

A STUDY ON CUSTOMER SATISFACTION IN YAMAHA TWO WHEELER

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Business Administration

By

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DEPARTMENT 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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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bona-fide work of **A.M.KIRAN SUNDAR (39280063)** who has done the Project work entitled “**A STUDY ON CUSTOMER SATISFACTION IN YAMAHA BIKES**” under my Supervision from December 2021 to March 2022.

Internal Guide

Dean, School of Business Administration

Submitted for Viva voice Examination held on -----.

Internal Examiner

External Examiner

DECLARATION

I A.M.KIRAN SUNDAR (39280063). Hereby declare that the project Report entitled “**A STUDY ON CUSTOMER SATISFACTION IN YAMAHA BIKES**” done by me under the guidance of **Dr KUMAR.N MA., MPhil., Phd., MBA** , School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration Degree.

DATE :

PLACE : CHENNAI

SIGNATURE OF THE CANDIDATE

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I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr KUMAR.N MA., MPhil., PhD., MBA Assistant Professor of the Department, School of Management** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non- teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

A.M.KIRAN SUNDAR

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ABSTRACT

The study is undergone at **A STUDY ON CUSTOMER SATISFACTION IN YAMAHA BIKES**. The industrial training which focuses towards imparts knowledge and level of candidate wherein which they can apply practical knowledge in future carrier through thus study.

It is an extraordinary opportunity to experience partial industrial environment, work discipline, team work quality controlling and to obtain a clear understanding of the theoretical knowledge from the company.

From this study at Sales, Services & Spares and Dealers of Yamaha Motor Cycles . It has observed that the marketing, finance, customer service, stock in hand, production and transportation, risk management, through proper channel of recruitment and employee his I have practically noticed from this industrial training.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:

The students to gain relevant knowledge, skills and to explore the industrial environment in a short period. Students also get an opportunity to learn about time management, discipline and good communication skill etc.

I am grateful to Sathyabama Institute of Science and Technology for giving such opportunity from which I learnt a lot of new things and got an exposure to the industrial environment.

Industrial training gives an insight into the organization and its approaches to deal with a problem. It is aimed at imparting the required skill set, information to improve the candidates' performance or to encourage him/her to meet their career goals.

The most amazing internship experiences are those that prepare students for the work they hope to do after graduating from college.

1.2 INDUSTRY PROFILE:

The automobile industry in India is the world's fifth largest. India was the world's fifth largest manufacturer of cars and seventh largest manufacturer of commercial vehicles in 2019. Indian automotive industry (including component manufacturing) is expected to

reach Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. The industry attracted Foreign Direct Investment (FDI) worth US\$ 25.85 billion between April 2000 and March 2021 accounting for 5% of the total FDI during the period according to the data released by Department for promotion of Industry and Internal Trade (DPIIT). The Indian automotive industry is expected to reach US\$ 300 billion by 2026. Domestic automobile production increased at 2.36%CAGR BETWEEN FY16- FY20 with 26.36 million vehicles being manufactured in the country in FY20. Overall, domestic automobiles sales increased at 1.29%CAGR between FY16-FY20 with 21.55 million vehicles being sold in FY20. Two wheelers and passenger vehicles dominate the domestic Indian auto market. Passenger car sales are dominated by small and mid-sized cars. Two wheelers and passenger cars accounted for 80.8% and 12.9% market share, respectively, accounting for a combined sale of over 20.1 million vehicles in FY20. Two-wheeler sales stood at 1,195,445 units in March 2021, compared with 1,846,613 units in March 2020, recording a decline of 35.26%. Passenger vehicle (PV) sales stood at 279,745 units in March 2021, compared with 2,17,879 units in March 2020, registering a growth of 28.39%. Overall, automobile export reached 4.77 million vehicles in FY20, growing at a CAGR of 6.94% during FY16-FY20. Two wheelers made up 73.9% of the vehicles exported, followed by passenger vehicles at 14.2%, three wheelers at 10.5% and commercial vehicles at 1.3%.

1.3 COMPANY PROFILE:

YAMAHA GLOBAL:



Basic information of the company:

COMPANY NAME	Yamaha Motor Co., Ltd
FOUNDED	1 May 1955 ; 66 years ago
FOUNDER	Genichi Kawakami
HEAD QUARTERS	Iwata , Shizuoka , Japan
CAPITAL	86,100 Million yen (as of June 30,2001)
EMPLOYEES CONSOLIDATED	52,437 (as of December 31,2001) Parent: 10,359 (as of December 31,2020)
GROUP COMPANIES	Consolidated Subsidiaries : 130 Non-Consolidated Subsidiaries : 5 Affiliates : 28 (as of June 30,2021)

1.4 Need of the study:

- It helps to determine the post-purchase feedback of buyer to improve the delivery and service of the product.
- It is a process of studying buyer satisfaction.
- It helps to figure long-term connection with customer.

1.5 Objectives of the study:

- To understand the satisfaction level of buyer towards Yamaha bike.
- To know the level of the buyer satisfaction.
- To know about diverse brands of the similar bikes sold in the area.
- To study the marketing strategy.
- To know about Yamaha motorcycles with regards in the specified customer view.

1.6 Scope of 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.
- The study is concerned only with Yamaha buyers.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Monroe & Dodds, (1988):

In the study the authors have examined the success issues of the product launch and tactics. outlines and marketing are to be done while making product launch to the market. Authors also studied about the product putting, targeting for the success and innovativeness of the product presentation.

Ajzen & Hassn (1991).

In this study this function is one of the most familiar of Sidgwick, the practical is really based on the moral theory of utilitarianism, in this study of customer satisfaction the consumers behavior is entirely based on usefulness function when the choice rotates around the amount discomfort or pleasure in carrier.

Hoffman &Novak (1996):

In this study, the author has examined the grade of consumer prospects toward a exact brand. Hence the consumer prospects differ from one brand to another. So, we have to sort out our customer expectations.

Quelch &Klein (1996):

In the study,the authors have studied about the unsafe factors which are complex in the new product introduction with reference to the IBM AS/400 products. Authors also deliberate about the pre-launch and post-lunch policies for the goods do well in the market.

Mowen & Minor (1998):

In this study authors have examined the association between the product selections and the new product development course. Authors have also examined the major key subjects in the course of new creation presentation process.

Donthu & Garcia (1999):

In this study ,the author has well-defined that the influencing the buying process of the customers, for eg, friends, relatives, media, and ads. These kinds of factors impact the customer to buy the products. These are the solid forces which make potential buyer.

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.

Lorek (2001):

In this study ,the author has provided a meaning for 'consumer' upon two approaches: With the location to trustworthiness, "A consumer is the being who measures the quality of the products and services" and on the process-oriented approach, "the customer is the existence or group that obtains the effort output".

Siddhartha and S Mukherjee (2002).

The Study reveals. That, the two-wheelers in India are used for a 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. Motorcycles are growing that for mopeds and geared scooters are shrinking. This mindset change in the taste of the consumers is possibly due to the technological change. Also, most of the manufacturers like Bajaj, Hero Honda and TVS had reduced the prices of their entry-level motorcycles in order to capture a bigger share of the market.

Raman Swati & Radhika Neela

(2005):

In this study, the author has inspected about the product launch of the medicinal product to the market. Strategic grounding for the launch and work in a loan for the launch of the formation are important for the new product presentation course. Author has also inspected the insight change about the goods in market and potentials of changing the perception to the product.

Roy Subhadip (2005):

Has provided an exhaustive segment wise commentary on the subject. He has also dealt with the role of nationwide and international consumer organizations in consumer protection.

Heng patrick & Low kim

(2006):

In this study, the author has analyzed that buyers satisfaction is influenced by the obtainability of consumer goods and services, The provision of excellence of buyers service has developed a main. the worry of all businesses. Consumer satisfaction is naturally defined as a post- consumption evaluative ruling concerning a exact goods or service.

M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal
(2006).

In his study of the automobile Industry sector, he has mentioned that the two-wheeler segment has recorded the significant change in the past 4-5 years. The marketplace for motorcycles is growing and its sale rose by 27 percent annually during the last four years.

Thathoo Rahul & Kacheria Rahil (2007):

In this study the author has Studied argued that now a days businesses hope to reach profitability more quickly, and faster way to reach universal brand awareness is through online channels.

Mohammad Amin (2009):

In this study, the author has examined the psychological factors convincing in fulfillment of the product and services. The summary psychological state results in when the reaction surrounding disconfirmed prospects is coupled with consumers' prior feelings about the investing experience.

Kim & Karpova (2010):

In this study, the author had explained the publicity skills to the sellers to gain the new customers to improve the sales volume. If the volume of the sales increases then mechanically profit will also increase.

Hsiao H L (2010):

In this study, The author has examined the post-acquisition attitude of client. In the time of purchase buyers boldness is positive but after the purchase, the attitude may turn into an negative and then it primes to dissatisfaction.

Anuj Kumar Kanojia (2011).

In his article discovered the impact of consumer preference on sales of two-wheeler in urban areas of India. However, the study also showed that urban and rural regions have different preferences when it comes to selecting the vehicle model.

Hemant C R (2011).

Emphasized the need for continuous market research. He suggested that there is a genuine need for continuous sales analysis so as to sustain the market share.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.3 SAMPLE DESIGN:

A Sample design is a definite plan for obtaining a sample from a given population. Convenience sampling method used in selected samples.

3.4 PERIOD OF STUDY:

This study on customer satisfaction was conducted during the period of three months from January2022 to March2022.

3.5 SAMPLE SIZE:

The sample size of this study is 100.

3.6 DATA COLLECTION :

The data collected for the study consists of both Primary and Secondary data.

3.6.1 PRIMARY DATA:

In this study primary data were collected through personnel interview using questionnaire. The questionnaire was administered to **HUNDRED** Customers of Yamaha bikes showroom.

3.6.2 SECONDARY DATA:

Secondary data for this study was collected from:

- Precisely published records , statistics , research reports and documents.
- Book , Periodical and Websites.

3.7 QUESTIONNAIRE:

In this study the researcher have used a Questionnaire consisting of **TWENTY THREE** multiple choice based questions.

3.8 TOOLS USED FOR ANALYSIS:

Percentage Analysis , Hypothesis Testing , Chi-square Test are used as statistical tools for the analysis.

3.9 GRAPHICAL REPRESENTATION OF DATA:

Graphical Representation tool such as Bar Graphs and Pie-charts have been used for the data Analysis.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS:

1. Age of the respondents

TABLE NO.4.1:

AGES	FREQUENCY	PERCENTAGE
18-20	31	31%
20-35	60	60%
35-50	8	8%
50 Above	1	1%
TOTAL	100	100%

Chart No: 4.1:

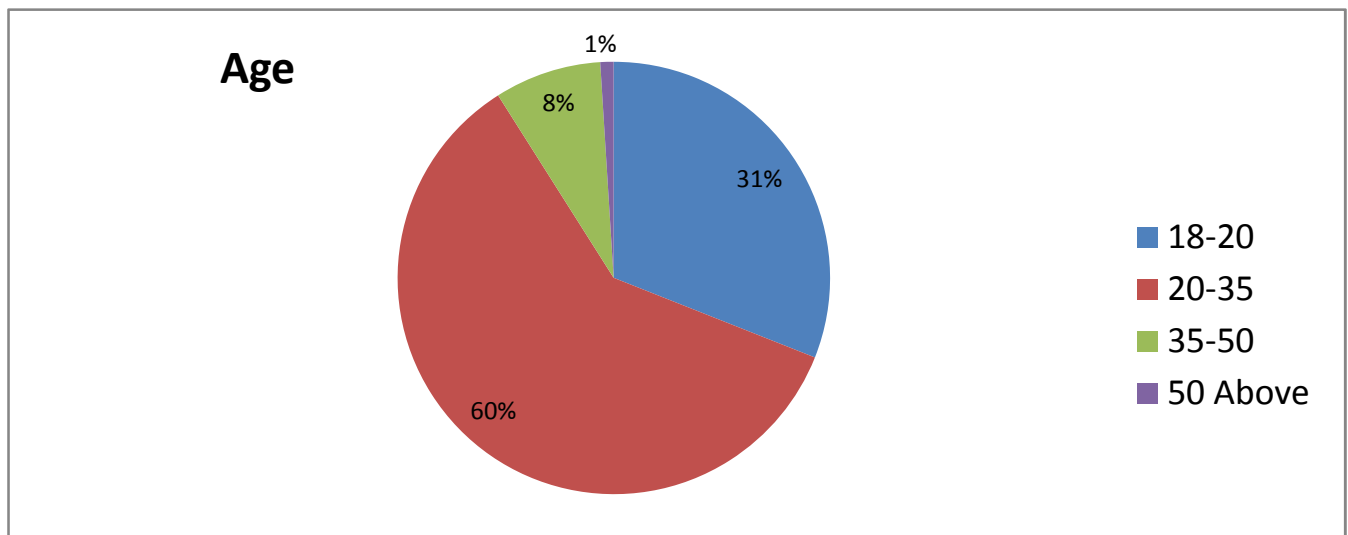


Fig 4.1 Age of the respondents

Interpretation:

From the above table, it is interpreted that 31% of respondents are of age group 18-20, 60% of them belong to age group 20-35, and 8% belong to the age Group 35-50 and 1% belong to age group of above 50.

