

STUDY ON YAMAHA BIKE SHOWROOM REFERENCE TO CUSTOMER SATISFICATION AND COMPETITION ANALYSIS OF TWO WHEELER INDUSTRIES

Submitted in partial fulfilment of the requirements for the award of

Bachelors of Business Administration

by

KALAISELVAN.J

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

Jepieaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is to BONAFIDE work of **KALAISELVAN.J (38280050)** who have done the Project work entitled “**The STUDY ON YAMAHA BIKE SHOWROOM CUSTOMER SATISFICATION AND COMPETITION ANALYSIS OF TWO WHEELER INDUSTRIES**” under my supervision from January 2021 to March 2021

Internal Guide

DR. KUMARASAMY.P

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Submitted for Viva voce Examination held on _____.

Internal Examiner

External Examiner

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KALAISELVAN.J

DECLARATION

I **KALAISELVAN.J (38280050)** hereby declare that the Project Report entitled “**The STUDY ON YAMAHA BIKE SHOWROOM CUSTOMER SATISFICATION AND COMPETTION ANALYSIS OF TWO WHEELER INDUSTRIES**” done by me under the guidance of **DR.KUMARASAMY.P** is submitted in partial fulfilment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

KALAISELVAN.J

ABSTRACT

Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free thinking consumer. Now-a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth. Customer experience is became a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool organization can analyse its customer and understand their demand. If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help to understand customer, their consumption and their loyalty

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CHAPTER 1

1.1 INTRODUCTION

My internship project report is on the topic 'a study on customer satisfaction towards Yamaha bike'. I have completed my internship in Bangalore wheels. (Yamaha bike showroom). Previous to my internship in Bangalore wheels, there having many questions were in my mind regarding the how the showroom manages the customer, and also the questions about the Yamaha bikes are satisfying the customer. The internship provides a realistic advantage to the college student. To gain the knowledge and experience towards the chosen matter. Internship presents how theoretical knowledge which observes on the working field.

1.2 INDUSTRY 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 lights 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.

1.3 Company profile:-

Yamaha motor Pvt Ltd as made up in India in the year 1985 as the joint venture in the year 2001, in august Yamaha motor company limited has became a 100(%) percent subsidiary in 2008 Mitsui and company has made an contract with Yamaha company to turn out to be a joint investor in India. Yamaha motor company is extremely customer-driven and has a universal network of over 2300 customer touch point and it was with the 500 dealers.

Type - public company.

Industry - Automobiles industry.

Predecessor - YAMAHA MOTOR PVT LTD.

Headquarters(HQ) - Iwata and Japan

Key persons - Hiroyuki Yanagi Product - Automobiles

Returns - 410.4 Billon JPY

Net income - 22.9 Billion JPY

NEED FOR THE STUDY.

The main need to study about company is to know the company is satisfying the customer needs and whether customer are satisfying with the service or not. This research study will improve the customer service of the company.

- 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

3.3 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.

3.4 SCOPE OF THE STUDY:

This study is directing towards providing Yamaha Motors with an insight into the success of as well as the buyers response and consciousness towards the brand, products, and services of the Yamaha.

The information will be analysed and presented in a simple and in a exact way on the basis of which pertinent recommendations have been made to the firm to improve the services, policies, and strategies of the company.

- From 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.

2.1 THEORETICAL BACKGROUND OF THE STUDY

It is the study to attract the customers towards the Yamaha showroom by satisfying the expectations of the customers and also understanding the demand and thinking etc. main aim is how to satisfy and to make feel better at showroom and also helps to use all the data for future perspective to improve satisfaction level. Customer satisfaction is the key to business to earn the profit and to obtain the market leadership. The term indicates it is group of client that are inquisitive about the resource According to the Philip Kotler, "A market contains of all the possible customer of distribution a particular need or a want who is willing and able to engage in exchange, to satisfy the need or want". According to cour "The Economists is recognized by the term market, not by any specific market place in which things are bought and vended, but the full of any region in which purchaser and vendor are in such a free intercourse with one other that the prices of the same purchaser and vendor are in such a free intercourse with one other that the prices of the same goods tend to be at equity and quickly". According to Pyle, "The Market contains both the place and area in which venders are in the free competition with one another" So, the extent of the market depends upon worth of person WHO has the unjoyful wants , is doubtless skilled of playacting the exchange.

2.2 REVIEW OF LITERATURE

Ajens & Hassan (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 behaviour is entirely based on usefulness function when the choice rotates around the amount.

Bhatnagar (2000).

In the findings of the author has inspected that the consumers satisfaction many time influenced by the availability of consumer goods and service. ,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 every time. 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 & Femi (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

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.

Harrison & Albertsons (2001).

In this study , we can sign the worth of consumer's response to the assessment of the perceived discrepancy between past expectations and the definite performance of the goods and services as perceived after its consumption.

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.

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.

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.

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 than mechanically

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".

Mcgraw Hill (1999).

In this study, the author has examined the buying behaviour of buyer which helps to make selling plans from the seller or from the company and he defines gratification as, "The buyer's cognitive state of being sufficiently or inadequately rewarded for the expenses undergone"

Mohammad Amin (2009).

In this study, the author has examined the psychological factors convincing in fulfilment 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.

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.

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.

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-launch policies for the goods do well in 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.

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.

Torkzadeh & Dillion (2010).

The book exposes the main subjects in customer law and summarizes the standards governing and they have also reflected the rules of governing customer contacts and policies minimizing these rules.

Chapter 3

3.1 STATEMENT OF THE PROBLEM.

A Study on “CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES” The topic is designed to improve customer satisfaction towards product and services at Bangalore Wheels. The research is also directed towards finding various factors causing satisfaction and dissatisfaction towards the various services rendered by BANGALORE WHEELS OF YAMAHA BIKES. How can company could improve its marketing strategies to improve the customer satisfaction level.

3.5 RESEARCH METHODOLOGY:

Descriptive research:

This study is answering numerous question start with what, who, where, how and when this research is very hard as well as it estimate eminent degree of high qualified skills understand and answer the problem. In this study ,I have used descriptive research design to the conduct a survey on customer satisfaction towards the Yamaha bikes at wheels.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods.

A convenience sample is made up of people who are easy to reach.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

Primary Data – Questionnaire given to 150 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table: Gender of the respondents

NO	Particulars	NO. OF Respondents	Percentage
1	Male	116	74.84
2	Female	36	23.23
3	Other	3	1.94
TOTAL		155	100.00

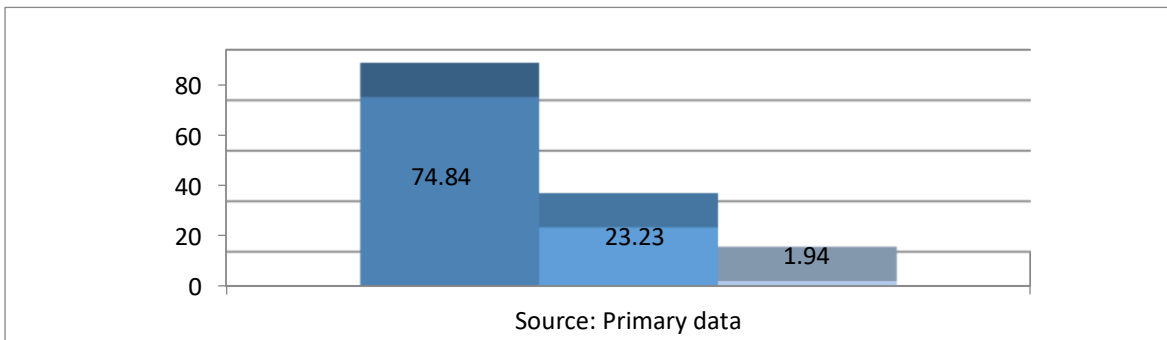


Chart: Gender of the respondents

Interpretation

From the above tables it is interpreted that the number of male respondent is 74.84% and female respondent is 23.23% other respondent is 1.94%.

