



A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE IN MADURAI CITY

M.KARTHICK

II M.COM (C.A), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

DR.S.MANJULA

ASSITANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNARTHIRUMALAINAICKER COLLEGE (AUTONOMOUS), MADURAI-625004, TAMILNADU, INDIA.

ABSTRACT:

This study explores customer satisfaction towards Yamaha bikes in Madurai, focusing on factors that influence consumer perceptions and buying decisions. Yamaha, a renowned brand in the motorcycle industry, has consistently attracted a diverse customer base due to its performance, design, and reliability. With the growing competition in the two-wheeler market, understanding customer satisfaction becomes critical for Yamaha to maintain and enhance its market position. The study identifies key determinants such as product quality, after-sales service, pricing, fuel efficiency, and brand reputation that impact customer satisfaction levels. Through a survey conducted among Yamaha bike owners in Madurai, the research aims to gather insights into the aspects that customers value most in their Yamaha bikes and their overall satisfaction with the brand. The findings will help Yamaha and other two-wheeler companies improve their products and services, ensuring higher levels of customer satisfaction and loyalty in the competitive market.

KEYWORDS:

CUSTOMER SATISFACTION, BRAND LOYALTY, TWO-WHEELER INDUSTRY, COMPETITIVE MARKET, CONSUMER PERCEPTION.

1.1 INTRODUCTION

Customer satisfaction is a crucial aspect of any business, particularly in the competitive automotive industry, where it plays a significant role in brand loyalty and repeat purchases. In the context of the two-wheeler market, Yamaha has established itself as a global leader, offering a wide range of motorcycles known for their innovative designs, performance, and fuel efficiency. With a strong customer base across various cities, including Madurai, Yamaha has built a reputation for delivering high-quality bikes and exceptional after-sales service. Madurai, a prominent city in Tamil Nadu, has witnessed substantial growth in motorcycle sales due to the increasing demand for both commuting and leisure bikes, with Yamaha catering to a diverse range of consumers. However, in the face of rising competition and shifting consumer preferences, it is essential to assess customer satisfaction levels to maintain Yamaha's market position. This study aims to explore the factors influencing customer satisfaction towards Yamaha bikes in Madurai, focusing on product quality, pricing, performance, fuel efficiency, and customer service. By understanding customer perceptions and experiences, the research seeks to provide insights into how Yamaha can enhance its offerings and better meet customer expectations, benefiting both Yamaha and other two-wheeler manufacturers in improving their products and services in the region. Customer satisfaction is a crucial aspect of any business, particularly in the

competitive automotive industry, where it plays a significant role in brand loyalty and repeat purchases. In the context of the two-wheeler market, Yamaha has established itself as a global leader, offering a wide range of motorcycles known for their innovative designs, performance, and fuel efficiency. With a strong customer base across various cities, including Madurai, Yamaha has built a reputation for delivering high-quality bikes and exceptional after-sales service. Madurai, a prominent city in Tamil Nadu, has witnessed substantial growth in motorcycle sales due to the increasing demand for both commuting and leisure bikes, with Yamaha catering to a diverse range of consumers. However, in the face of rising competition and shifting consumer preferences, it is essential to assess customer satisfaction levels to maintain Yamaha's market position. This study aims to explore the factors influencing customer satisfaction towards Yamaha bikes in Madurai, focusing on product quality, pricing, performance, fuel efficiency, and customer service. By understanding customer perceptions and experiences, the research seeks to provide insights into how Yamaha can enhance its offerings and better meet customer expectations, benefiting both Yamaha and other two-wheeler manufacturers in improving their products and services in the region.

1.2 STATEMENT OF THE PROBLEM

The two-wheeler market in India has become increasingly competitive, with numerous brands vying for consumer attention. Yamaha, known for its high-performance motorcycles, has been a key player in the market, including in the city of Madurai, where motorcycle sales have been on the rise. However, despite its strong brand presence, Yamaha faces challenges in maintaining customer satisfaction amidst growing competition and shifting consumer preferences. The problem lies in understanding the factors that drive or hinder customer satisfaction with Yamaha bikes in Madurai. This includes aspects such as product quality, pricing, fuel efficiency, performance, after-sales service, and overall customer experience. While Yamaha has established a loyal customer base, it is important to assess whether the brand's offerings align with the changing needs and expectations of consumers in Madurai. Additionally, the emergence of new competitors and evolving consumer behavior pose a potential risk to Yamaha's market position. Therefore, this study aims to identify the key factors influencing customer satisfaction and provide insights that can help Yamaha improve its products and services to better meet the demands of consumers in Madurai.

1.3 OBJECTIVES OF THE STUDY

- To measure the satisfaction level of buyer towards Yamaha bike.
- To know about diverse brands of the similar bikes sold in the area.
- To study the marketing strategy.