2. Gender of the respondents:

TABLE NO. 4.2

GENDER	FREQUENCY	PERCENTAGE
Male	70	70%
Female	30	30%
TOTAL	100	100%

Chart No 4.2:

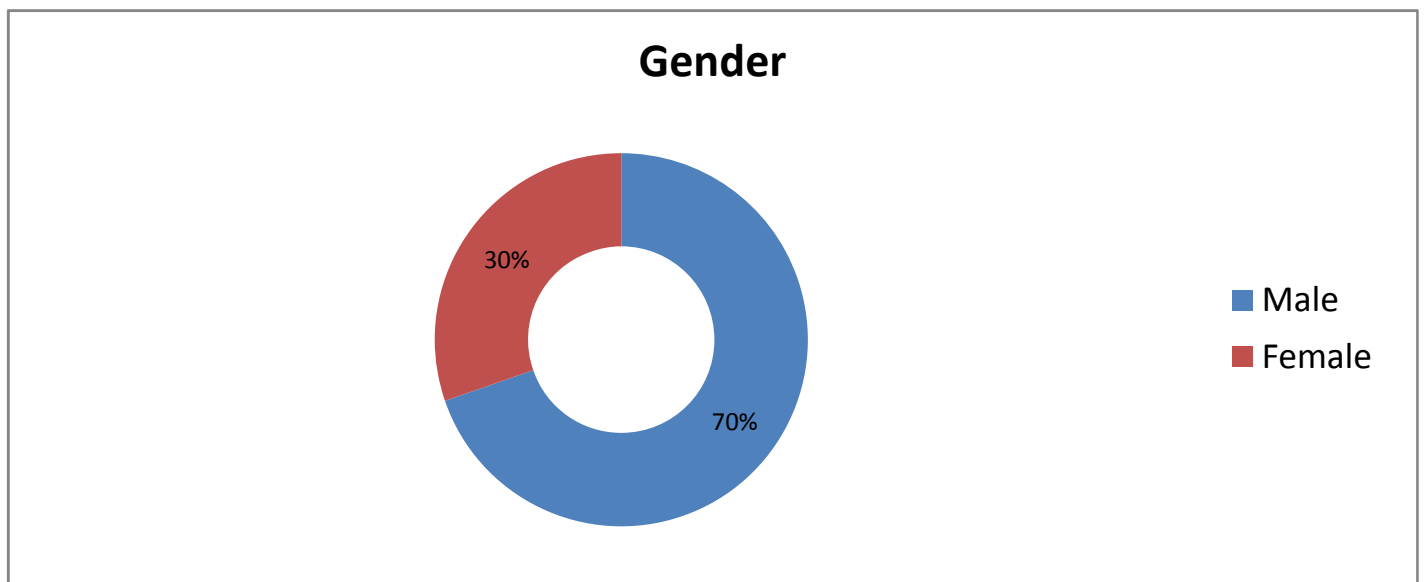


Fig 4.2 Gender of the respondents Inference

Interpretation:

From the above table, it is interpreted that 70% of respondents are of Male category and 30% of them belong to Female category.

3.Educational Qualification of the respondents:

Table No: 4.3:

Occupational Status	FREQUENCY	PERCENTAGE
10 th	4	4%
12 th	8	8%
UG	73	73%
PG	13	13%
DIPLOMA	2	2%
TOTAL	100	100%

Chart No: 4.3:

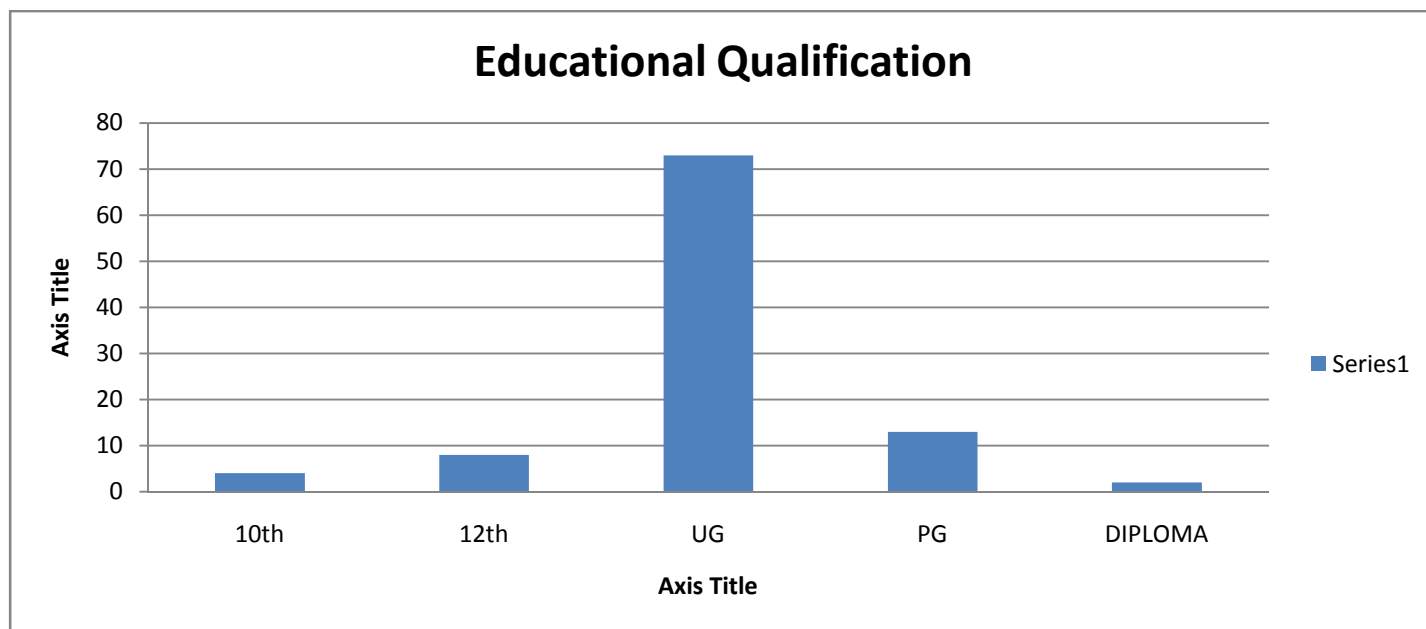


Fig 4.3 Educational Qualification of the respondents

Interpretation:

From the above table, it can be interpreted the given educational qualification 4% of the respondents are 10th standard, 8% of the respondents are 12th standard, 73% of the respondents are UG studied, 13% of the respondents are PG studied, 2% of the respondents are diploma studied persons.

4. Occupation of the respondents:

Table No: 4.4:

Occupational Status	FREQUENCY	PERCENTAGE
STUDENTS	35	35%
BUSINESS PERSONS	11	11%
PROFESSIONAL	4	4%
EMPLOYED	50	50%
TOTAL	100	100%

Chart No: 4.4:

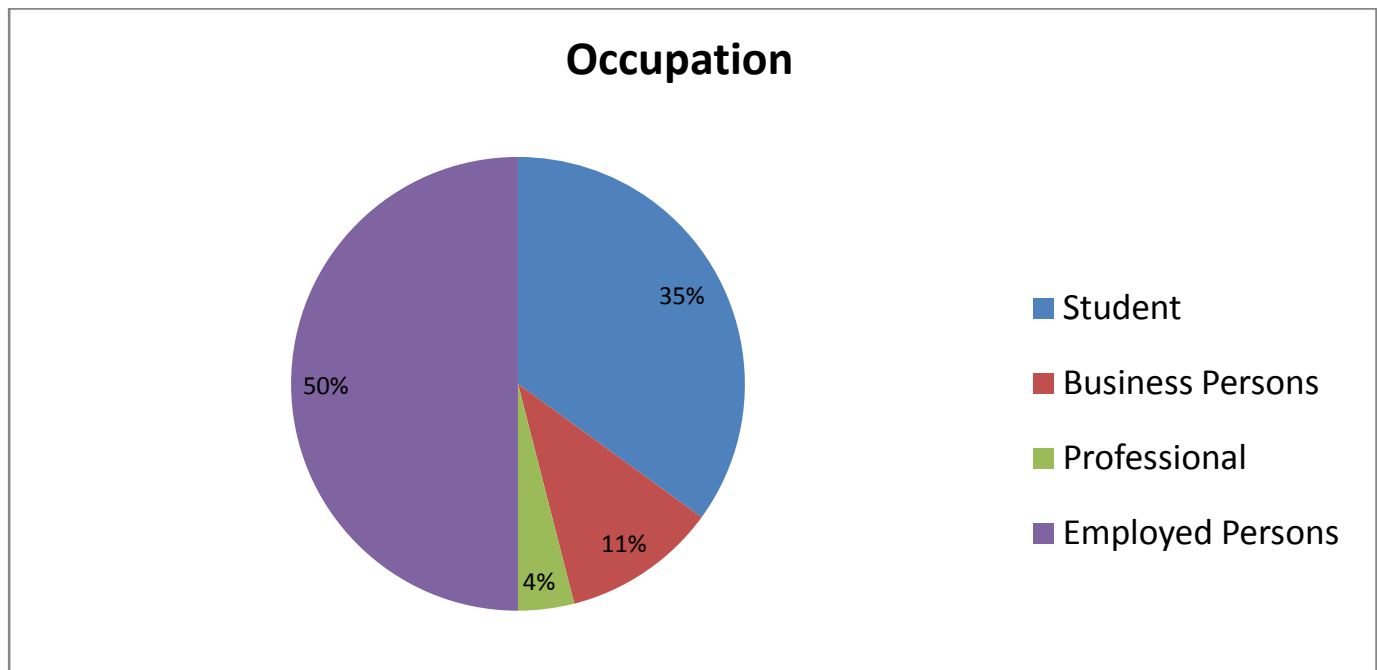


Fig 4.4: Occupation of the respondents

Interpretation:

From the above table, it can be interpreted that out the option given 35% of respondents are Students, 11% of respondents are business Persons, 4% of respondents are professionals, 50% of respondents are employed Persons.