Inference

Majority (74.84%) of the respondents are Male.

Table: Age of the respondents

	Particulars	NO. OF Respondents	Percentage
1	18 to 25	112	72.26
2	25 to 30	36	23.23
3	30 to 50	7	4.52

Source: Primary data

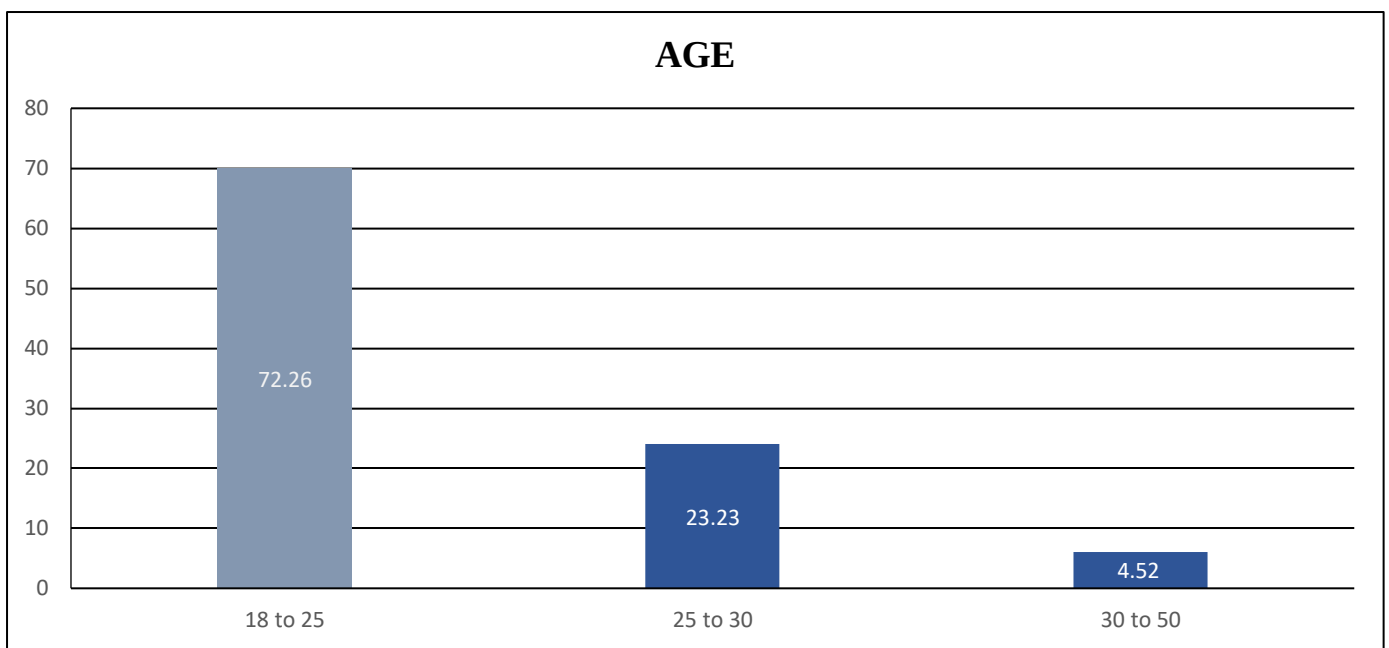


Chart : Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 25 age of respondents are 72.26%, between 25 to 30 age of respondents are 23.23%, between 30 to 50 age of respondents are 4.52%.

Inference

Majority (72.26%) of the respondents are age between 18 to 25 years

Table: Educational Qualification of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	SSLC	17	10.97
2	HSC	22	14.19
3	UG	95	61.29
4	PG	20	12.90
TOTAL		155	100.00

Source : Primary data

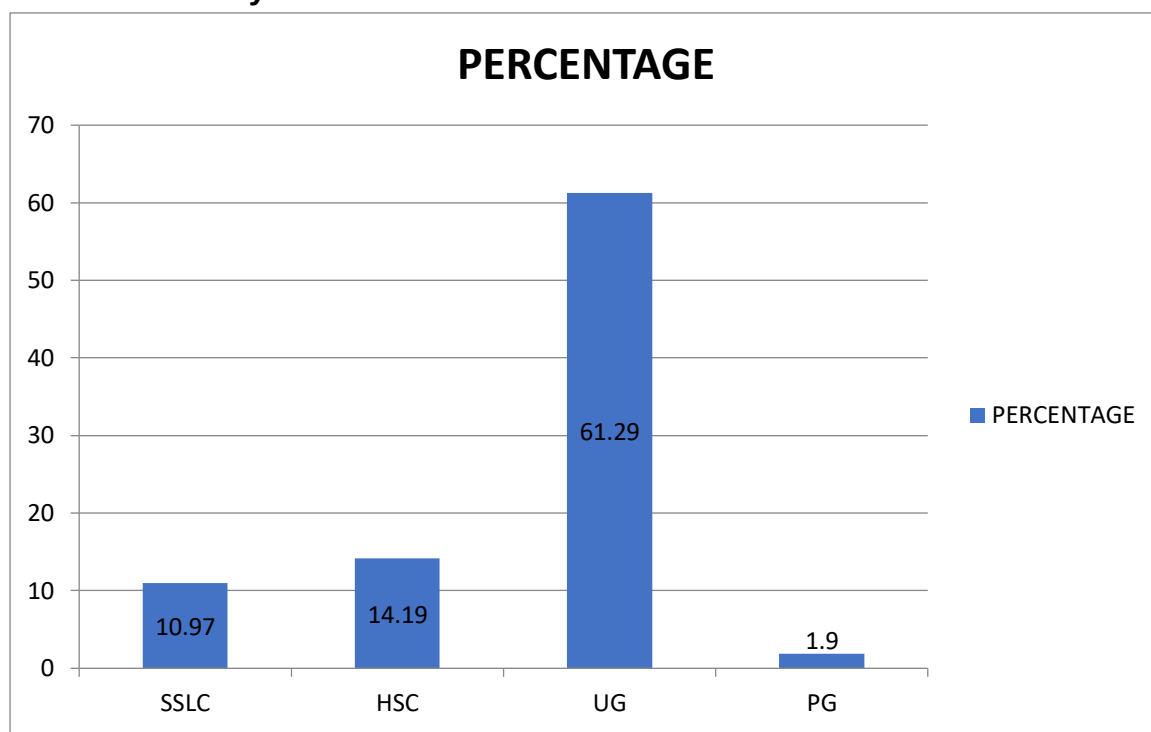


Chart : Qualification of the respondents

Interpretation

From the above table it is interpreted that the number of respondents SSLC is 10.97%, HSC is 14.19%, UG is 61.29%, PG is 1.9%.

Inference

Majority (61.29%) of the respondents are UG.

