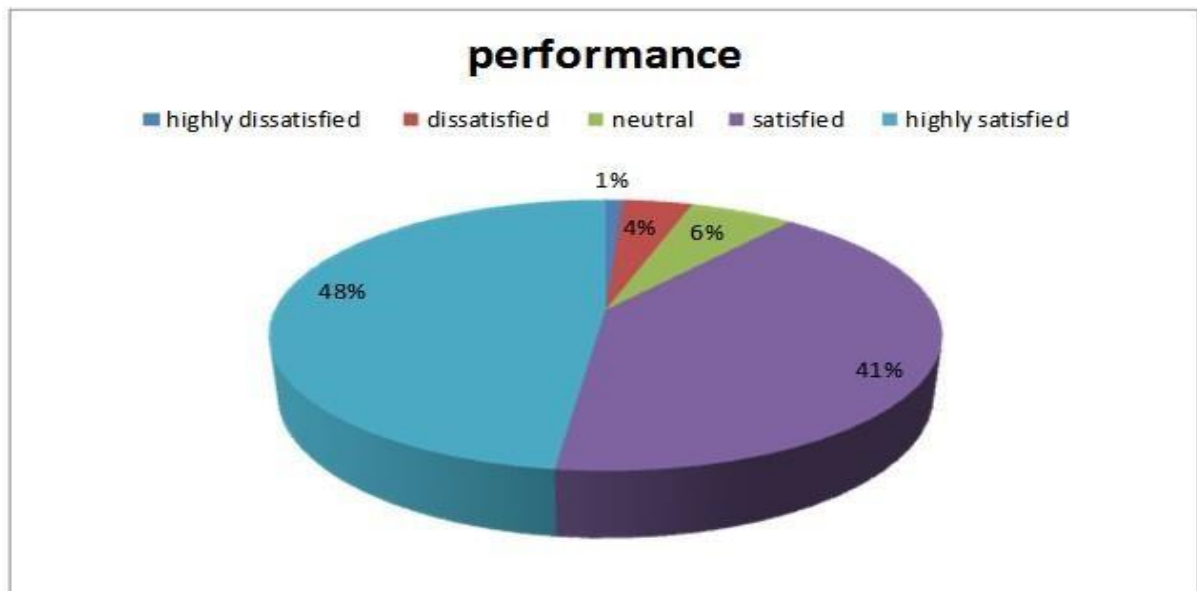


Table 4.24 Satisfaction after sales:

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.