5.Monthly Income of the respondents:

Table No: 4.5:

INCOME	FREQUENCY	PERCENTAGE
Rs. 7500-10000	29	29%
Rs. 10000-20000	49	49%
Rs. 20000-30000	12	12%
Rs. 30000 Above	10	10%
TOTAL	100	100%

Chart No. 4.5:

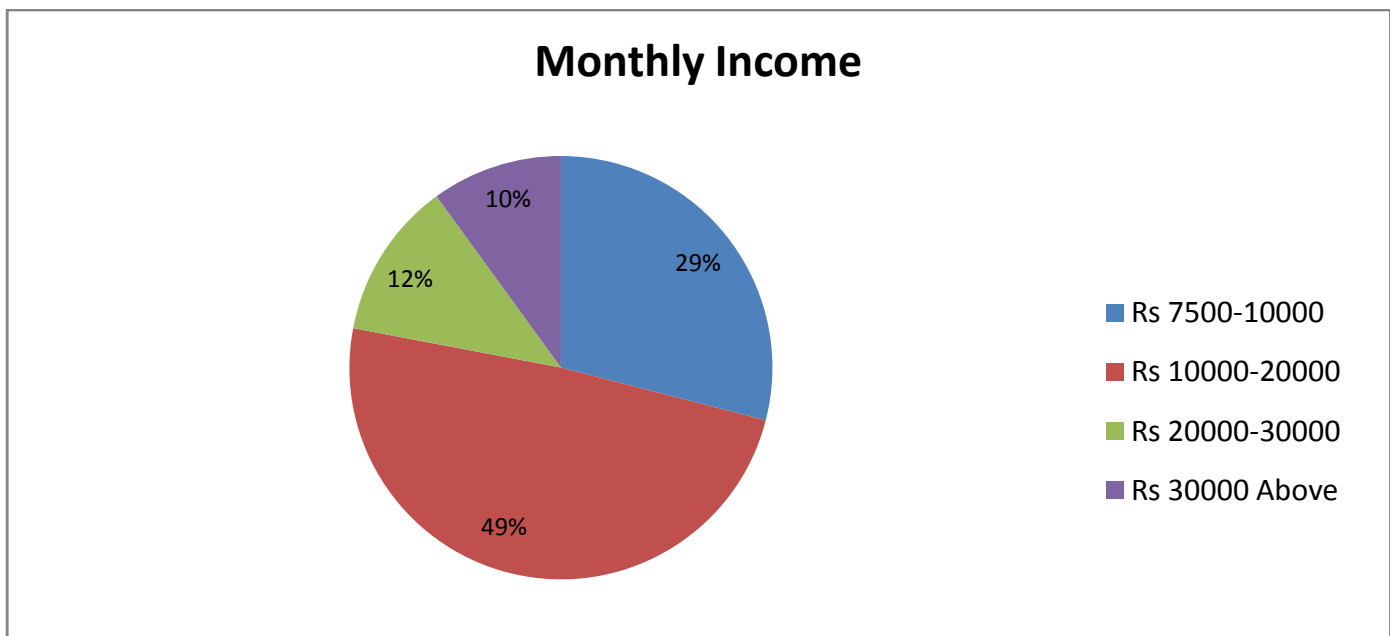


Fig 4.5: Monthly income of the respondents

Interpretation:

From the above table, it is interpreted that 29% of the respondents income is Rs. 7,500-10,000, 49% of the respondents income is Rs.10,000 - 20,000, 12% of the respondents income is Rs. 20,000 – 30,000, 10% of the respondents income is Rs. 30,000 Above.

6. No. of Family Members of the respondents:

Table No: 4.6:

NO.OF FAMILY MEMBER	FREQUENCY	PERCENTAGE
1	2	2%
2	5	5%
3	15	15%
4	65	65%
Above 5	13	13%
TOTAL	100	100%

Chart No: 4.6:

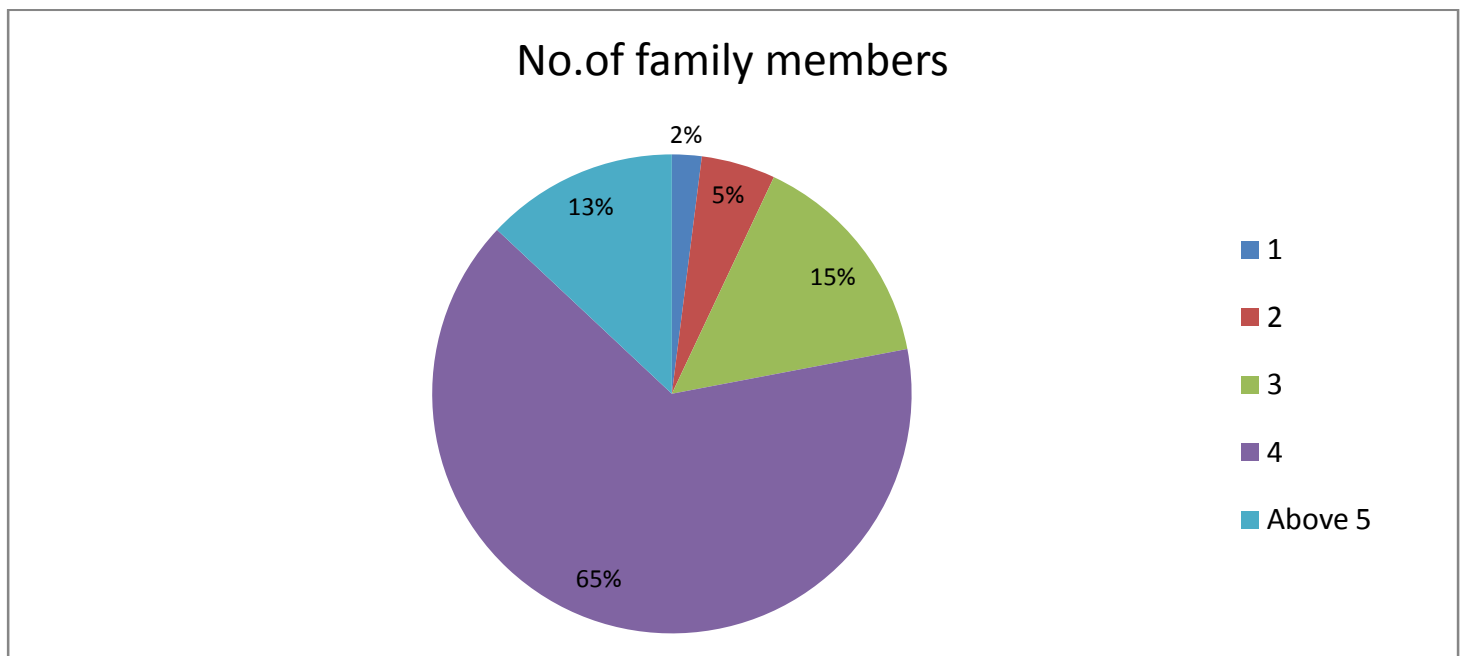


Fig 4.6 No. of Family Members

Interpretation:

From the above table, it can be interpreted that out the option given , 2% of the respondents are one family member, 5% of the respondents are two family members, 15% of the respondents are three family members, 64% of the respondents are four family members, 13% of the respondents are above five family members.

7. Color Preferred by the respondents:

Table No: 4.7:

COLOURS	FREQUENCY	PERCENTAGE
RED	14	14%
BLACK	50	50%
SILVER	10	10%
BLUE	16	16%
WHITE	10	10%
TOTAL	100	100%

Chart No: 4.7

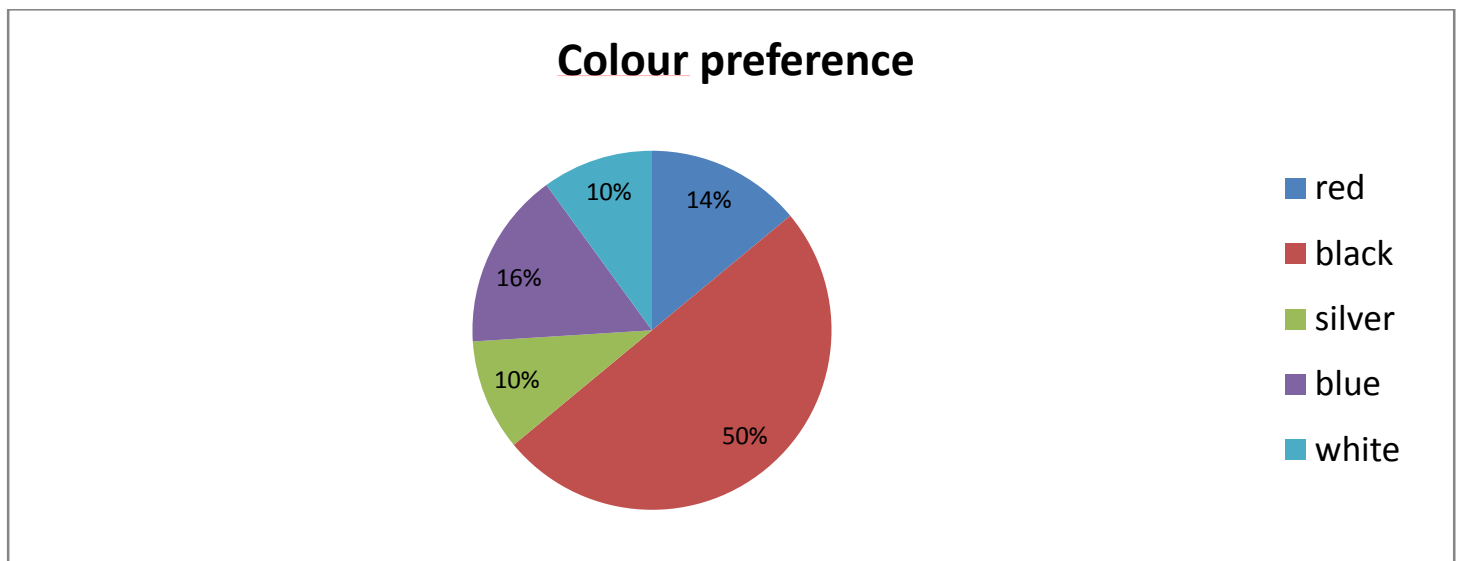


Fig 4.7 Color preferred by the respondents

Interpretation:

From the above table, it can be interpreted that out the option given, 14% of the respondents like red color , 10% of the respondents like silver color, 16% of the respondents like blue color, 10% of the respondents like white color, 50% of the respondents like mostly black color.

8. Bikes used by the respondents:

Table No: 4.8

Occupational Status	FREQUENCY	PERCENTAGE
Yamaha	70	70%
Hero	10	10%
Bajaj	10	10%
TVS	5	5%
ROYAL ENFIELD	5	5%
TOTAL	100	100%

Chart No: 4.8

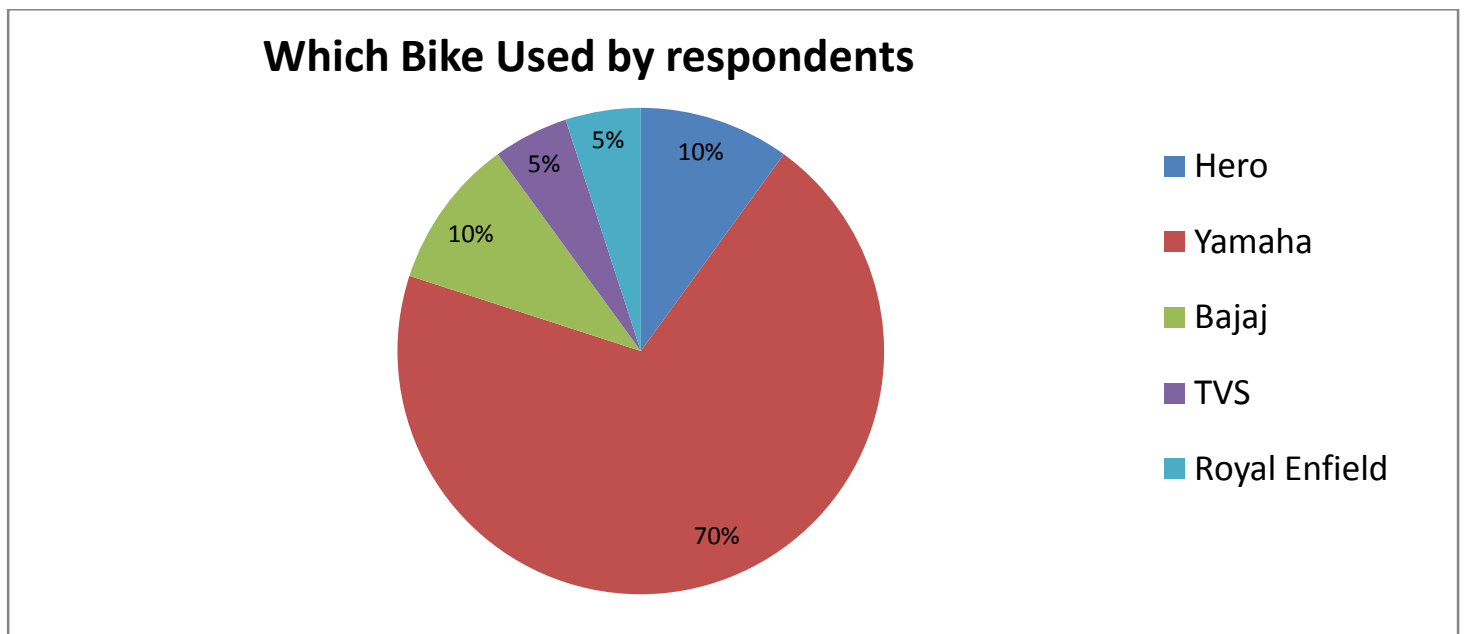


Fig 4.8 Bike used by the respondents

Interpretation:

From the above table, it can be interpreted that out the option given, 10% of the respondents used hero , 10% of the respondents used bajaj , 5% of the respondents used TVS, 5% of the respondents used royal enfield , 70% of the respondents are mostly used Yamaha.