Table : Marital status of the respondents

S.NO	Particular	No. of Respondents	Percentage
1	Married	31	20.00
2	Unmarried	124	80.00

Source : Primary data

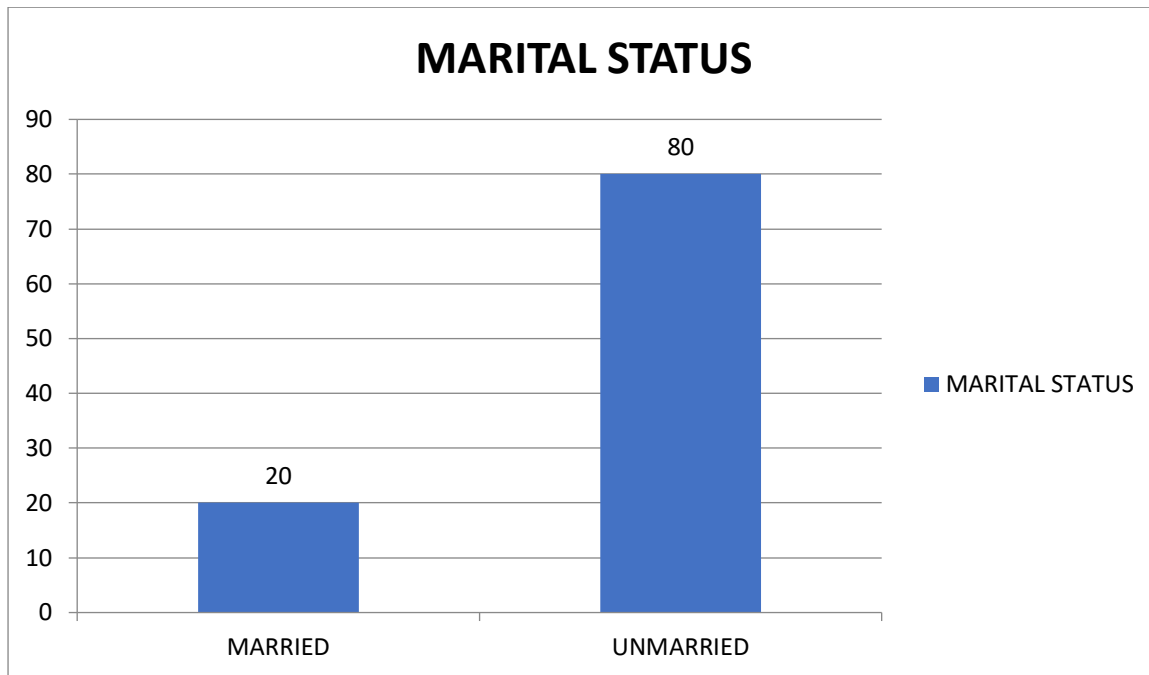


Chart : Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 20% in married, 80% in unmarried.

Inference

Majority (80%) of the respondents are unmarried.

Table : Profession of the respondents

S.NO	Particulars	NO. OF Respondents	Percentage
1	Employees	24	15.48
2	Student	95	61.29
3	Government employees	15	9.68
4	Self Employees	20	12.90
	TOTAL	155	100.00

Source : Primary data

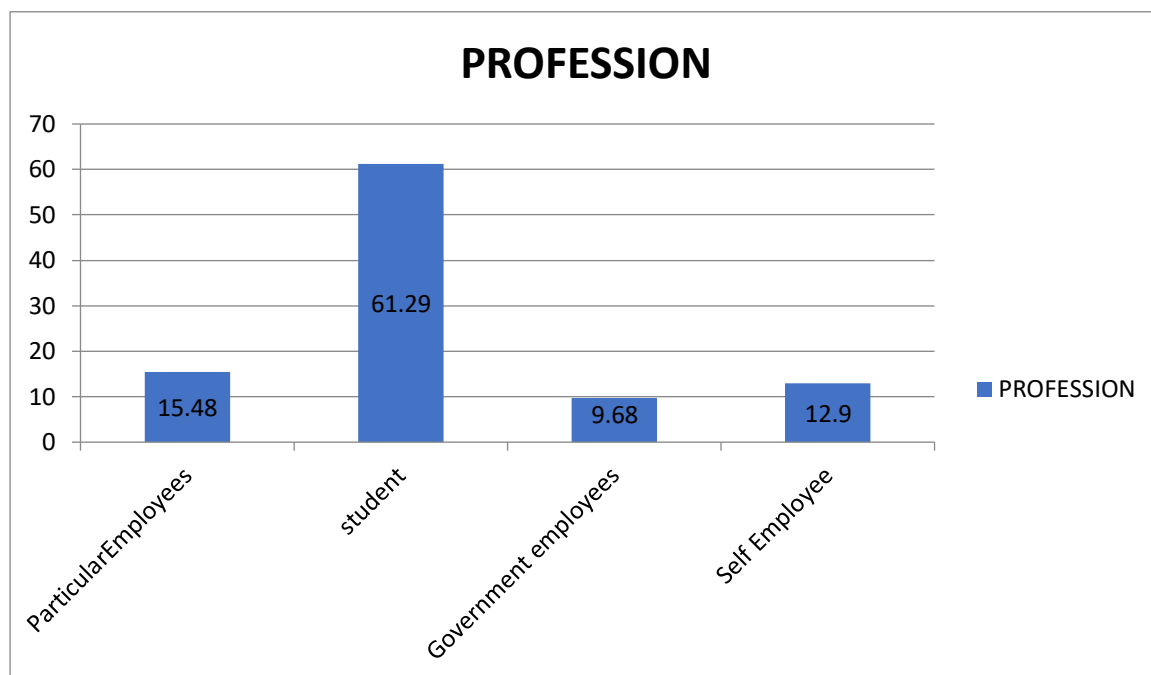


Chart: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 15.48% is Particular Employees, 61.29% is Student, 9.68% is Government employees , 12.9% is Self Employees.

Inference

Majority (61.29%) of the respondents are Student.

TABLE: which outlet did you prefer to purchase your bike Yamaha

S.NO	Particular	No. of Respondents	Percentage
1	Vechicle	113	74.3
2	showroom	39	25.7
TOTAL		152	100.00

Source : Primary data

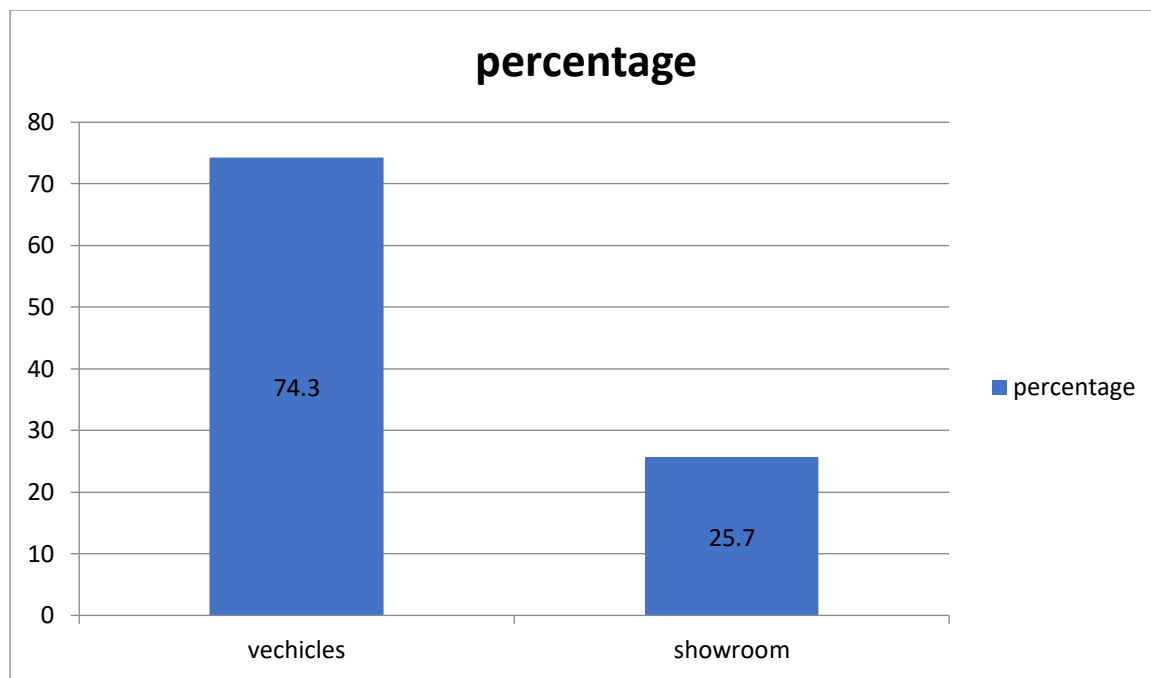


Chart: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 74.3% is Vechicle, 25.7% is showroom,

Inference

Majority (74.3%) of the respondents are Vechicle .