1.4 METHODOLOGY

1.4.1 PRIMARY AND SECONDARY DATA

Primary data for this study will be collected through structured surveys or questionnaires from Yamaha bike owners in Madurai, focusing on factors like product quality, pricing, performance, fuel efficiency, and after-sales service. This will provide first hand insights into customer satisfaction. Secondary data will be gathered from existing literature, research papers, and reports on customer satisfaction trends and Yamaha's market position. It will offer context and insights into broader industry trends. Combining both data sources will provide a comprehensive analysis of customer satisfaction towards Yamaha bikes in Madurai.

1.4.2 RESEARCH DESIGN

This study is descriptive in nature, aimed at systematically analyzing the factors influencing customer satisfaction towards Yamaha bikes in Madurai. It focuses on understanding key aspects such as product quality, pricing, performance, fuel efficiency, after-sales service, and overall brand experience. Both primary and secondary data will be collected, with primary data gathered through surveys or questionnaires from Yamaha bike owners in Madurai. Secondary data will be obtained from existing literature and reports on the two-wheeler market. A

quantitative approach will be adopted to analyze the survey responses using statistical tools. This will help identify the main factors influencing customer satisfaction and highlight areas of improvement. The research will provide insights for Yamaha to enhance customer experience and strengthen its market position in Madurai.

1.4.3 SAMPLING METHOD

A simple random sampling method will be used to select participants from Yamaha bike owners and users in Madurai. This method ensures that every individual has an equal chance of being selected, minimizing bias and improving sample representativeness. The target population includes Yamaha bike owners and potential buyers with experience using Yamaha motorcycles. A sample size of around 100 respondents will be chosen, providing a reliable basis for analyzing customer satisfaction trends. Participants will be selected based on their willingness to provide feedback through surveys. Various methods, such as contacting local dealerships and online platforms, will be used to ensure diversity in the sample, covering different age groups, professions, and income levels. The data will help identify key factors influencing customer satisfaction with Yamaha bikes in Madurai.

1.4.4 SAMPLE SIZE

A sample size of 100 respondents, who are active Yamaha bike users in Madurai, will be surveyed.

1.4.5 STUDY OF THE AREA

The study focuses on Madurai city as the selected research area to analyze customer perceptions and trends in Yamaha bike.

1.5 DATA ANALYSIS

TABLE - 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl.No	Variable		No. of respondents	Percentage
1.	Gender	Male	65	65
		Female	35	35
2.	Age Group	18-20	25	25
		21-35	44	44
		36-50	20	20
		50 and above	11	11
3.	Educational Qualification	Under Graduate	75	75
		Post Graduate	25	25

Source: Primary Data

It could be seen from the above table that out of 100 respondents, 65 percentage of the respondents were males and 35 percentage of the respondents were females. It

could be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they were further divided according to their age groups. It could be seen that 44 percentage of the respondents were lying under the age group of 21-44 years. Based on their education 75 percentage of the respondents were under graduates followed by post graduates (25 percentage).

TABLE - 2

COLOUR PREFERENCE FOR YAMAHA BIKE

Sl.No	Colour	No. of respondents	Percentage
1.	Red	18	18
2.	Black	30	30
3.	Silver	25	25
4.	Blue	12	12
5.	Ash	15	15
	Total	100	100

Source: Primary Data

It could be seen from the above table that out of 100 respondents 30 percentage of the respondents prefer black colour bike for their choice. 25 percentage of the respondents prefer silver colour, 15 percentage of the respondents likes ash colour and 12 percentage of the respondents likes blue colour bikes and the remaining 18 percentage of the respondents prefer red colour.

1.6 FINDINGS AND SUGGESTIONS

1.6.1 FINDINGS

- Sixty five percentage of the respondents were male.
- Forty four percentage of the respondents lying under the age group of 21-35 years.
- Seventy five percentage of the respondents were under graduates.
- Thirty percentages of the respondents prefer black colour Yamaha Bikes.

1.6.2 SUGGESTIONS

- ❖ Enhance after-sales service and reduce repair delays.
- ❖ Launch affordable models for price-sensitive customers.

- ❖ Expand dealership network and increase test ride opportunities.
- ❖ Integrate advanced features like ABS and mobile connectivity to meet modern customer expectations.
- ❖ Strengthen customer loyalty programs and gather continuous feedback to improve satisfaction.

1.7 CONCLUSION

The study highlights that Yamaha has a strong presence in the Madurai market, with a diverse range of customers and varying preferences. Key findings include the predominance of younger customers, particularly those in the 21-35 age group, suggesting that Yamaha's motorcycles appeal to a youthful, dynamic audience in the city. Additionally, color preference data shows that black is the most popular choice among customers, followed by silver and ash, indicating a preference for more neutral and classic bike colors. In conclusion, while Yamaha continues to maintain a strong market position in Madurai, it must address customer concerns regarding service-related issues and explore ways to better cater to the changing demands of the market, particularly in terms of pricing and customization options. By improving after-sales service and diversifying its product offerings, Yamaha can further strengthen its brand loyalty and sustain its competitive edge in the growing two-wheeler market in Madurai.

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