9. Who suggested Yamaha bikes:

Table No: 4.9

OPTIONS	FREQUENCY	PERCENTAGE
Friend's	60	60%
Advertisement	15	15%
Media	10	10%
Other's	15	15%
TOTAL	100	100%

Chart No: 4.9

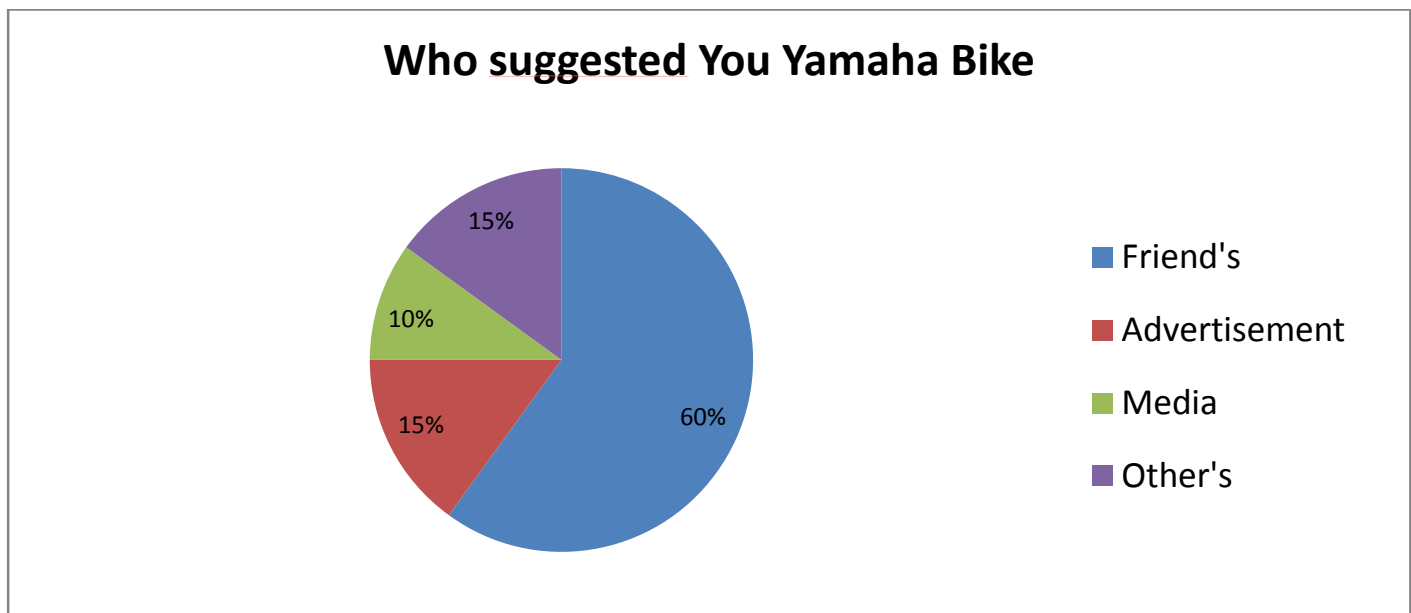


Fig 4.9 who preferred you Yamaha bike

Interpretation:

From the above table, it can be interpreted that out the option given, 60% of the respondents are suggest by friends, 15% of the respondents are seen advertisement, 10% of the respondents are know by media, 15% of the respondents are know by other's .

10. Are you the first owner of the bike:

Table No: 4.10

OPTIONS	FREQUENCY	PERCENTAGE
YES	67	67%
NO	33	33%
TOTAL	100	100%

Chart No: 4.10

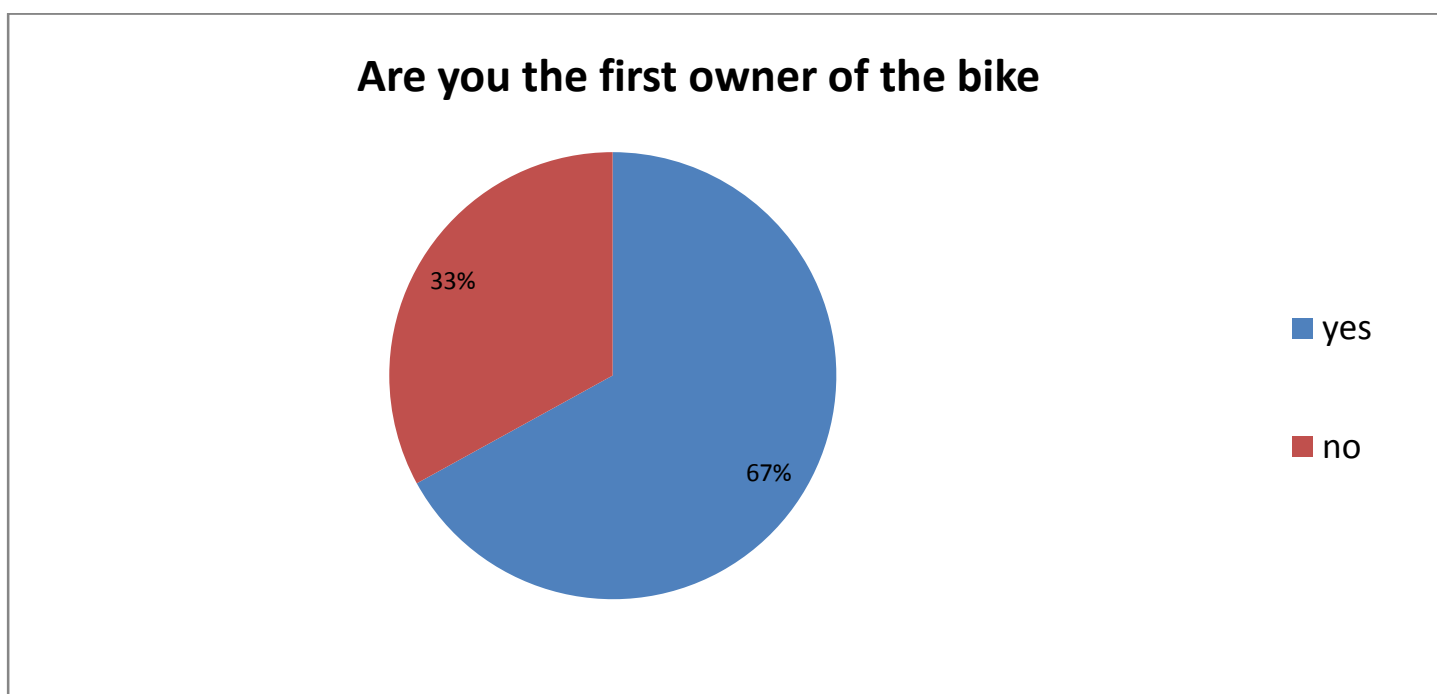


Fig 4.10 Are you the first owner of the bike

Interpretation:

From the above table, it can be interpreted that out the option given, 67% of the respondents are the first owners, 33% of the respondents are not the first owner of the bikes.

11. Rate the services of their bike:

Table No: 4.11

OPTIONS	FREQUENCY	PERCENTAGE
Very Unsatisfied 1	5	5%
2	5	5%
3	10	10%
4	30	30%
Very Satisfied 5	50	50%
TOTAL	100	100%

Chart No: 4.11

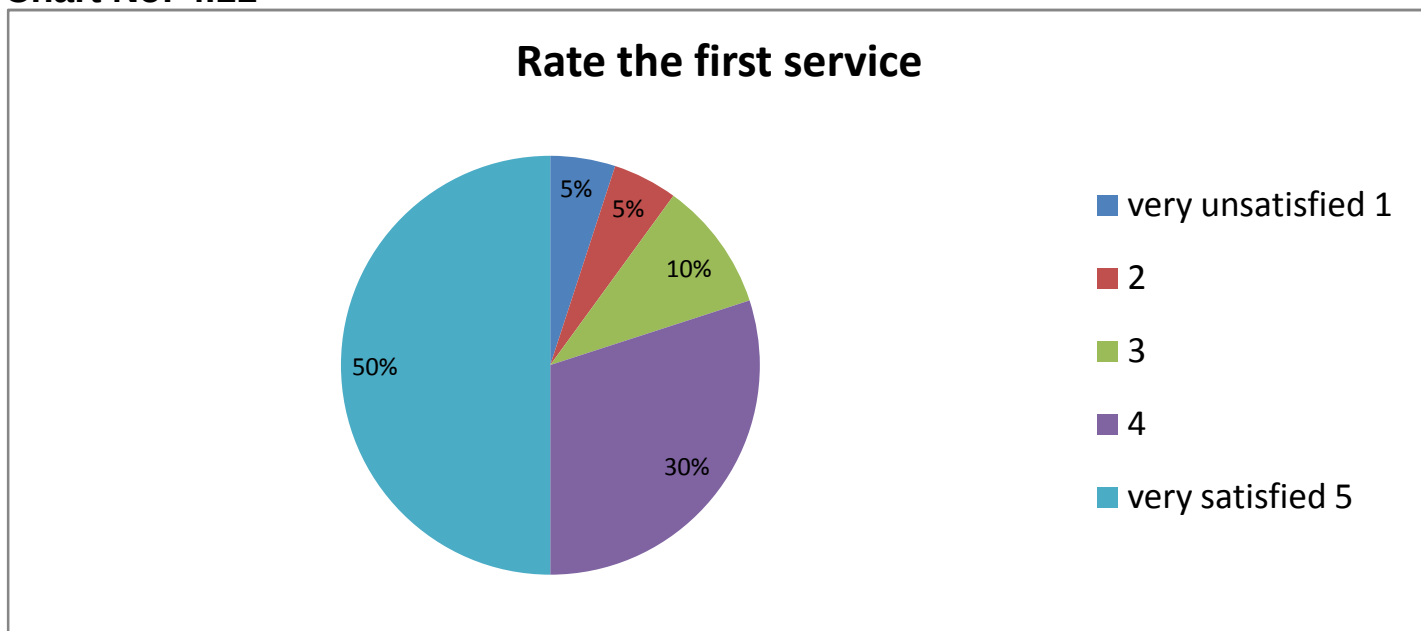


Fig 4.11 Rate the first services of the respondents

Interpretation:

From the above table, it can be interpreted that out the option given, 5% of the respondents are very unsatisfied with first service, 50% of the respondents are very Satisfied with their first services.

12. What made you to buy Yamaha bike:

Table No: 4.12

OPTIONS	FREQUENCY	PERCENTAGE
Brand Image	25	25%
Fuel Durability	35	35%
Efficiency of low Maintenance	17	17%
Pick up	23	23%
TOTAL	100	100%

Chart No: 4.12

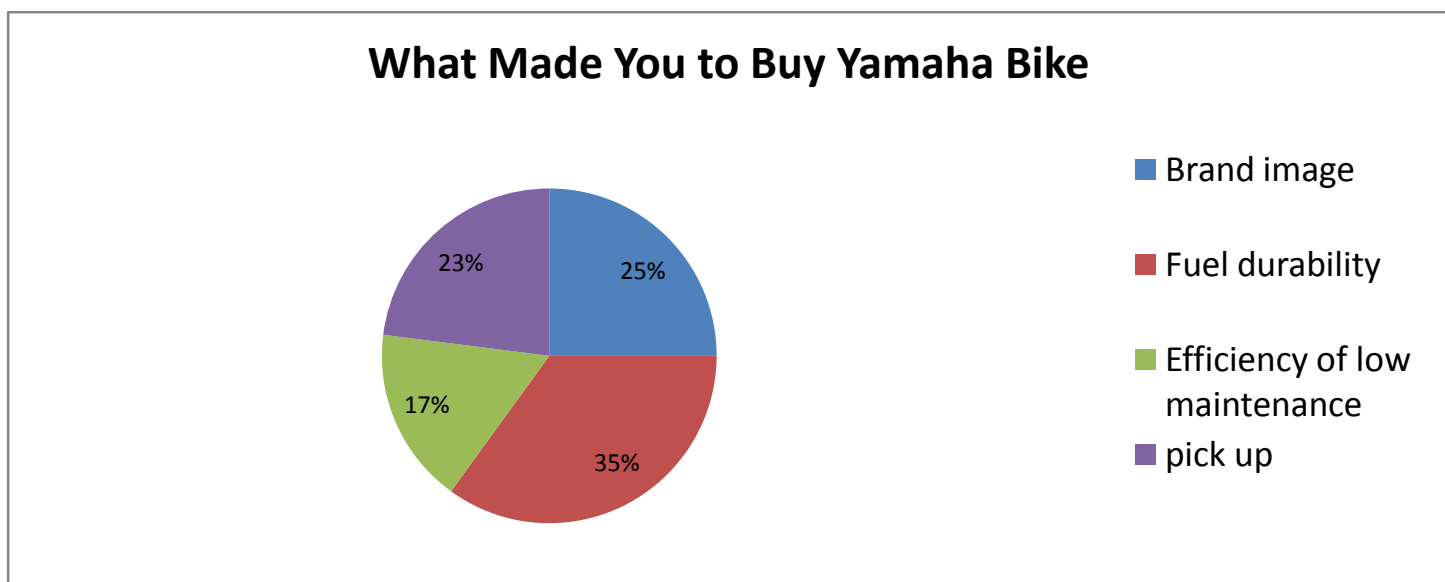


Fig 4.12 what made you to buy Yamaha bike

Interpretation:

From the above table, it can be interpreted that out the option given, 25% of the respondents are made to buy for their brand image, 35% of the respondents are made to buy for their fuel durability, 17% of the respondents are made to buy efficiency of low maintenance, 23% of the respondents are made to buy for their pick up.