TABLE: MOTORCYCLES BRANDS BUYING THE YAHAMA BIKE

S.NO	Particular	No. of Respondents	Percentage
1	YES	98	63.23
2	NO	55	35.48

Source : Primary data

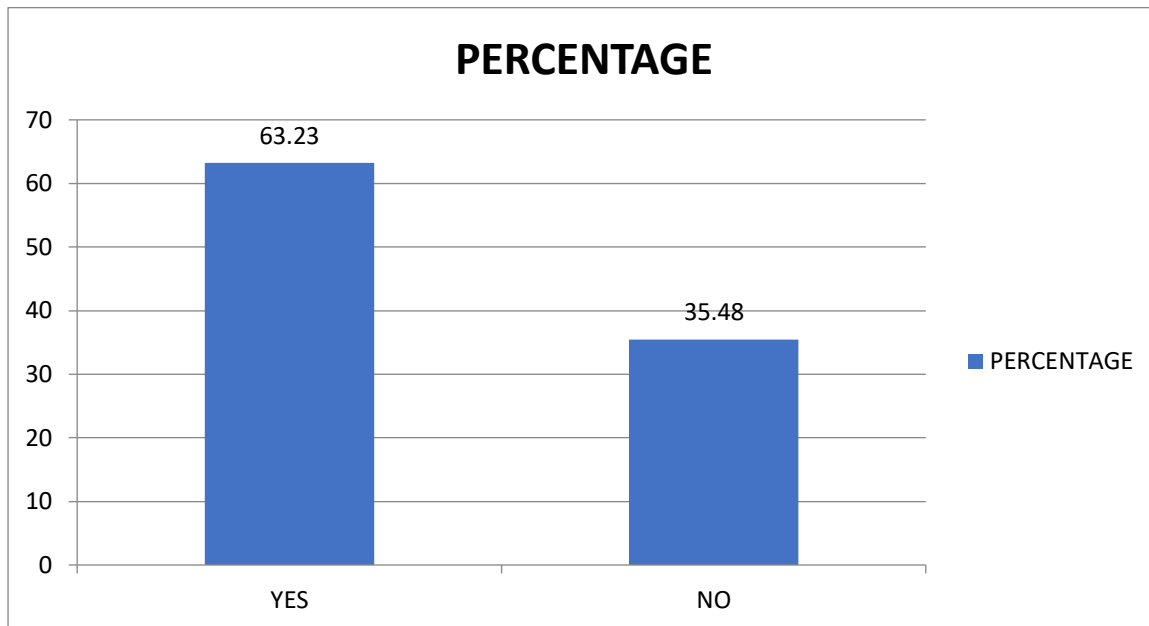


Chart: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 63.23% is YES, 35.48% is NO,

Inference

Majority (63.23%) of the respondents are YES .

Table : Improving in Yamaha bike

S.NO	Particulars	NO. OF Respondents	Percentage
1	SPEED	46	29.68
2	MILEAGE	49	31.61
3	LOOK	41	26.45
4	NEED FOR CHANGE	17	10.97

Source : Primary data

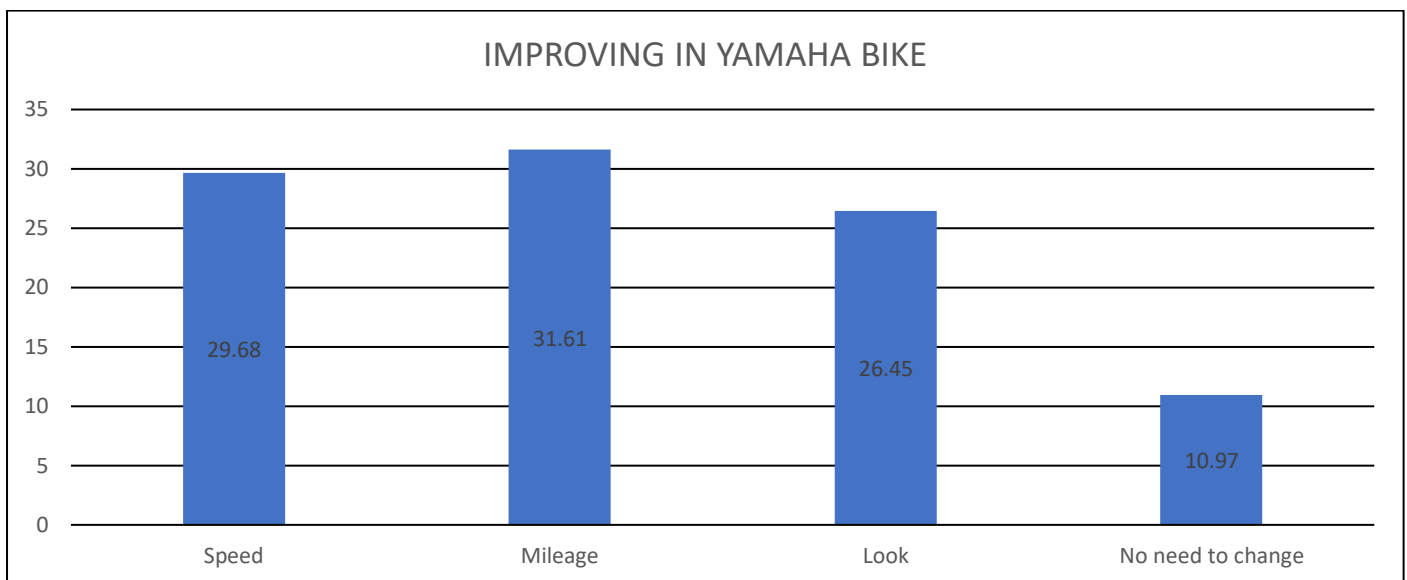


Chart : Improving in Yamaha bike of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 29.68% is speed, 31.61% is mileage, 26.45% is look, 10.97% is no need to change

Inference

Majority (31.61%) of the respondents are mileage.

TABLE : Income per month

S.NO	Particular	No. of Respondents	Percentage
1	Less then 15000	73	47.10
2	15000-20000	40	25.81
3	20000-25000	15	9.68

