

A STUDY ON CUSTOMER SATISFACTION

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ABSTRACT

Automobile sector is one of the evergreen part in everyone life. India is one of the biggest manufacturer and producer of two wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. The India two-wheeler industry made a small beginning in the early 50's when automobile products of India (API) started manufacturing scooters in the country. Customer satisfaction is the degree of satisfaction provided the goods or services of a company as measured by the number of repeat customer. The main objectives are to find out the customer satisfaction and loyalty towards Yamaha bikes. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customer of Yamaha bike. The majors findings of the study are most of the respondents opined that Yamaha has improved. After Yamaha bikes, from the research it is concluded that the demographic variable such as age group, gender and occupation are having less impact on the factors of customers satisfaction. The research outcome also indicated that, most of the customers are satisfied towards Yamaha bike with respect to the chosen factors.

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.

NEEDS OF THE STUDY

This study is needed because it facilitates the smooth selling of various research operations and thereby making research as efficient as possible yield maximum information with minimum expenditure of effort, time & money. The pressure of the research has to be done great care as any error being it may upset the entire project. Research design, has a greater bearing on the reliability of result arrived at and analyses are considered a good design new trend in buying motors cycle.

OBJECTIVES OF THE STUDY

To study about Yamaha motors.

To study the customer preference towards Yamaha bikes.

To evaluate the satisfactory level of customers towards Yamaha motors.

To evaluate the customer preferring the brand and quality.

To know customer satisfaction level regarding product and service.

To study the survey result and provide some valuable suggestions for the better sale of Yamaha two-wheelers.

SCOPE OF THE STUDY

1. The research was carried out to find the factors which influence customer satisfaction level to a maximum level.
2. The study projects that customer satisfaction level change with the changes in various factors like evaluating and change during the delivery of vehicles and after sale evaluation.
3. This research is an attempt to provide feedback to Yamaha motors and the show room dealers, so that they can bring out changes in various departments in their organization that which will help them in becoming a number of motor cycle company in India.
4. The study here targets on customer satisfaction towards two-wheeler specifically related to Yamaha bike which is obtained from the survey.
5. The study underwent is related to rural areas at Thirukazhukundram in Kanchipuram district.

REVIEW OF LITERATURE

Lutz (1981): In this study a perspective into consumer behavior is motivated by a desire to understand the relationship between attitude and behavior. 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.

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.

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.

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 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 200 1-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Campbell & Finch 2004: Customer satisfaction with offices is resolved not just by specialized execution, as well as by a many-sided set of trade procedures, for example compelling correspondence and administration of desires. Customer satisfaction have antecedent, mediated and moderated effect on personal connections and enjoyable interactions. Customer satisfaction with offices is resolved not just by specialized execution, additionally by a multifaceted set of trade methodologies, for example, powerful correspondence and administration of desires.

Madern, Maull, Smart & Baker, 2005: There are number of imperial studies on specific relationship of employees satisfaction. Often the quality of the relationship is called satisfaction mirror which gives an idea that success of business is from satisfaction of employee which is reflected in term of the customer satisfaction. Service quality is derived from employee satisfaction for example if employees are satisfied it has direct effect on both customer satisfaction and service quality.

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.

Hanif, Hafez & Riaz 2010: Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance. Customer satisfaction is how customers judge the satisfaction level.

DATA ANALYSIS AND INTERPRETATION

TABLE 1(a) AGE GROUP OF RESPONDENTS

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
20-30 years	30	30%
30-40 years	41	41%
40-50 years	18	18%
Above 50	11	11%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 30% of respondents are 20-30 years 41% of respondents are 30-40 years, 18% respondents are 40-50 years, 11% respondents are above 50 age group.

CHART-1(a)