13. Opinion about bike prices:

Table No: 4.13

OPTIONS	FREQUENCY	PERCENTAGE
Very Unsatisfied 1	3	3%
2	3	3%
3	25	25%
4	29	29%
Very Satisfied 5	40	40%
TOTAL	100	100%

Chart No: 4.13

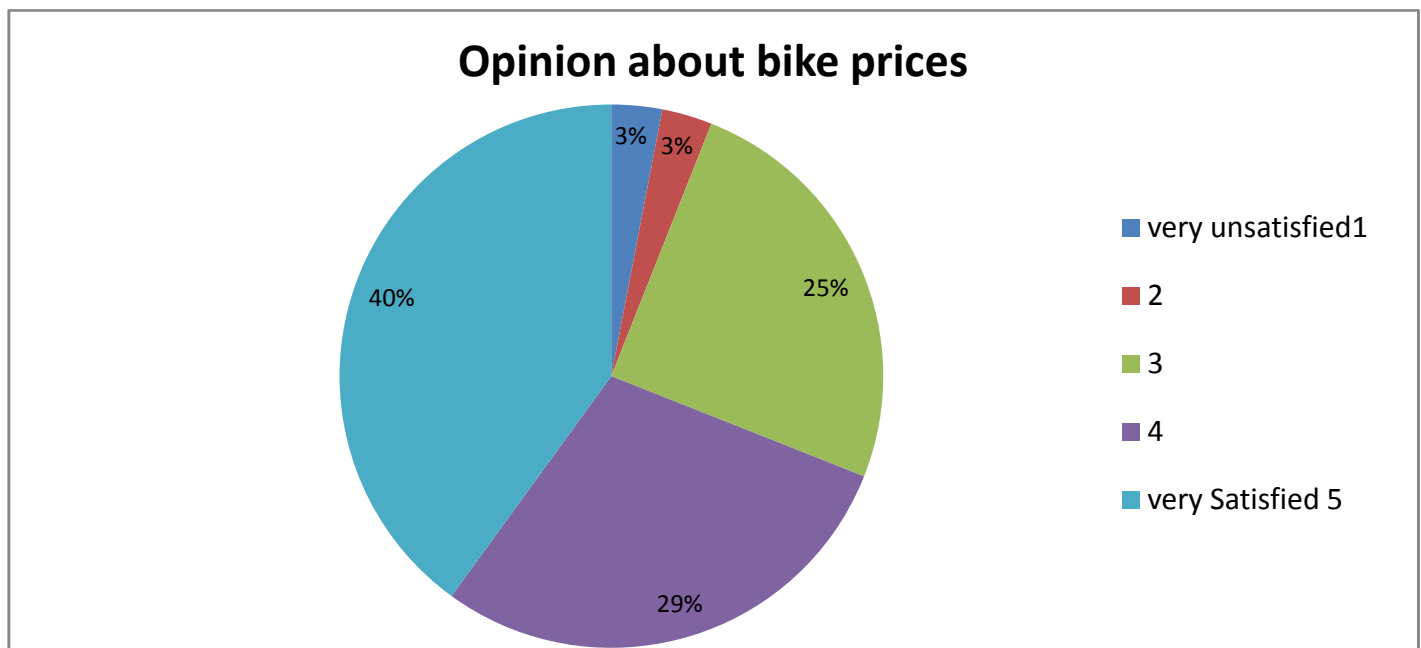


Fig 4.13 Opinion about bike prices

Interpretation:

From the above table, it can be interpreted that out the option given, 3% of the respondents are very unsatisfied with bike prices, 40% of the respondents are very satisfied with bike prices.

14. Respondents bikes mileages:

Table No: 4.14

OPTIONS	FREQUENCY	PERCENTAGE
20-35 Kmpl	4	4%
35-40 Kmpl	4	4%
40-50 Kmpl	40	40%
50-60 Kmpl	42	42%
70-80 Kmpl	10	10%
TOTAL	100	100%

Chart No: 4.14

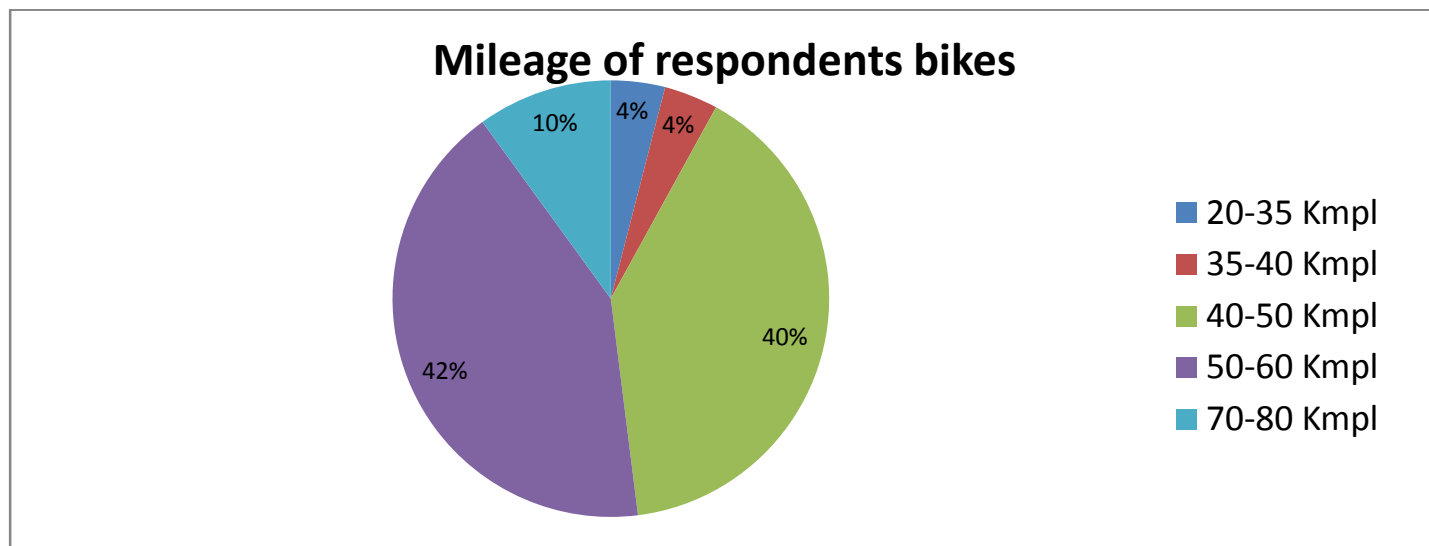


Fig 4.14 Mileage of respondents bikes

Interpretation:

From the above table, it can be interpreted that out the option given, 4% of the respondents are 20–35 Kmpl of mileage, 4% of the respondents are 35–40 Kmpl of mileage, 40% of the respondents are 40–50 Kmpl of mileage, 42% of the respondents are 50–60 Kmpl of mileage, 10% of the respondents are 70–80 Kmpl of mileage of the respondents bikes.

15. Technology of bikes are satisfied the respondents:

Table No: 4.15

OPTIONS	FREQUENCY	PERCENTAGE
Good	90	90%
Bad	10	10%
TOTAL	100	100%

Chart No: 4.15

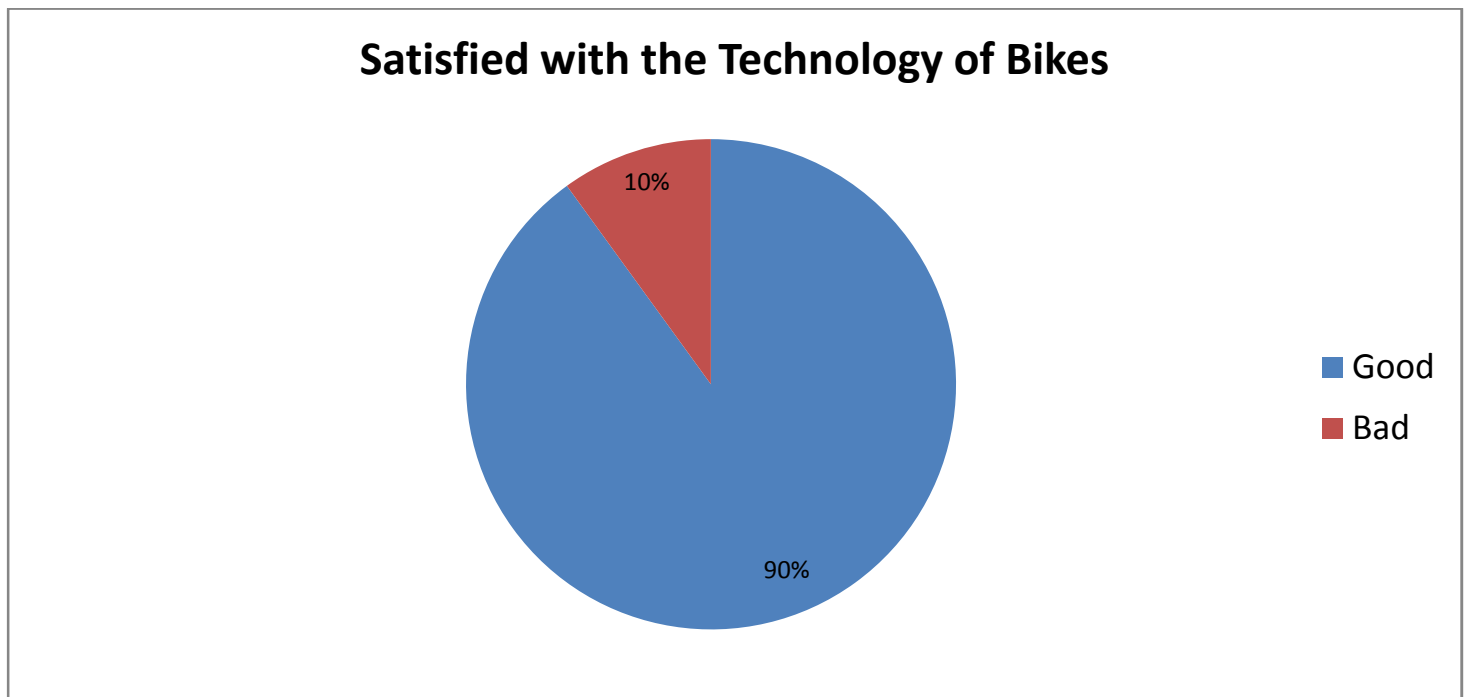


Fig 4.15 Satisfied with the Technology of bikes

Interpretation:

From the above table, it can be interpreted that out the option given, 90% of the respondents are good with their bikes technology, 10% of the respondents are bad with their bikes technology.