Source : Primary data

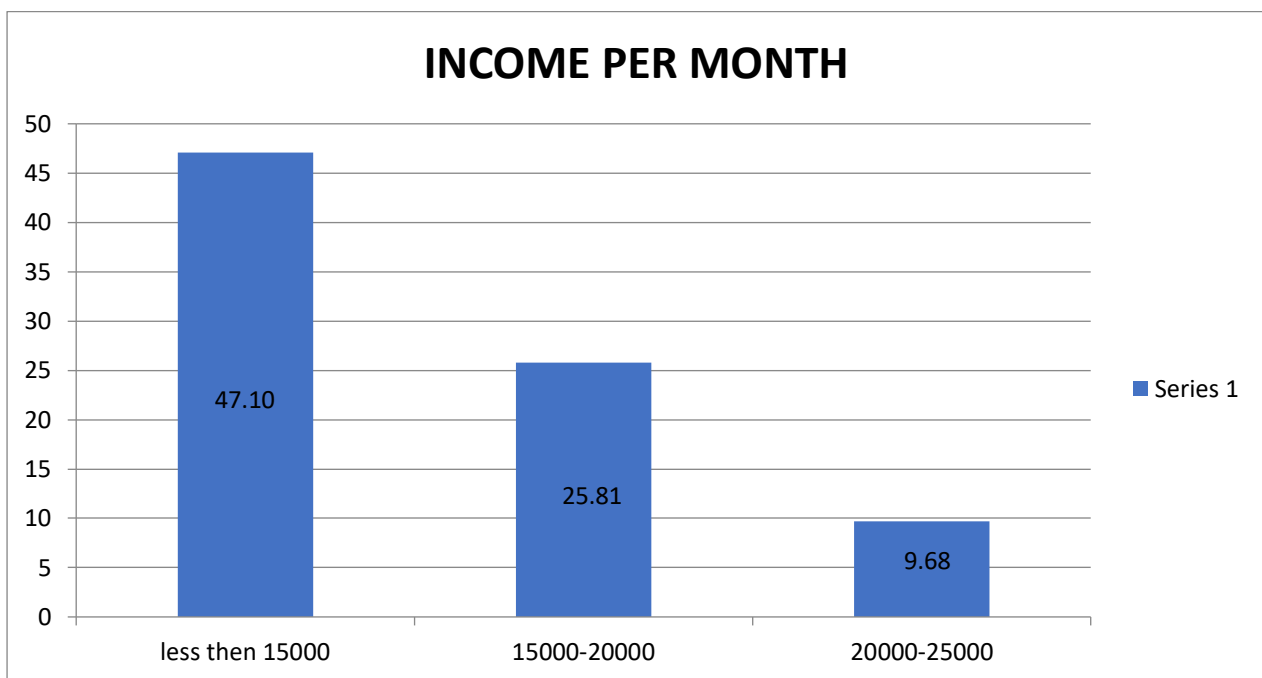


Chart: Income per month

Interpretation

From the above table it is interpreted that the number of respondents were 47.10% is less than 15000, 25.81% is 15000-20000, 9.68% is 20000-25000 ,

Inference

Majority (61.29%) of the respondents are less than 15000 .

TABLE:MODEL OF YAHAMA DO YOU OWN

S.NO	Particulars	NO. OF Respondents	Percentage
1	MT15	60	38.17
2	YZY R15 V3	43	27.74
3	FZS F1V3	22	14.19
4	FASCION125	26	16.77
5	OTHERS	4	2.58

Source : Primary data

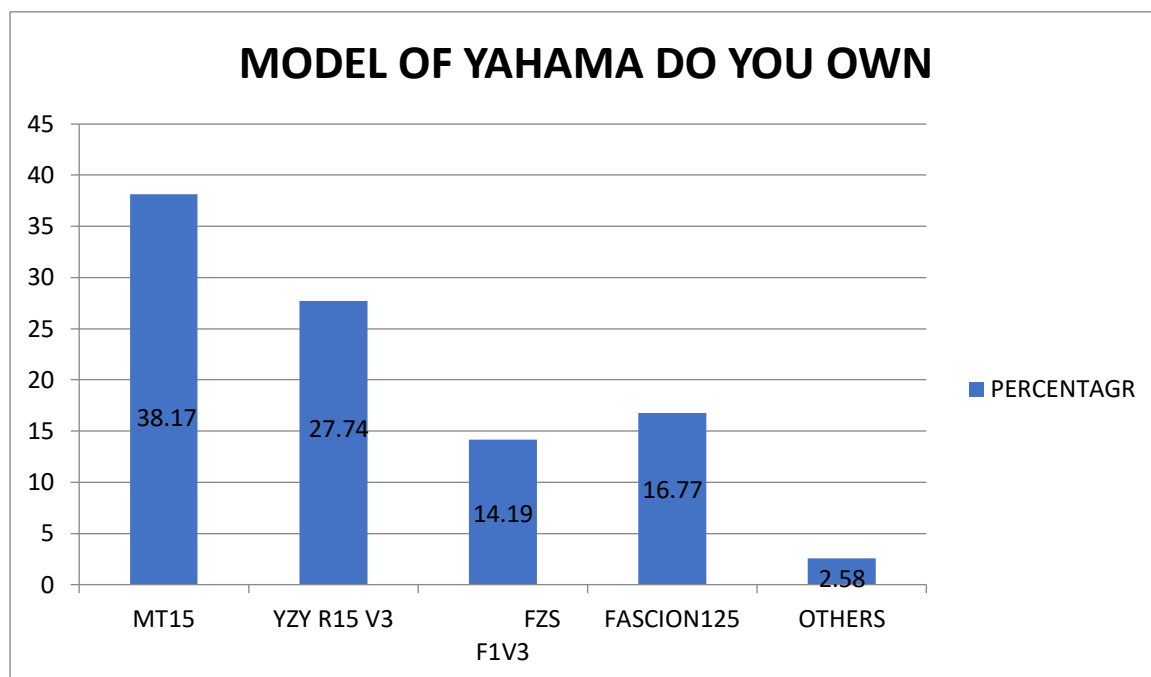


Chart : MODEL OF YAHAMA DO YOU OWN

Interpretation

From the above table it is interpreted that the number of respondents were 38.17% is MT 15, 27.74% is YZF R15 V3, 14.19% is FZS, 16.77% IS FASCION125, 2.58 IS OTHERS.

Inference

Majority (38.17) of the respondents are MT15.

TABLE:

S.NO	Particular	No. of Respondents	Percentage
1	Yes	103	66.45
2	No	49	31.61

Source : Primary data

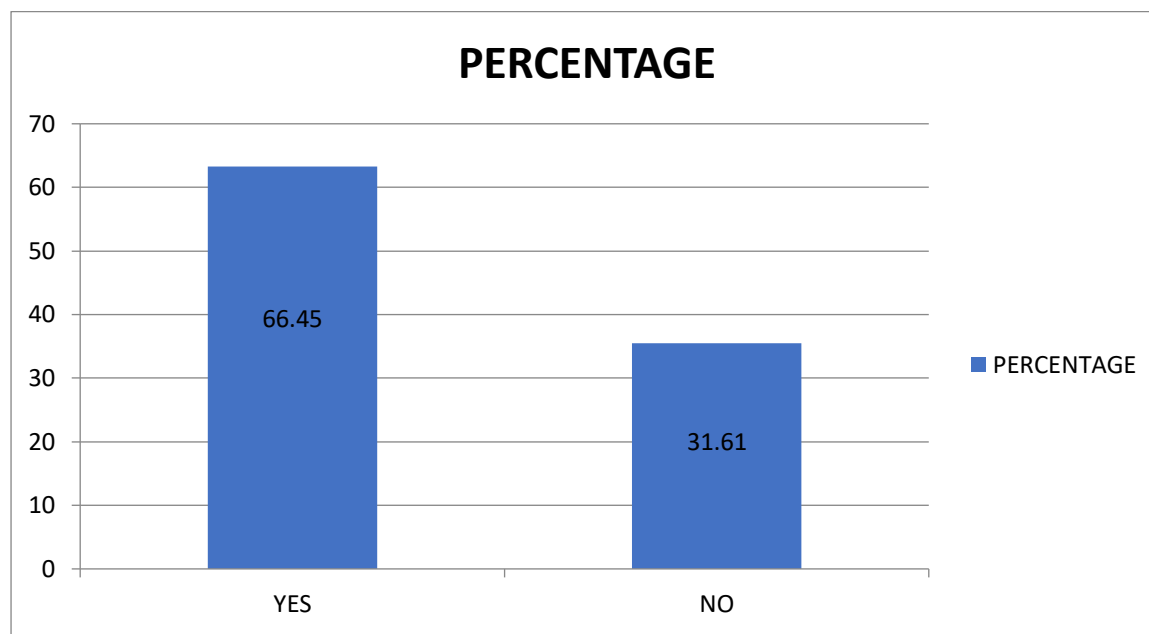


Chart: Profession of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 66.45% is YES, 31.61% is NO,

Inference

Majority (66.45%) of the respondents are YES .