AGE GROUP OF RESPONDENTS

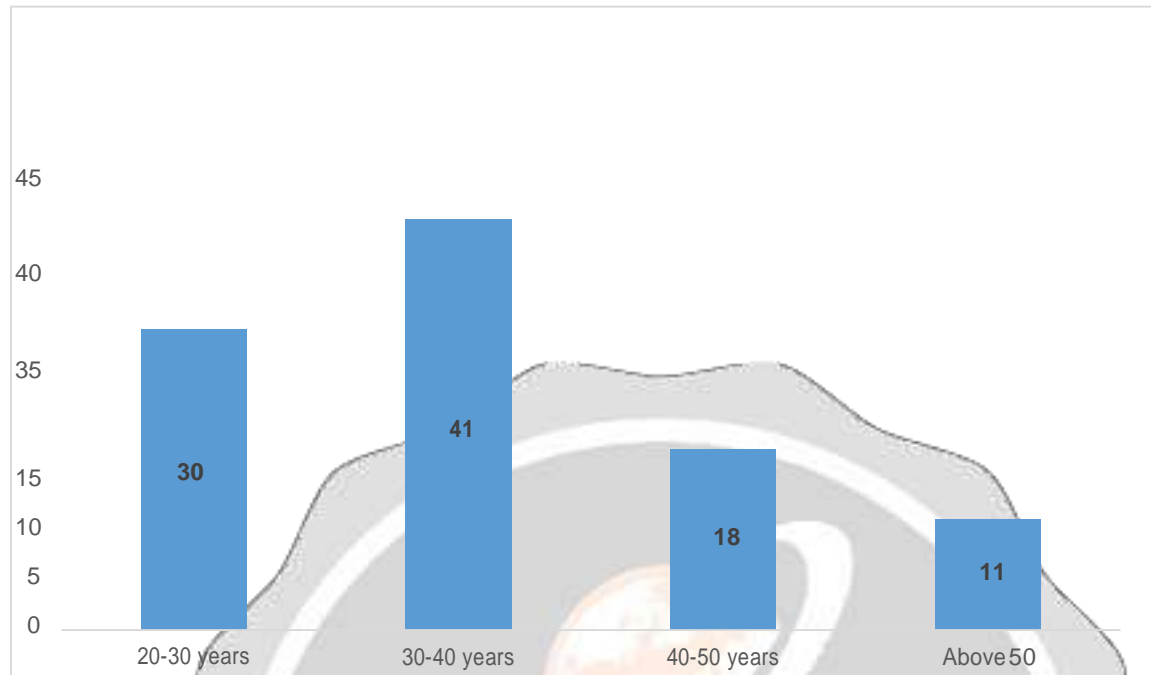


TABLE 2
CUSTOMER LEVEL OF MONTHLY INCOME

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Below 15000	40	40%
15000-30000	30	30%
30000-50000	21	21%
Above 50000	09	9%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 40% of respondents are below 15000 income, 30% of respondents are 15000-30000 income, 21% of respondents are 30000-50000 income and 9% of respondents above 50000 income.

CHART 2



TABLE 3

PROFESSIONAL/OCCUPATIONAL PEOPLE SHOW THEIR PREFERENCE TOWARDS MOTOR BIKE

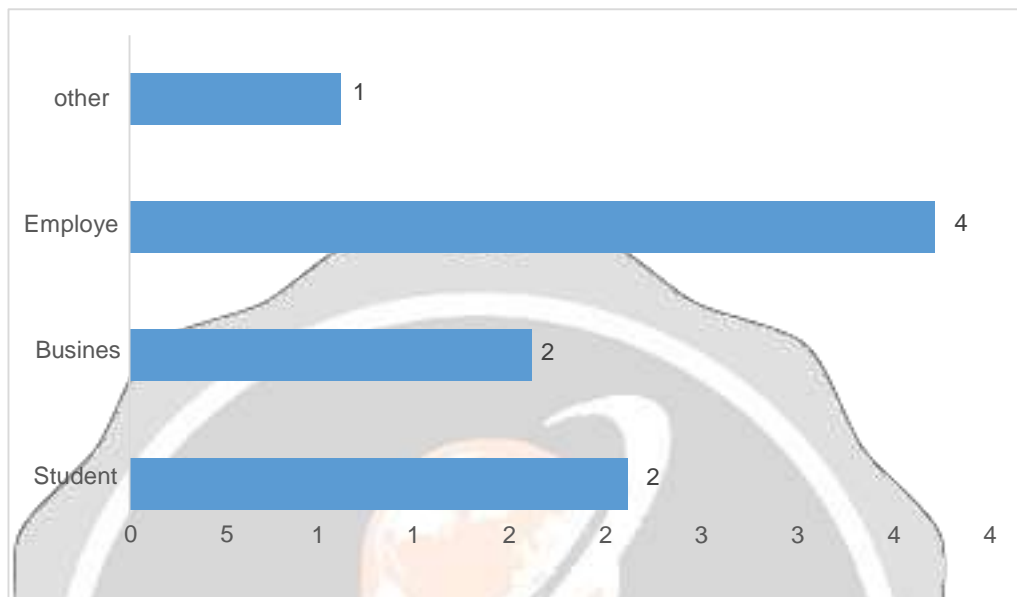
PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Students	26	26%
Business	21	21%
Employed	42	42%
others	11	11%
TOTAL	100	100%

INFERENCE:

From the above table I observed that 26% of respondents are selected Students, 21% of respondents are selected Business, 42% of respondents are selected Employees and 11% of respondents are selected others.

CHART 3

PROFESSIONAL/OCCUPATIONAL PEOPLE SHOW THEIR PREFERENCE TOWARDS MOTOR BIKE



**TABLE 4
PURCHASE
A BIKE**

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Brand value	38	38%
Design	26	26%
Publicity	25	25%
Scheme	11	11%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 38% of respondents are selected Brand value, 26% of respondents are selected Design, 25% of respondents are selected Publicity and 11% of respondents are selected Scheme.