Fig4.25

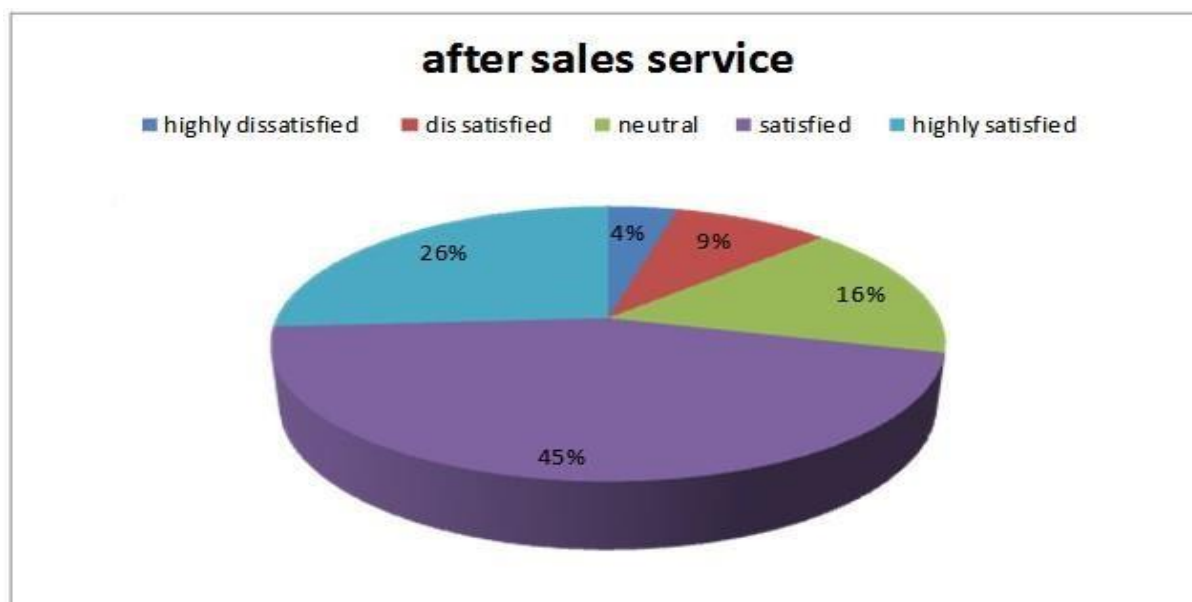


Table 4.26 Suggesting to others

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 4.27

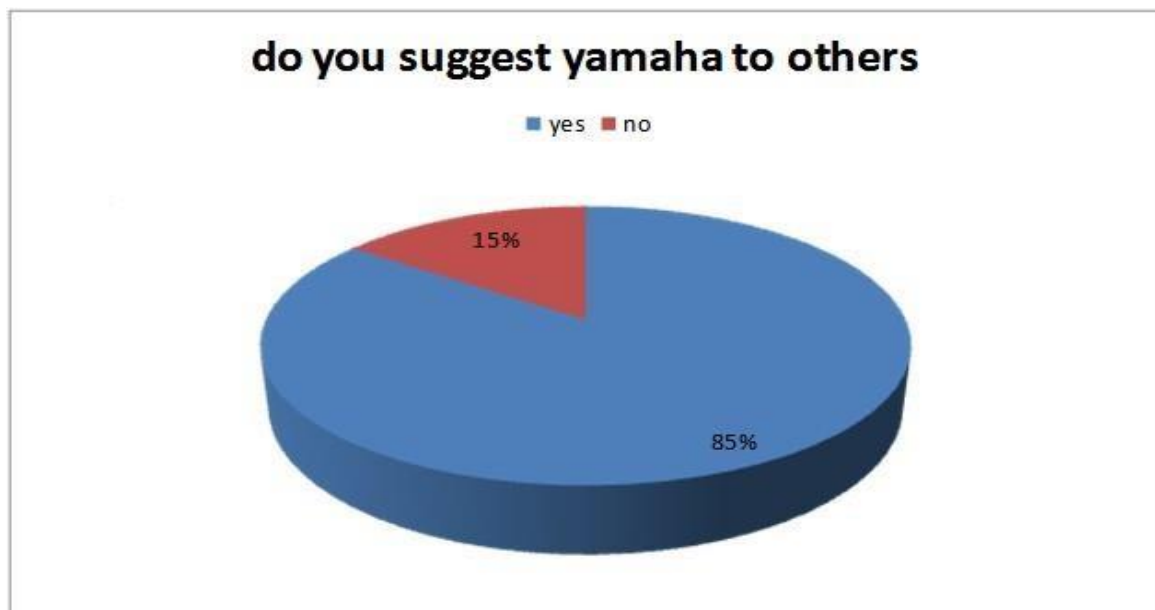


Table 4.28 Overall satisfaction

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 4.29

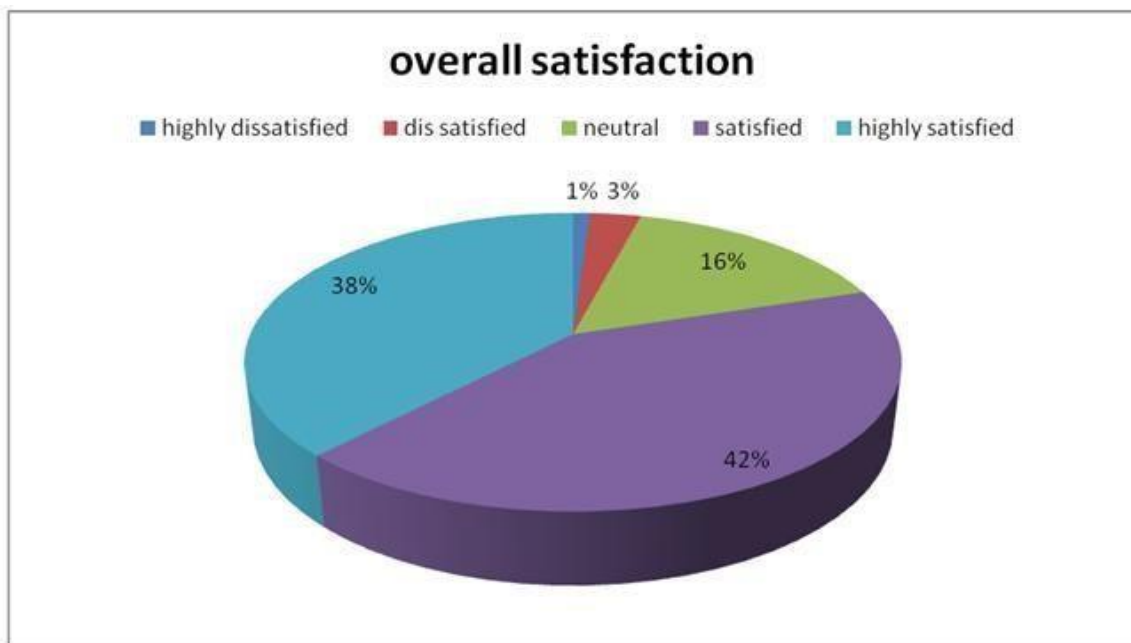


Table 4.30 FINANCIAL STATEMENT

Period Ending	12/31/2017	12/31/2016	12/31/2015
Current Assets			
Cash And Cash Equivalents	156,634,000	135,525,000	107,617,000
Short Term Investments	-	-	-
Net Receivables	313,851,000	292,132,000	279,415,000
Inventory	307,628,000	294,289,000	310,768,000
Other Current Assets	76,905,000	72,997,000	103,607,000
Total Current Assets	855,018,000	794,943,000	801,407,000
Long Term Investments	188,620,000	150,915,000	105,027,000
Property Plant and Equipment	347,997,000	350,668,000	341,075,000
Goodwill	-	-	-
Intangible Assets	11,173,000	8,658,000	7,518,000
Accumulated Amortization	-	-	-
Other Assets	13,037,000	13,592,000	50,209,000
Deferred Long Term Asset Charges	13,035,000	12,516,000	12,362,000
Total Assets	1,415,845,000	1,318,776,000	1,305,236,000
Current Liabilities			
Accounts Payable	154,689,000	143,789,000	145,087,000
Short/Current Long Term Debt	353,490,000	364,381,000	410,147,000
Other Current Liabilities	142,578,000	135,440,000	124,139,000
Total Current Liabilities	502,153,000	474,621,000	540,620,000

Long Term Debt	162,569,000	181,960,000	150,295,000
Other Liabilities	85,891,000	86,790,000	82,621,000
Deferred Long Term Liability Charges	-	-	-
Minority Interest	42,430,000	41,238,000	40,910,000
Negative Goodwill	-	-	-
Total Liabilities	750,613,000	743,371,000	773,536,000
Stockholders' Equity			
Misc. Stocks Options Warrants	-	-	-
Redeemable Preferred Stock	-	-	-
Preferred Stock	-	-	-
Common Stock	85,797,000	85,797,000	85,782,000
Retained Earnings	513,182,000	434,361,000	390,559,000
Treasury Stock	-50,839,000	-60,703,000	-60,249,000
Capital Surplus	74,662,000	74,712,000	74,698,000
Other Stockholder Equity	-50,117,000	-59,989,000	-59,540,000
Total Stockholder Equity	622,802,000	534,167,000	490,790,000
Net Tangible Assets	611,629,000	525,509,000	483,272,000

CHAPTER-5

5.1 FINDINGS

The data is collected and tabulated in a graphical chart from the analysis and interference

- 44% of the 20-30age group respondents are buying the Yamaha bike because that is the very good bike for youngsters.
- The people who are earning 10000-20000 are interested buying Yamaha bikes.
- According to the survey,the students are purchasing Yamaha bike more than others.
- The 30% of the customers are satisfied with the black colour bike, according to their need and wants.
- The customers are satisfied with the overall quality and service of the bike.
- Our customers are willing to recommend our service and about the product for their friends it will boost the morale of the organization.
- Majority of the respondents feels that Yamaha bike is excellent.