TABLE:

S.NO	Particulars	NO. OF Respondents	Percentage
1	FRIENDS	81	52.26
2	FAMILY	53	34.19
3	PEALERE	20	12.20

Source : Primary data

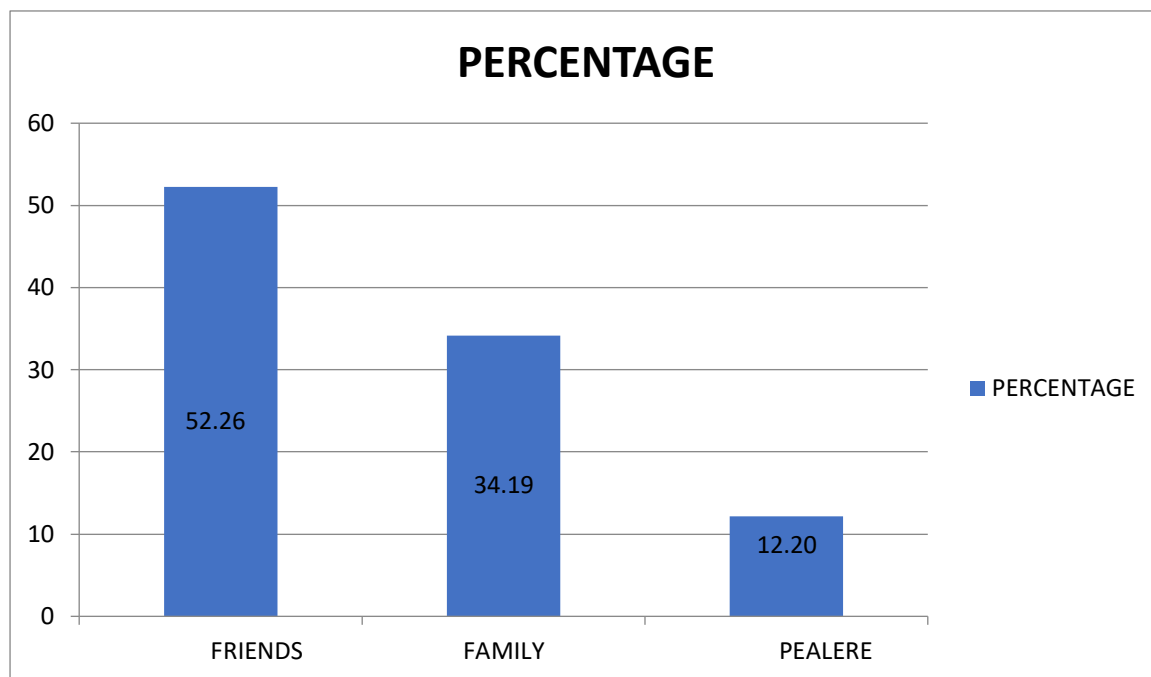


Chart:

Interpretation

From the above table it is interpreted that the number of respondents were 52.26% is friends, 34.19% is family, 12.20% is pealere

Inference

Majority (52.26%) of the respondents are friends.

TABLE:

S.NO	Particulars	NO. OF Respondents	Percentage
1	Very comfortable	65	41.94
2	Average	63	40.65
3	Not comfortable	25	16.13

Source : Primary data

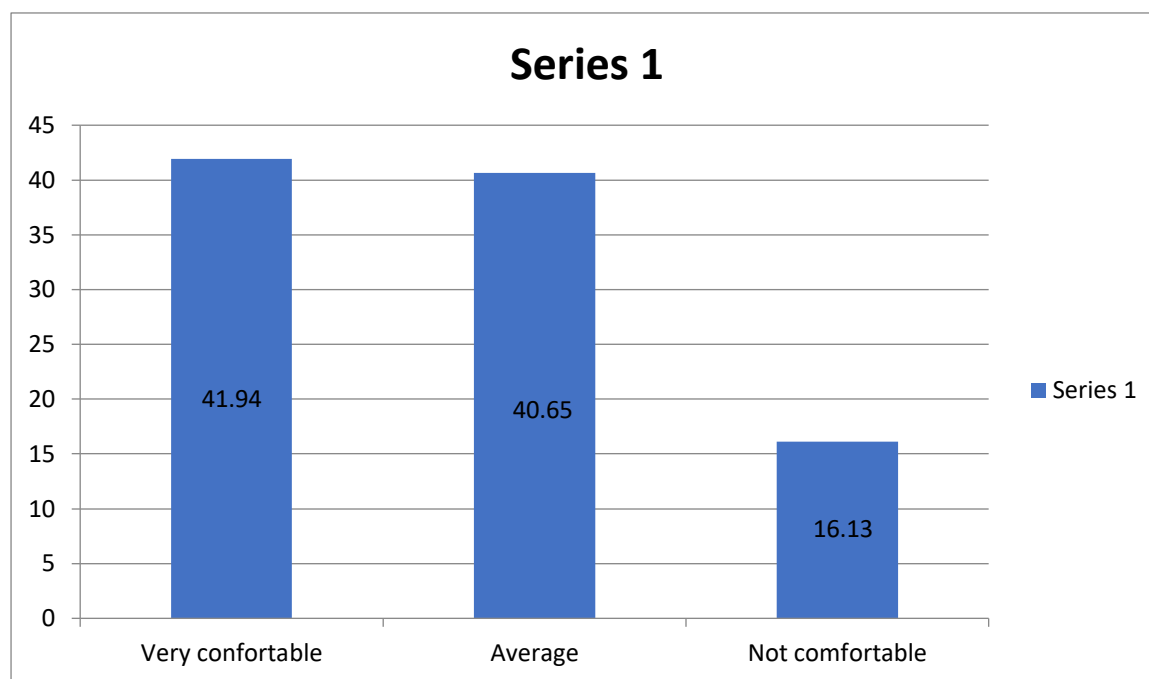


Chart:

Interpretation

From the above table it is interpreted that the number of respondents were 41.94% is Very comfortable, 40.65% is Average , 16.13% is Not comfortable.

Inference

Majority (41.94%) of the respondents are Very comfortable .

TABLE:

S.NO	Particulars	NO. OF Respondents	Percentage
1	LOW	38	24.52
2	AVERAGE	81	52.26
3	HIGH	34	21.94

Source : Primary data

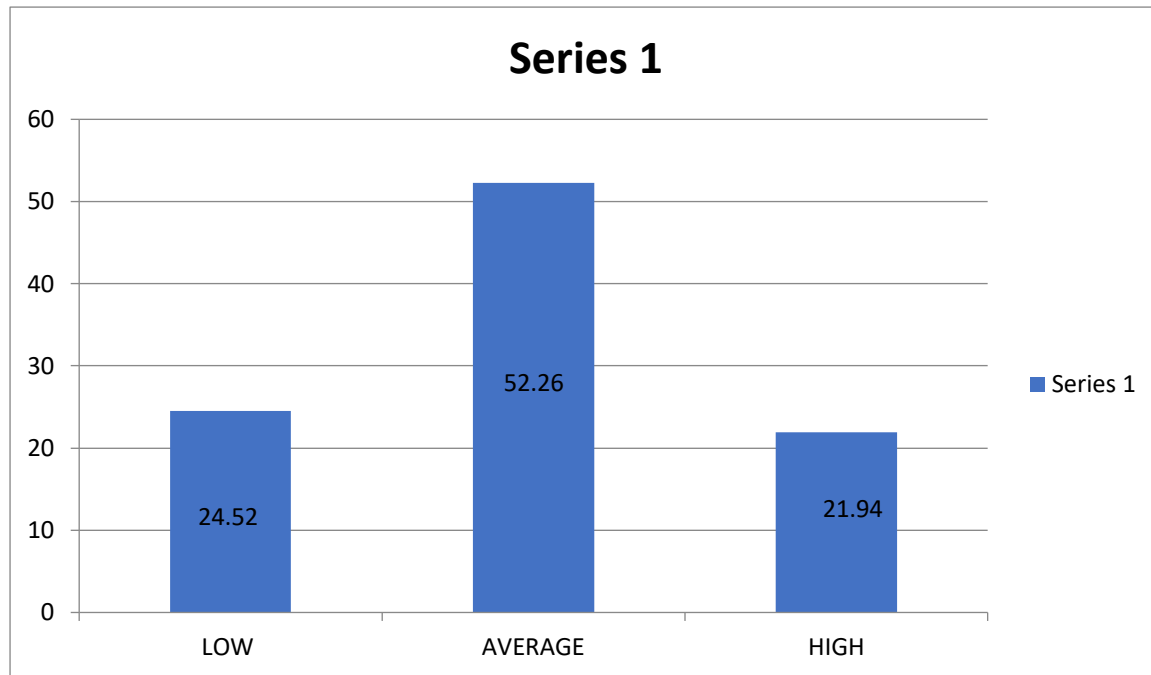


Chart:

Interpretation

From the above table it is interpreted that the number of respondents were 24.52% is LOW, 52.26% is Average , 21.94% is HIGH.