**CHART 4
PURCHASE A BIKE**

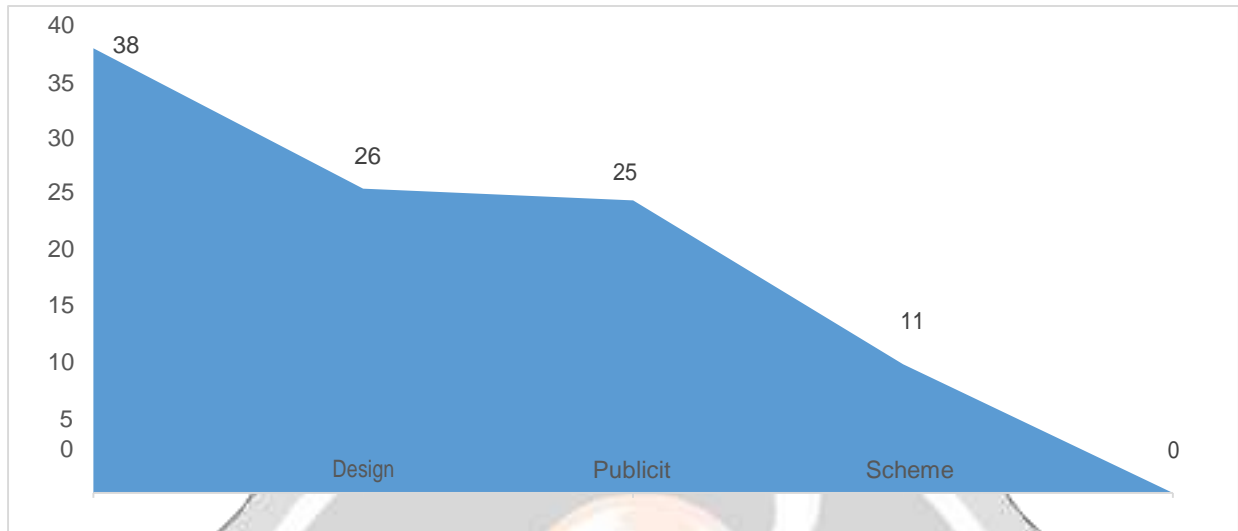


TABLE 5

EXPERIENCE AFTER USING THE BIKE

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Highly satisfied	29	29%
Satisfied	52	52%
Dissatisfied	12	12%
Highly dissatisfied	07	7%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 29% of respondents are selected Highly satisfied, 52% of respondents are selected Dissatisfied, 12% of respondents are selected Dissatisfied, 7% of respondents are selected Highly Dissatisfied.