- The majority of the respondents prefers first hand bike.
- Advertisement plays a major role to spread the awareness of the new bike of the company.
- After the first service the majority responds will feel good after the first service.
- The customers got the trial ride .
- After many services the customers are fully satisfied with the performance of bike.
- The respondents are going to yamaha bikes because of its pickup
- The majority of the customers are satisfied with price charged by showroom
- 75% of the respondents are satisfied with the offroad journey.

- 80% of the respondents feels there is no problem in Yamaha bike.
- Yamaha services is reaching the expectations of the customers.
- 73% of the responds is satisfied with the greeting by employees and staff.

5.2 SUGGESTIONS:

This report affords a brief image of bangalore wheels the authorized dealer of the Yamaha bikes through the report; attempts have been complete to assess the purpose for customers satisfaction and of, bangalore wheels the authorized dealer of the Yamaha . Some suggestions are as follows;

1. To register skilled labors, who can be an asset to meet customers expectation.
2. To issue free service coupons to the new customers
3. Retaining their customer by providing good service.
4. To ensure on time delivery of bike as promised.
5. The marketing expenses should be minimized.
6. The company must implement the competitive strategy.
7. Better to install the media for showing the Yamaha product information.
8. Introducing the new sales promotion techniques.

5.3 CONCLUSION

In study, I tried to find out the satisfaction of the goods and services rendered to the customer by the BANGALORE WHEELS Yamaha bike authorized dealer. This study has given a pure image of what customers feel about the goods and services provided by the bangalore wheels. We can obviously say that the product satisfies them as well as facilities provided by the organization. All the customers have a

better relationship with the showroom and they are regularly satisfied with the other features of the company as well.

From the following study, we can accomplish that bangalore wheels Yamaha bike dealer been serving its customers exceptionally well has created a better image and trust between its customers with the majority of them being fully satisfied with the showroom goods and services.

Further, it has been detected that the showroom some to improve is a current level of performance. The showroom can use more customer friendly method and train its sale customers towards serving the people in the best possible manner. Customer Retention must be stressed and strategies must be employed to ensure retention. the better relation must be developed with the customers in command to avoid brand switching and safeguard repeated sales.

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