Inference

Majority (52.26%) of the respondents are LOW .

TABLE:

S.NO	Particulars	NO. OF Respondents	Percentage
1	ADUESTISMEN MORE	53	34.19
2	PROVIDE BETTER SERIVECE	48	30.97
3	Improve quality	33	21.29
4	Clear selection	18	11.61

Source : Primary data

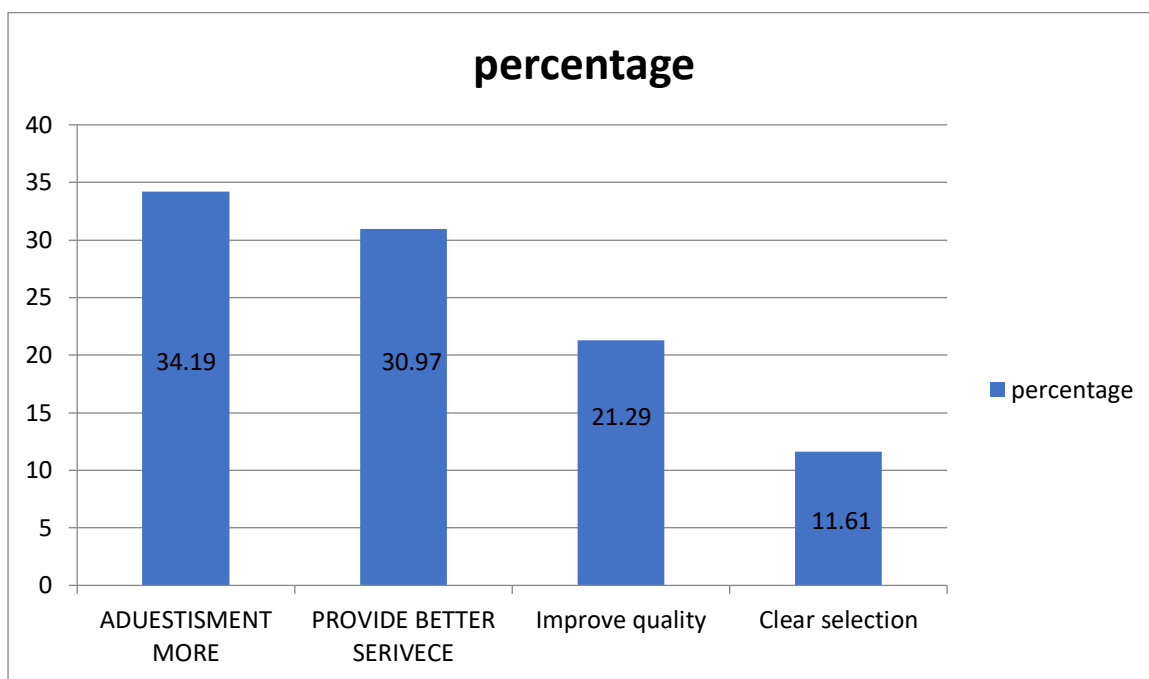


Chart:

Interpretation

From the above table it is interpreted that the number of respondents were 34.19% is ADUESTISMEN MORE, 30.97% is PROVIDE BETTER SERIVECE, 21.29% is Improve quality, 11.61% is Clear selection.

Inference

Majority (34.19%) of the respondents are ADUESTISMEN MORE .

Table : Customer prefer most bike

S.NO	Particulars	NO. OF Respondents	Percentage
1	18-25	98	63.23
2	25-35	37	23.87
3	35-45	11	7.10
4	45-50	7	4.52
TOTAL		155	100.00

Source : Primary data

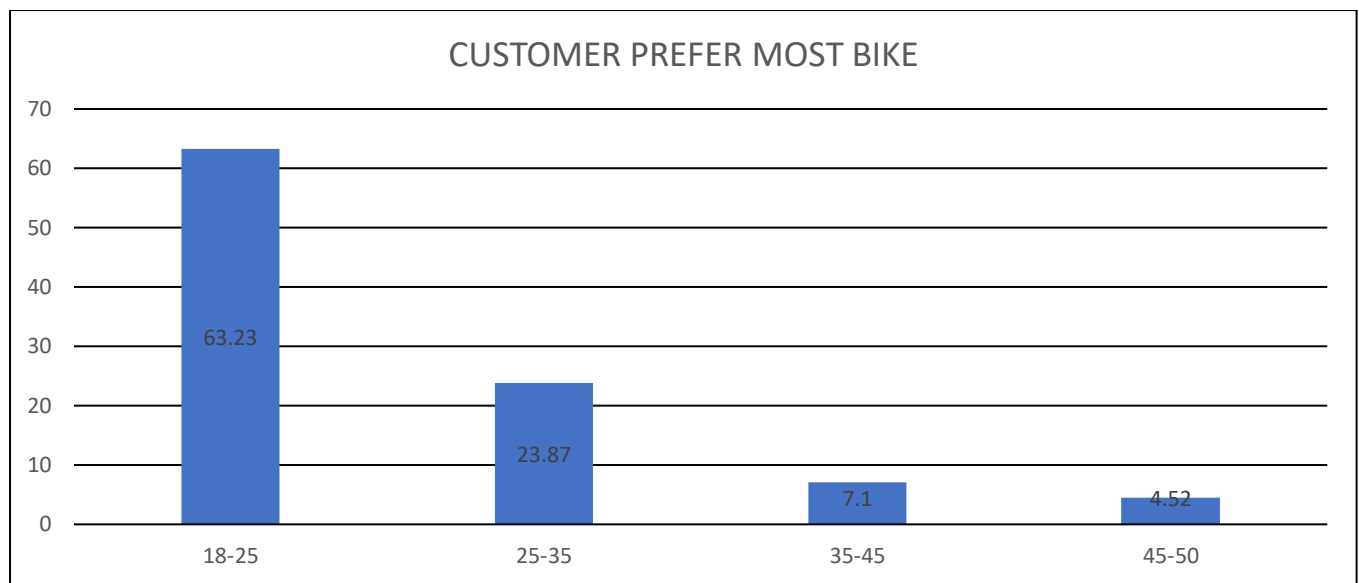


Chart : Customer prefer most bike

Interpretation

From the above table it is interpreted that the number of respondents were 63.23% is 18-25, 23.87% is 25-35, 7.1% is 35-45, 4.52% is 45-50

Inference

Majority (63.23%) of the respondents are 18-25

Table : Customer get full value of money purchased the bike

S.NO	Particular	No. of Respondents	Percentage
1	Yes	112	72.26
2	No	41	26.45
TOTAL		155	100.00