CHART 5
EXPERIENCE AFTER USING THE BIKE

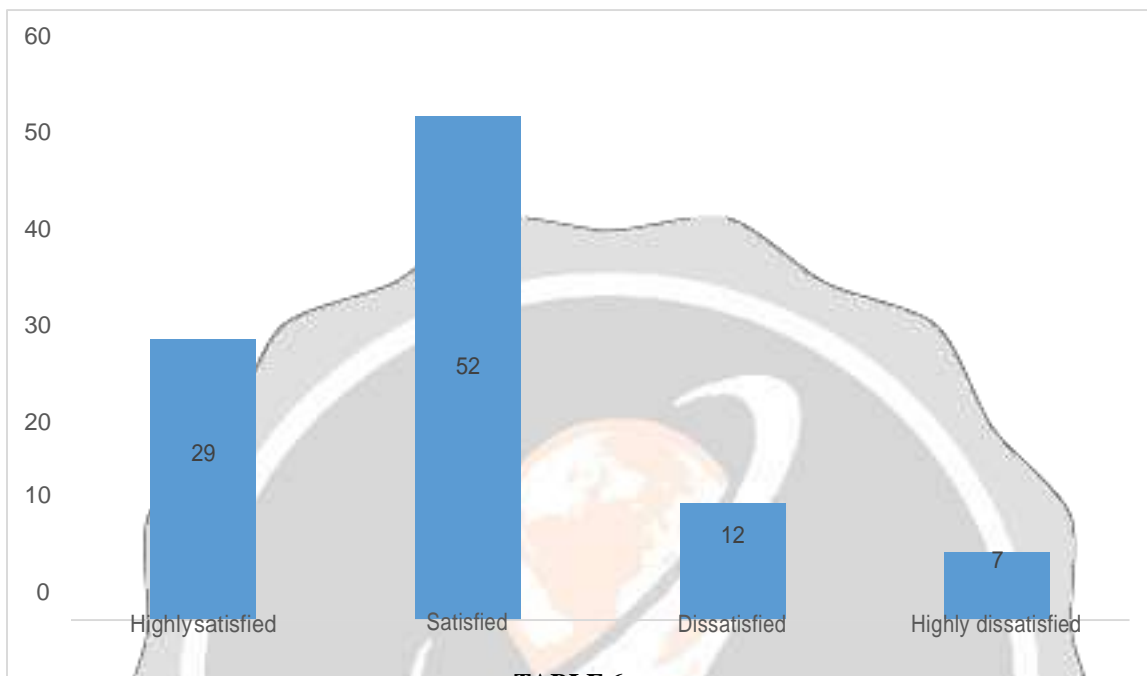


TABLE 6
SATISFACTION FOR AFTER SALES SERVICE

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Highly satisfied	18	18%
Satisfied	36	36%
Dissatisfied	33	33%
Highly dissatisfied	13	13%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 18% of respondents are selected Highly satisfied, 36% of respondents are selected satisfied, 33% of respondents are selected Dissatisfied, 13% of respondents are selected Highly Dissatisfied.

CHART 6

SATISFACTION FOR AFTER SALES SERVICE

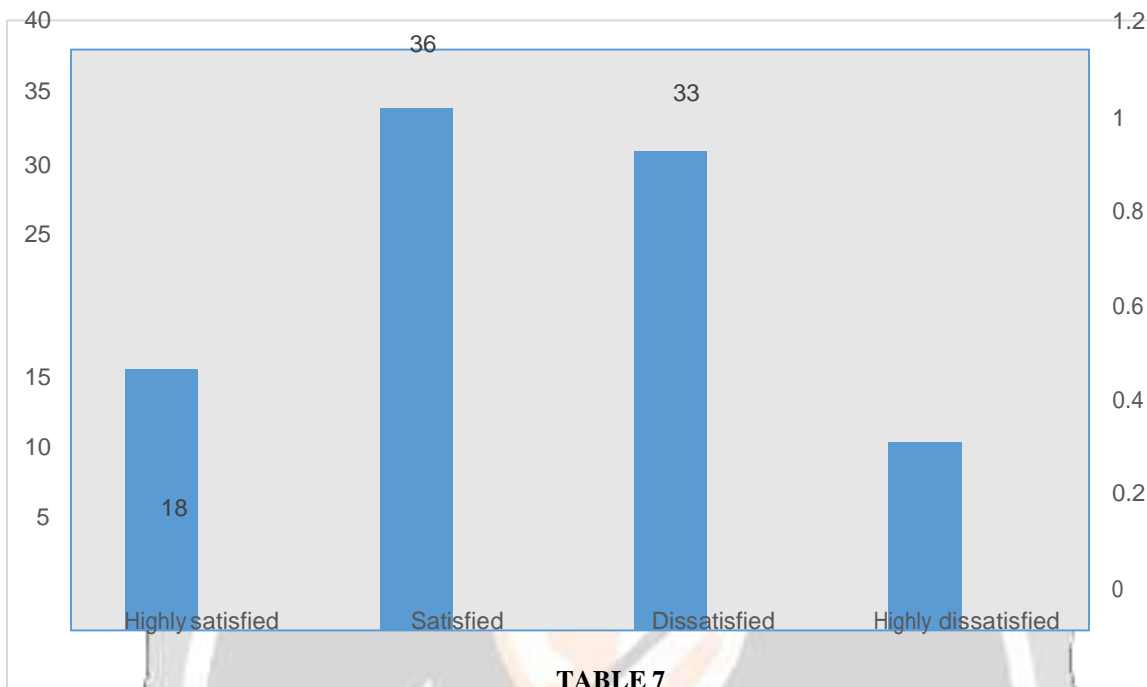


TABLE 7

SATISFIED WITH THE OVERALL SERVICE PROVIDED BY THE DAK SHEN

PARTICULAR	NO OF RESPONDENTS	% OF RESPONDENTS
Strongly agree	29	29%
Agree	37	37%
Disagree	22	22%
Strongly disagree	12	12%
TOTAL	100	100%

INFERENCE:

From the above table, I observed that 29% of respondents are selected Strongly agree, 37% of respondents are selected Agree, 22% of respondents are selected Disagree and 12% of resp.

CONCLUSION

Customer are motor cycle are increasing day by day. In order to keep its customer satisfied the various motor cycle firms have adopted various techniques to fulfill the needs of their customers. Increasing usage of motor cycle is heading to back pain and discomfort to the customer. So the customer having more inclination towards the motor cycles which are offering comfort through the latest technology like button starter and shock absorber. Starter and shock absorber are we conclude that from the survey Yamaha bike are well known for their designs and performance and the satisfaction is high towards all other factors. "YOUTH" is the target for Yamaha, if Yamaha satisfied its customers with the mileage and free service. The over analysis of the study indicated that at present most of the customer are overall satisfied towards Yamaha bike.

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