16. Performance of bikes are satisfied the respondents:

Table No: 4.16

OPTIONS	FREQUENCY	PERCENTAGE
Accept	90	90%
Refuse	10	10%
TOTAL	100	100%

Chart No: 4.16

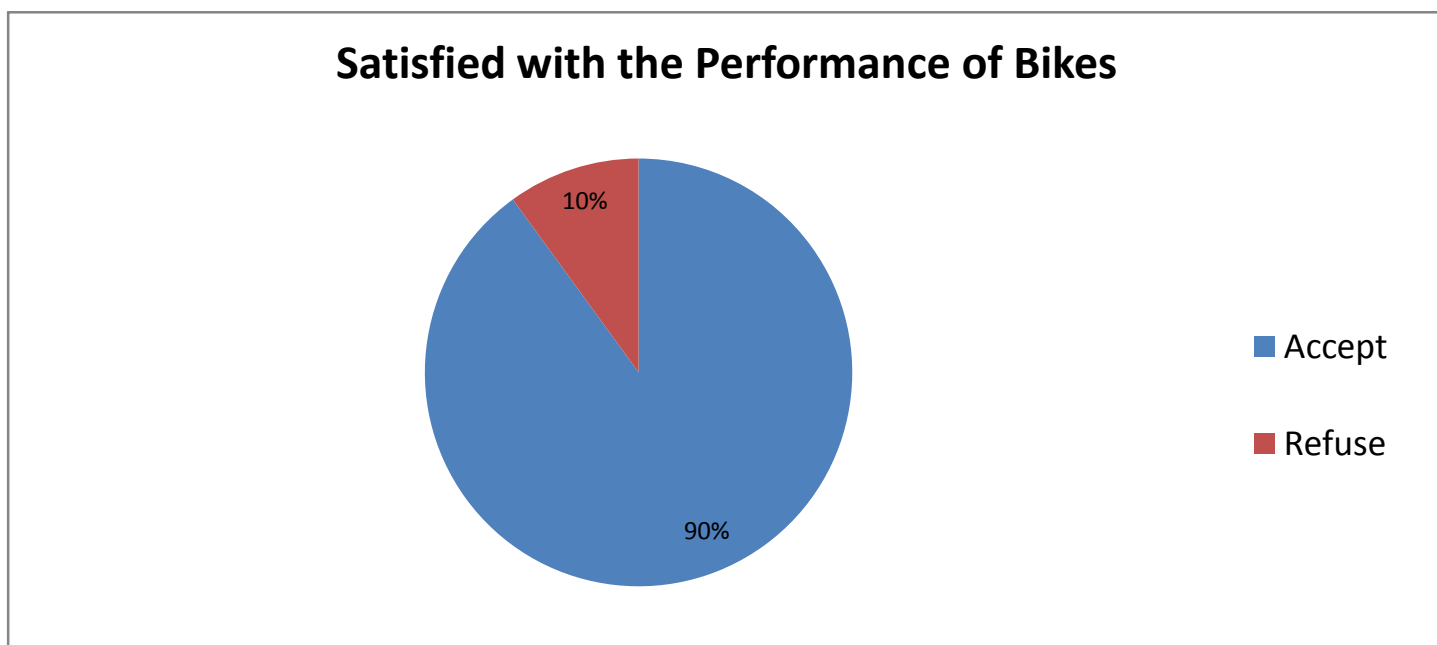


Fig 4.16 Satisfied with the Performance of bikes

Interpretation:

From the above table, it can be interpreted that out the option given, 90% of the respondents are accepted with their bikes performance, 10% of the respondents are refused with their bikes performances.

17. Respondents bikes are good in off roads:

Table No: 4.17

OPTIONS	FREQUENCY	PERCENTAGE
Good	85	85%
Bad	15	15%
TOTAL	100	100%

Chart No: 4.17

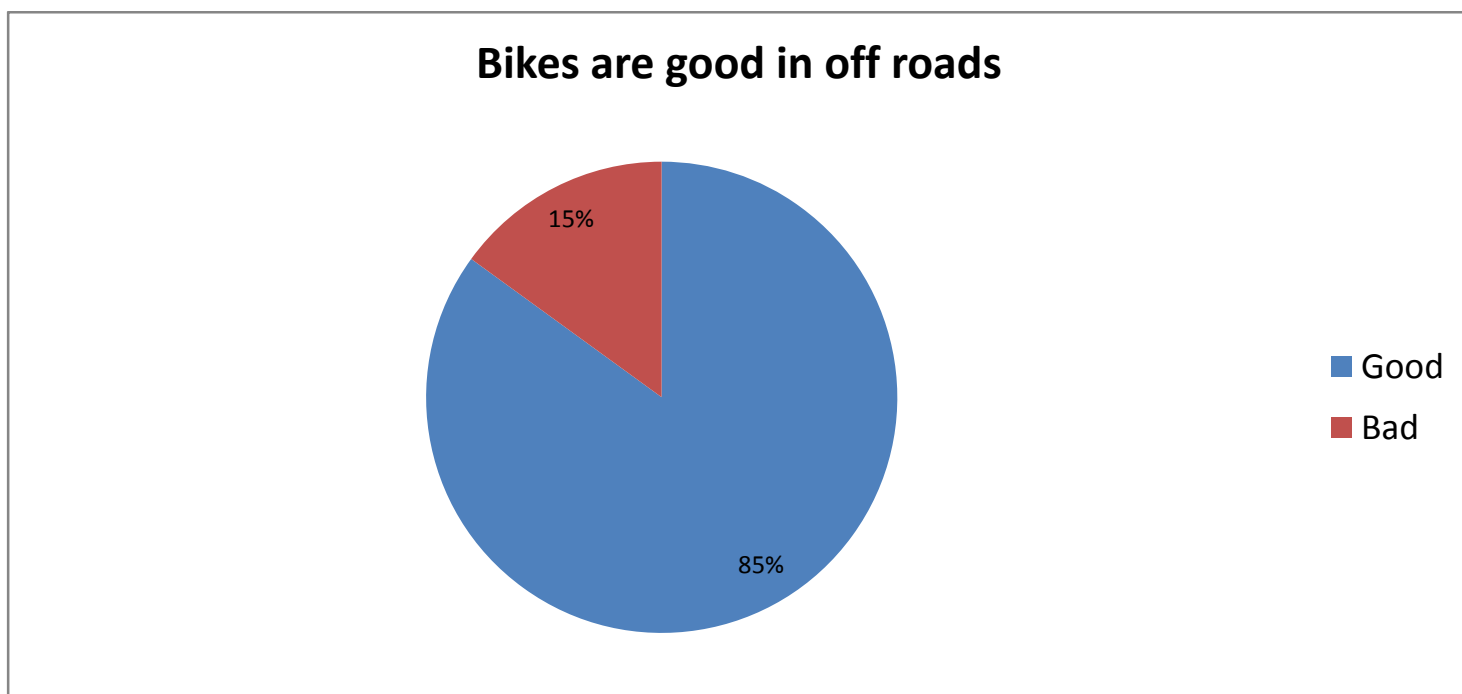


Fig 4.17 Bikes are good in off roads

Interpretation:

From the above table, it can be interpreted that out the option given, 85% of the respondents are good with their bikes in off roads, 15% of the respondents are bad with their bikes in off roads.

18. Favourite bike of the respondents:

Table No: 4.18

OPTIONS	FREQUENCY	PERCENTAGE
Yamaha	75	75%
Royal Enfield	25	25%
TOTAL	100	100%

Chart No: 4.18

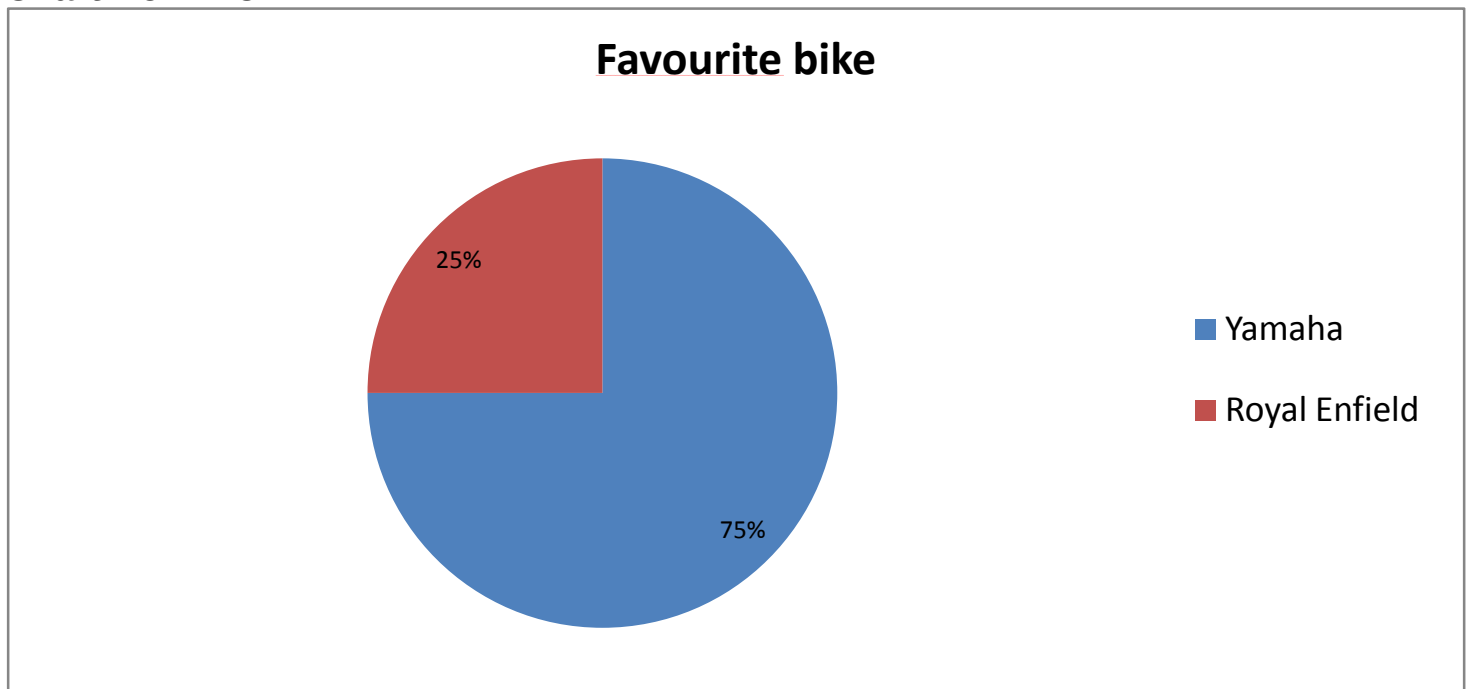


Fig 4.18 Favourite bike

Interpretation:

From the above table, it can be interpreted that out the option given, 75% of the respondents are favourite bike is Yamaha, 25% of the respondents are favourite bike is Royal Enfield.