Source : Primary Data

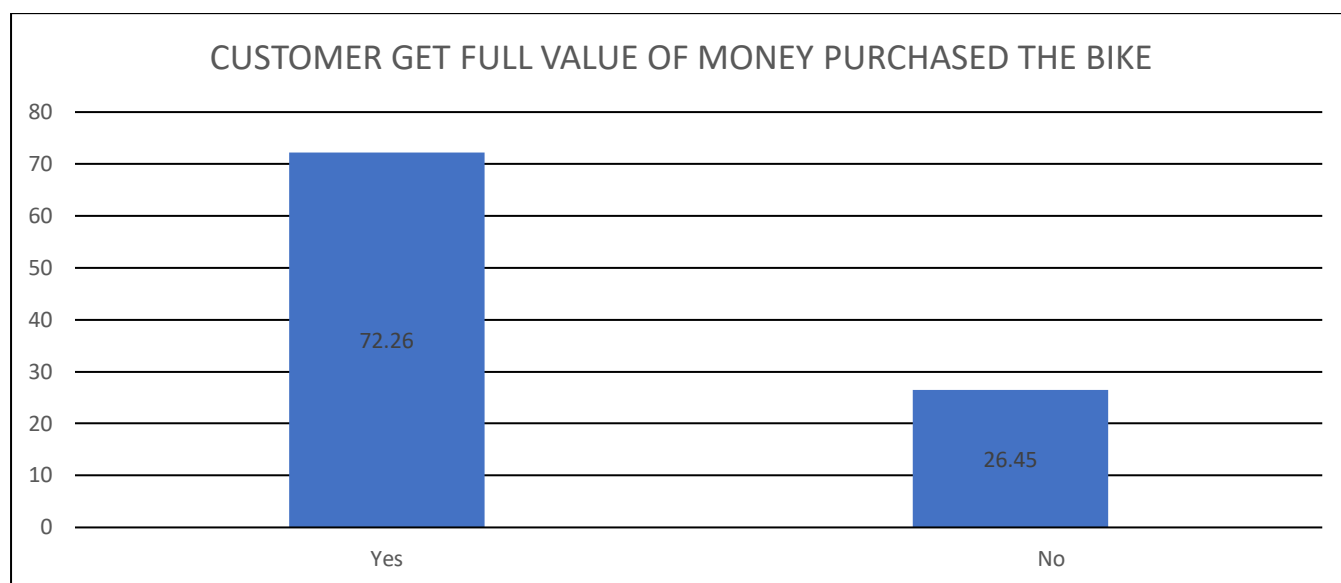


Chart: Customer get full value of money purchased the bike

Interpretation

From the above table it is interpreted that the number of respondents 72.26% in yes, 26.45% in no.

Inference

Majority (72.26%) of the respondents are yes.

Table : Are customers satisfied with the performance of their bikes

S.NO	Particular	No. of Respondents	Percentage
1	Yes	106	68.39
2	No	46	29.68
TOTAL		155	100.00

Source : Primary data

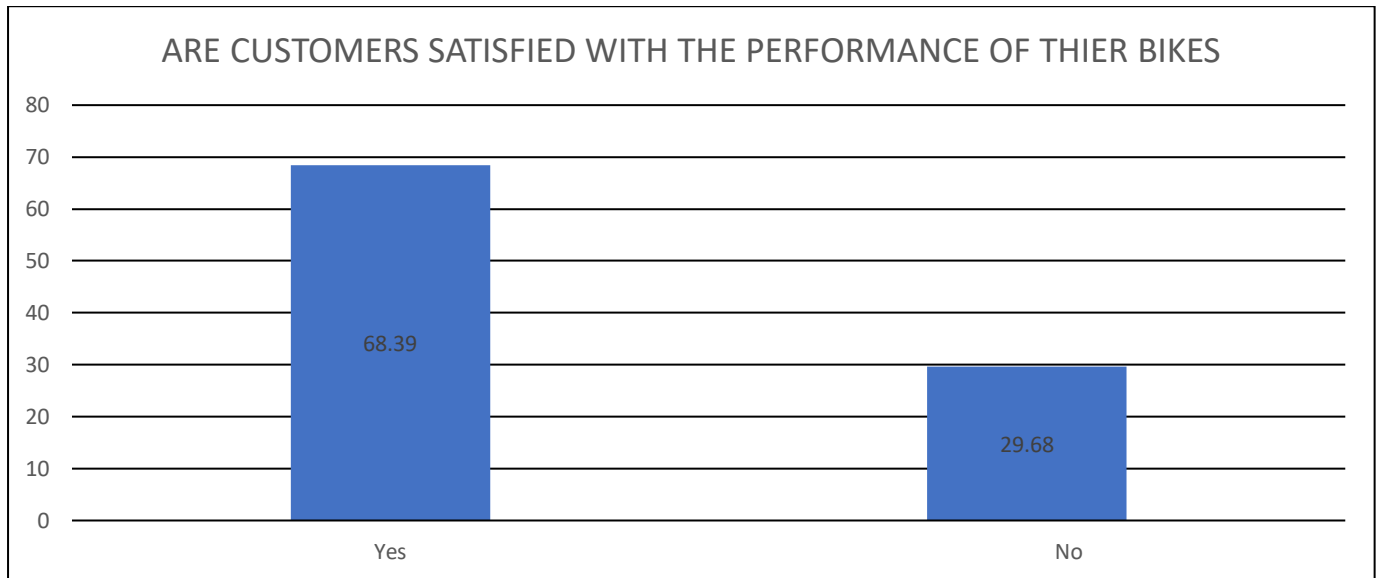


Chart : Are customers satisfied with the performance of this bikes

Interpretation

From the above table it is interpreted that the number of respondents 68.39% in yes, 29.68% in no

Inference

Majority (68.39) of the respondents are yes.

Chapter 5

5.1 Findings

The Data Is Collected And Tabulated In A Graphical Chart From The Analysis And Interference

- Majority(74.84)of the respondents are male

Very Good Bike For Youngsters.

- Majority (72.26)of the respondents are age between 18-25 years.
- Majority (61.29)of the respondents are UG.
- Majority (80%) of the respondents are unmarried.
- Majority (61.29) of the respondents are students.
- Majority (74.3) of the respondents are vehicles.
- 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.
- Majority (31.61) of the respondents are mileage.
- Majority (47.10) of the respondents are less then 15000 per income interested .
- Majority (38.71) of the respondents are Yamaha mt15 own the bike.
- The Respondents Are Going To Yamaha Bikes Because Of Its Pickup
- The Majority Of The Customers Are Satisfied With Price Charged By vechicle.
- Majority (66.45) of the respondents Yamaha healthy relationship accepted .
- 75% of the Respondents Feels There Is No Problem In Yamaha Bike.
- Majority (34.19) of the respondents are advertisement for sales in local market.
- 63% of The Responds Is Satisfied With The employees and youngsters.

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 Labours, 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.

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Questionnaire

1)Which outlet did you prefer to purchase your bike Yamaha ?

Showroom

Vehicles dealership

2)Did you Consider other motorcycles brands before buying the Yamaha bike

Yes

No

3) Do you agree that company act towards the complaints lodged by the customers

A)Yes

B)No

4) what is the one of thing improve in Yamaha bike

A) Speed

B) Mileage

C) Look

) No need to change

5)Do you think amaha establishes a healthy relationship with customers?

1)Yes

2)No

6)who influenced you to buy Yamaha bike?

- A) Friends
- B) Family
- C) Dealers

7)When it comes to comfort and convenience the Yamaha is?

- A) Very comfortable
- B) Average
- C) Not comfortable

8) Income per month?

- A) Less than 15000
- B) 15000-20000
- C) 20000-25000
- E) 30000& above

9)What is the rate of fuel consumption for Yamaha bike?

- A) Low
- B) Average
- C) High

10) According to your opinion what can be done to improve Royal Enfield Bikes sales in local markets?

- A) Advertise more
- B) Provide better service
- C) Improve quality
- E) No need to improve Clear selection

11) Which model of Yamaha do you own

Yamaha Mt 15

Yamaha YZF R15 V3

Yamaha FZS-F1 V3

Yamaha FASCINO 125

12) Which age group of customer prefer most bike

18-25

25-35

35-45

45-50

13) Do customer get full value of money purchased by the bike

Yes

No

14) Are customers satisfied with the performance of their bikes

Yes

No

15) Give your suggestions to improve our incentives methods to motivating employee ?