19. Does the respondents are faced any issue purchasing using debit/credit card:

Table No: 4.19

OPTIONS	FREQUENCY	PERCENTAGE
Yes	35	35%
No	65	65%
TOTAL	100	100%

Chart No: 4.19

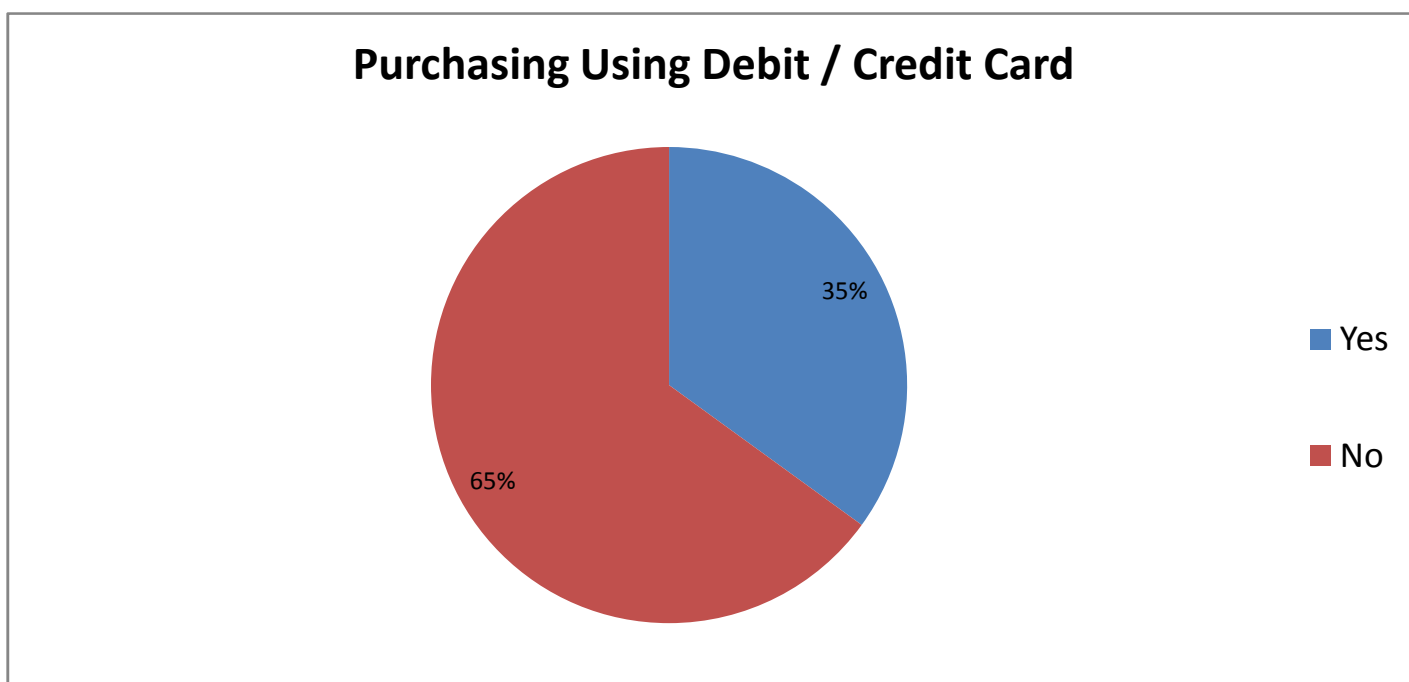


Fig 4.19 Purchasing Using Debit / Credit Card

Interpretation:

From the above table, it can be interpreted that out the option given, 35% of the respondents are having problems in purchasing using debit & credit card, 65% of the respondents are not having problems in purchasing using debit & credit card.

20. Respondents expectation at bike services centers:

Table No: 4.20

OPTIONS	FREQUENCY	PERCENTAGE
Reasonable Charges	25	25%
Trust & Care	35	35%
Professional Quality Services	30	30%
Immediate Delivery	10	10%
TOTAL	100	100%

Chart No: 4.20

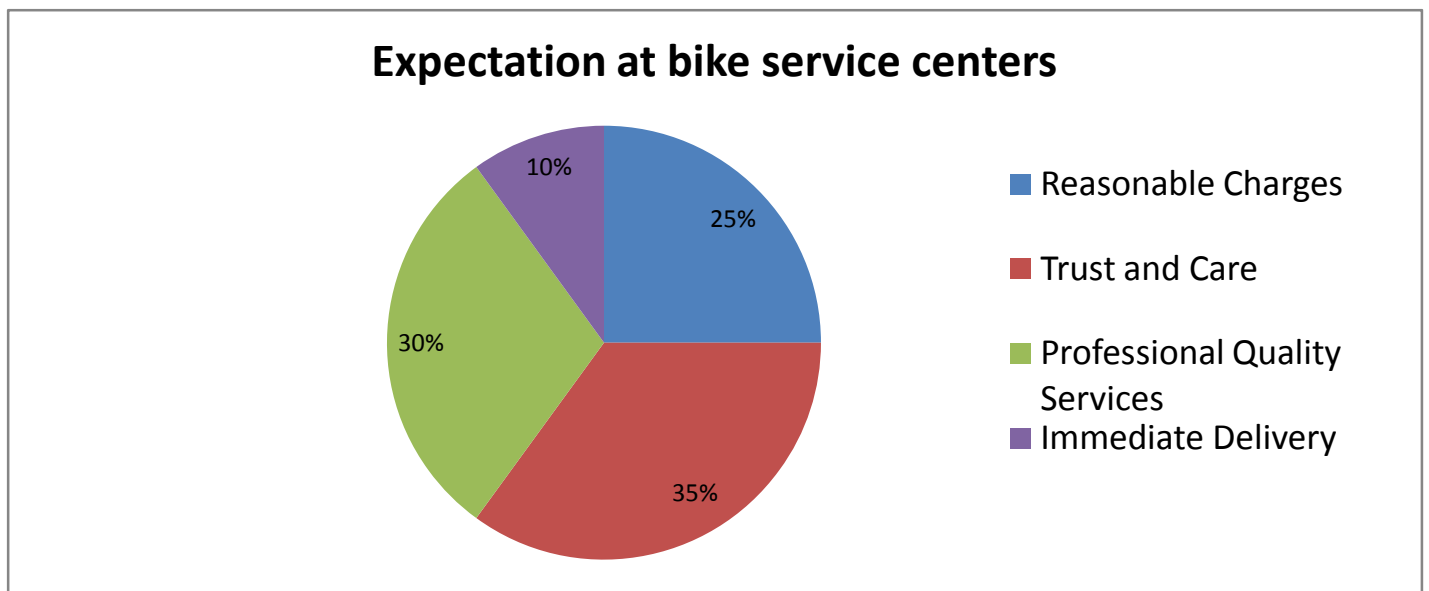


Fig 4.20 Expectation at bike service centers

Interpretation:

From the above table, it can be interpreted that out the option given, 25% of the respondents are reasonable charges, 35% of the respondents are trust and care, 30% of the respondents are professional quality services, 10% of the respondents are immediate delivery in expectation at bike services centers.

21. Timing is convenient in service station:

Table No: 4.21

OPTIONS	FREQUENCY	PERCENTAGE
Very Convenient	22	22%
Covenient	65	65%
InConvenient	10	10%
Very InConveniet	3	3%
TOTAL	100	100%

Chart No: 4.21

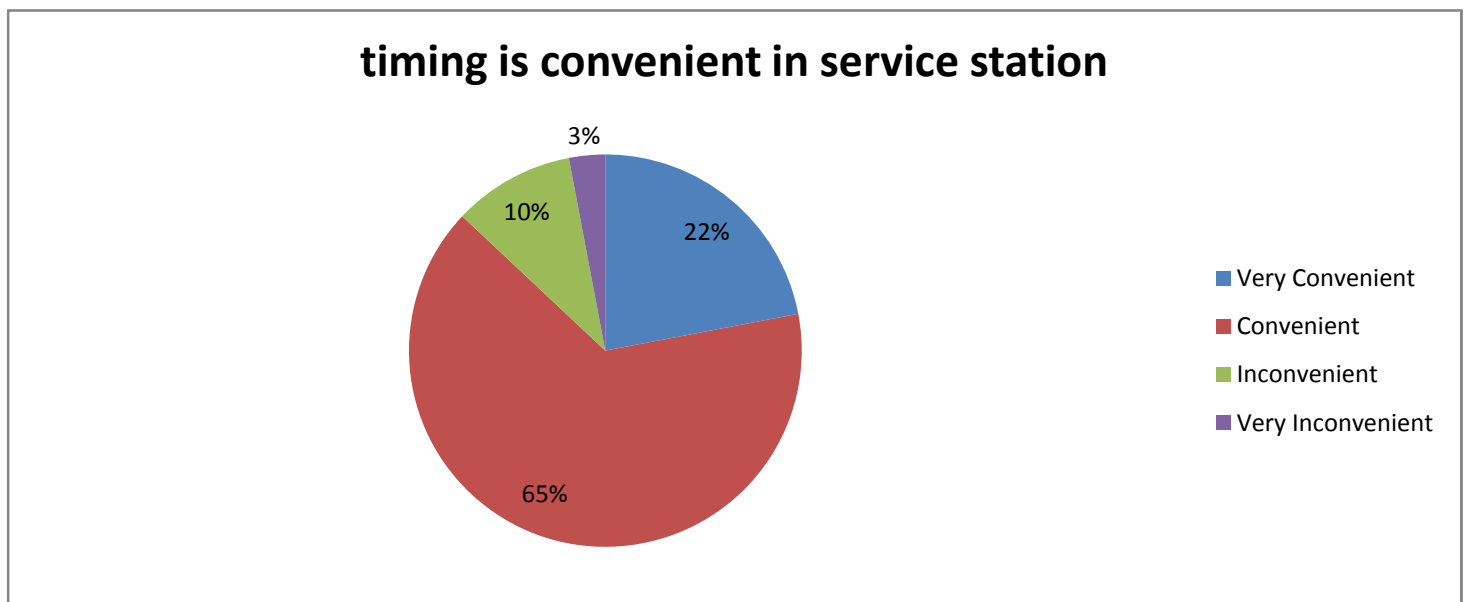


Fig 4.21 timing is convenient in service station

Interpretation:

From the above table, it can be interpreted that out the option given, 22% of the respondents are very convenient with timing, 65% of the respondents are convenient with timing, 10% of the respondents are inconvenient with timing , 3% of the respondents are very inconvenient with timing is convenient in service station.

22. Service advisor ready to listen to your complaints:

Table No: 4.22

OPTIONS	FREQUENCY	PERCENTAGE
Yes	80	80%
No	20	20%
TOTAL	100	100%

Chart No:4.22

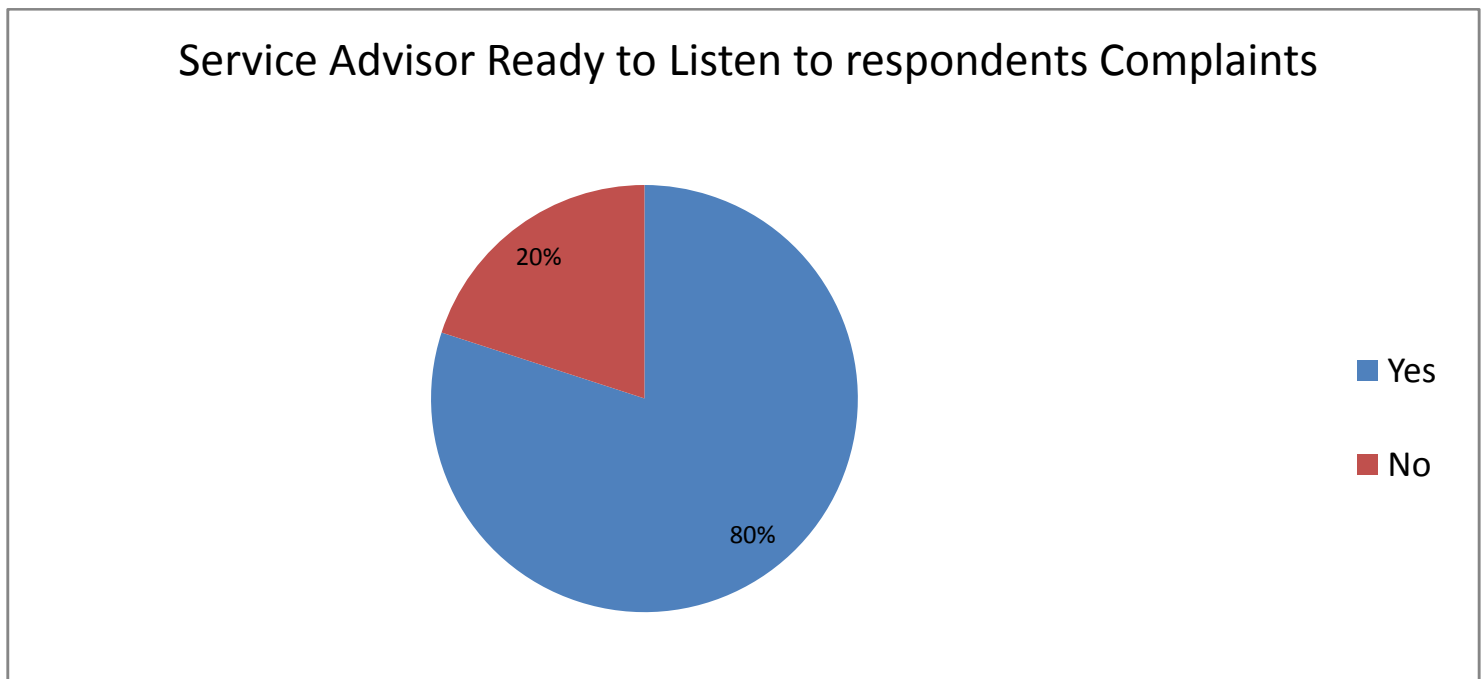


Fig 4.22 Service advisor ready to listen to respondents Complaints

Interpretation:

From the above table, it can be interpreted that out the option given, 80% of the respondents are good with service advisor ready to listen to respondents complaints, 20% of the respondents are good with service advisor ready to listen to respondents complaints.

23.Customer satisfaction towards greeting by employees and staff of explaining bikes

Table No: 4.23

OPTIONS	FREQUENCY	PERCENTAGE
Highly	35	35%
Medium	60	60%
Low	4	4%
UnSatisfaction	1	1%
TOTAL	100	100%

Chart No: 4.23

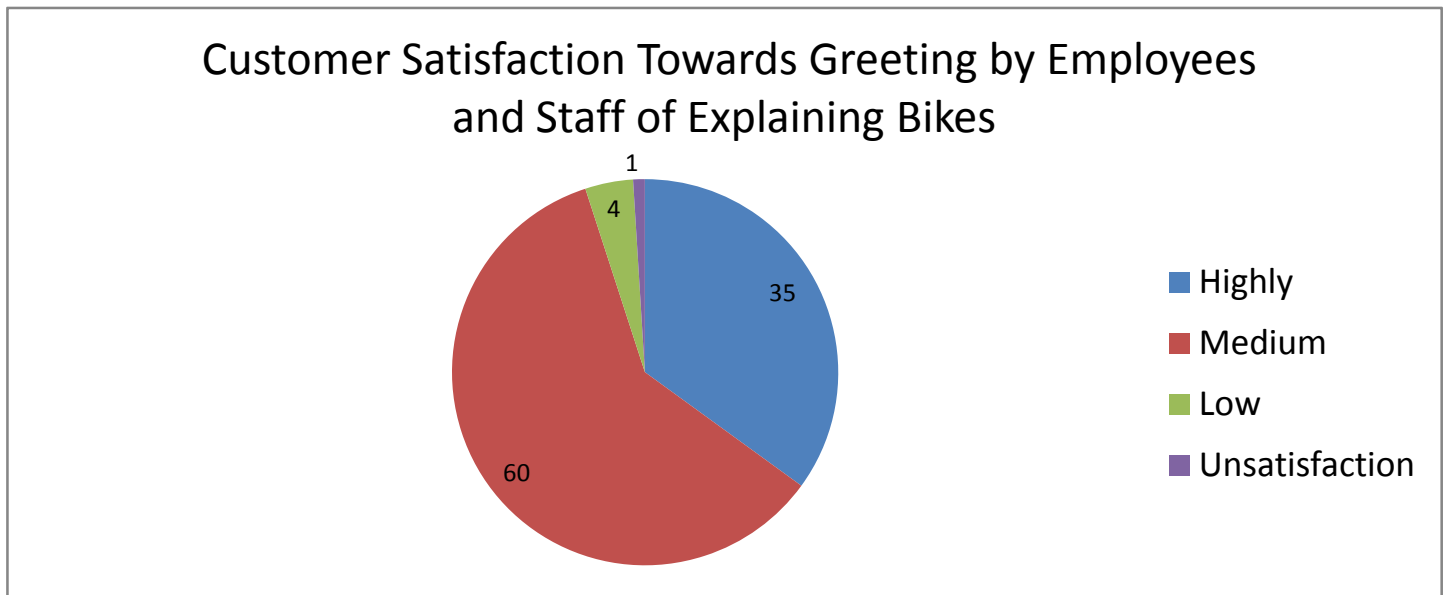


Fig 4.23 Customer satisfaction towards greeting by employees and staff of explaining bikes

Interpretation:

From the above table, it can be interpreted that out the option given, 35% of the respondents are highly satisfaction, 60% of the respondents are medium satisfaction, 4% of the respondents are low satisfaction, 1% of the respondents are unsatisfaction the customers satisfaction towards greeting by employees and staff of explaining bikes.

4.2 HYPOTHESIS:

A hypothesis is an assumption, an idea that is proposed for the sake of argument so that it can be tested to see if it might be true. In the scientific method, the hypothesis is constructed before any applicable research has been done, apart from a basic background review.

In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation; in particular, it can be two-sided (for example: there is some effect, in a yet unknown direction) or one-sided (the direction of the hypothesized relation, positive or negative, is fixed in advance).

The Hypothesis frames for the project customer satisfaction towards Yamaha bikes:

“YAMAHA BIKES are satisfied for the customer”

4.3 Chi Square Test:

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
What colour do you preference for bikes * What bike company do you use	100	100.0%	0	0.0%	100	100.0%

What colour do you preference for bikes * What bike company do you use Crosstabulation

Count

		What bike company do you use					Total
		Bajaj	Hero	Royal Enfield	VS	Yamaha	
What colour do you preference for bikes	Black	10	14	20	4	16	64
	Blue	2	3	2	1	11	19
	Red	2	2	1	2	5	12
	Silver	0	0	1	1	1	3
	White	0	0	1	1	0	2
Total		14	19	25	9	33	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.988 ^a	16	.221
Likelihood Ratio	19.651	16	.236
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .18.

Directional Measures

			Value	Asymptotic Standard Error ^a	Approximate p ^b	Approximate Significance
Nominal by Nominal	Lambda	Symmetric	.049	.059	.000	.422
		What colour do you prefer for bikes Dependent	.000	.000	.0	.0
		What bike company do you use Dependent	.079	.093	.803	.422
	Goodman and Kruskal's κ	What colour do you prefer for bikes Dependent	.067	.037		.048 ^c
		What bike company do you use Dependent	.053	.023		.172 ^c
	Uncertainty Coefficient	Symmetric	.077	.030	2.514	.236 ^d
		What colour do you prefer for bikes Dependent	.099	.039	2.514	.236 ^d
		What bike company do you use Dependent	.069	.026	2.514	.236 ^d

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Cannot be computed because the asymptotic standard error equals zero.

d. Based on the square approximation.

e. Likelihood ratio chi-square probability.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.447	.221
	Cramer's V	.224	.221
	Contingency Coefficient	.408	.221
N of Valid Cases		100	

- The Hypothesis frames the project Customer Satisfaction.
- I have got 0.408 in Chi – Square test it accept alternative Hypothesis , Rejected Null Hypothesis.

CHAPTER - 5

FINDINGS , SUGGESTIONS & CONCLUSION

5.1 FINDING OF THE STUDY

1. Majority (60%) of the respondents are in the age group of 20-35 because that is the very good bike for youngsters.
2. Majority (70%) of the respondents are Male because they used bike mostly.
- 3 Majority (73%) of the respondents are UG Students because they are interested buying Yamaha bikes.
4. Majority (50%) of the respondents are Employee/ Employer because it is easy to maintain.
5. Majority (49%) of the respondents are based on their monthly income of Rs. 10,000 – 20,000.
6. Majority (65%) of the respondents are 4 Members in their family.
7. Majority (50%) of the respondents are Mostly likes black color because it is satisfied according to their need and wants.
8. Majority (70%) of the respondents are using Yamaha because they like its style.
9. Majority (60%) of the respondents are suggested to buy Yamaha bikes by their friends.
10. Majority (67%) of the respondents are prefer first hand bike.
11. Majority (50%) of the respondents are very satisfied by their first bike services.
12. Majority (35%) of the respondents are likes to buy Yamaha bikes for its Fuel Durability.

13. Majority (40%) of the respondents are Very Satisfied with their bike prices.
14. Majority (42%) of the respondents are comfortable with their bike Mileage of 50 – 60 KMPL.
15. Majority (90%) of the respondents are Satisfied with their bikes Technology.
16. Majority (90%) of the respondents are accepted their Performance of bikes is good.
17. Majority (85%) of the respondents bikes are good in off roads.
18. Majority (75%) of the respondents favourite bikes are Yamaha.
19. Majority (65%) of the respondents are not faced problem by purchasing using debit/credit card because they are mostly preferred cash only.
20. Majority (35%) of the respondents are good with bike services centers.
21. Majority (65%) of the respondents are convenient with timing at service station.
22. Majority (80%) of the respondents are comfortable with the service advisor ready to listen our Complaints.
23. Majority (60%) of the respondents are Mediumly acceptable with employee and staff of explaining bikes in Show rooms.

5.2 SUGGESTIONS

- Yamaha should Introduce New Bikes in the Market. It will definitely make the market Oligopolistic, but will improve the condition of Yamaha.
- Yamaha does not have any 150 CC Successful bike in these segments. Yamaha needs to introduce a bike in this segment which can compete with the other brands on Price, Power, Pick-up, Mileage and Style.
- Yamaha should provide the good bikes in affordable prices.

- Delivery time should be quick for those dealers who are in rural areas.
- Company should provide gift to customer according purchasing capacity.
- There should be good schemes for retailers.
- Advertisement should be more appealing.
- Target for only young customer.
- Petrol price are regularly hike so development of bike on the high mileage

5.3 LIMITATIONS OF THE STUDY:

- This study is carried out only in Chennai city.
- The data was collected from only 100 respondents.
- Future study can be conducted with reference to YAMAHA MOTORS by extending to the entire state of Tamil Nadu or any other state with large number of respondents.
- Furthermore, there is a scope for comparative study with reference to personal transportation with other company bikes.

5.4 CONCLUSION

Yamaha has had to move towards and increasing marketing orientation. Company can no "Sale what it produces" it has to produces what it can sale. Determination of what can be sold and how it can be sold involves listing to a user & understanding his behavior. Growing capacity have also increased the size of the largest market, the distance between producer and consumer has increased in the scenario marketing research has provide an effective tool in determining user behaviour in the bike Industry.

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APPENDIX – I (Questionnaire)

Respondent's Name: _____.

1.Age _____

- a) 18-20 .
- b) 20-35 .
- c) 35-50.
- d) 50above.

2.Sex _____

- a) Male
- b) Female

3.Educational qualification _____

- a) 10th
- b) 12th
- c) UG
- d) PG

4.Monthly Income _____

- a) Rs.7,500 – 10,000
- b) Rs.10,000 – 20,000
- c) Rs.20,000 – 30,000
- d) Rs.30,000 above

5.No.of .family members _____

- a) 1
- b) 2
- c) 3
- d) 4
- e) above 5

6.Occupation _____

- a) Student
- b) Business
- c) Professional
- d) Employed

7.What colour do you Preference for bikes _____

- a) Red
- b) Black
- c) Silver
- d) Blue
- e) White

8.what bike company do you use _____

- a) Hero
- b) Yamaha
- c) Bajaj
- d) TVS
- e) Royal enfield

9.How did you come to know about bikes _____

- a) Friend's
- b) Advertisement
- c) Media
- d) Others

10.Are you the first owner of the bike _____

- a) Yes
- b) No

11.Rate the following factors you considered after first service of your bike_____

- a) Very unsatisfied.
- b) Unsatisfied.
- c) Neutral .
- d) Satisfied.
- e) Very satisfied.

12.What made you to buy a bike _____

- a) Brand image
- b) Fuel durability
- c) Efficiency of low maintenance
- d) Pick up

13.Your Opinion about bikes prices _____

- a) Very unsatisfied.
- b) Unsatisfied.
- c) Neutral.
- d) Satisfied.
- e) Very satisfied.

14.How much mileage does your bike gives ? _____

- a) 20 – 35 kmpl.
- b) 35 – 40 kmpl.
- c) 40 – 50 kmpl.
- d) 50 – 60 kmpl.
- e) 70 – 80 kmpl.

15.Are you satisfied with the technology of bikes _____

- a) Good.
- b) Bad.

16.Are you satisfied with the performance of bikes _____

- a) Accept.
- b) Refuse.

17.Is your bike is good on the off roads _____

- a) Good.
- b) Bad.

18.Which is your favourite bike? _____

- a) Yamaha.
- b) Royal Enfield.

19. Do you find any problem in purchasing bike using debit (or) credit card _____

- a) Yes.
- b) No.
- c) Specify the problem:

20. Your expectation from bike service centers _____

- a) Reasonable charges.
- b) Trust and care.
- c) Professional quality services.
- d) Immediate delivery

21. How convenient is the timing of the service station _____

- a) Very Convenient.
- b) Convenient.
- c) Inconvenient.
- d) Very Inconvenient

22. Was the service advisor ready to listen to your complaints _____

- a) Yes.
- b) No.

23. Rate the level of customer satisfaction towards greeting by employees and staff of explaining bikes _____

- a) Highly.
- b) Medium.
- c) Low.
- d) Unsatisfaction.