

A Study on Customer Satisfaction of Yamaha Bikes

¹Mr.M.Ramanathan, ^{2*}Deepika.V, ^{3*}Benadict Simon . A,
^{4*}Dhanush. R

^{1*}Asst.Professor, Department of Management Studies, SNS College of Engineering, Coimbatore, Tamil Nadu, India

^{2*3*4*}II MBA, Department of Management Studies, SNS College of Engineering, Coimbatore, Tamil Nadu, India

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ABSTRACT

In today's media landscape where it's very difficult to shape consumers attitude and intentions and move them to next level of buying process, advertisers find it even more difficult and challenging to break through the clutter of competing advertisement. The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of Technology advancement, Medium and more methods to attract consumers and on Creativity. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioner, but there is a miss of true & systematic research to define advertising creativity and how it relates to ad effectiveness. The review study discusses some campaigns that have left their strong impression on consumers. The presented review study tries to come up with some evidence of creativity by reviewing expert views, past literature in advertising, studied advertising campaign and marketing activities. The study discusses different forum on how creativity works, and what makes an ad to travel good or poorly. It summarized the value of creativity in advertising through Expert interviews, published material and related secondary data to understand the logic.

I. INTRODUCTION:

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose

reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers 'expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able do this, firms need reliable and representative measures of satisfaction.

In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

II. REVIEW OF LITERATURE

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 carries.

Bhatnagar (2000).

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

Bousch & Homer (1988).

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

Csikszentmihalyi (2000).

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

Dailey & Fmi (2000).

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

D'essenc (2001).

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

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 analysed that buyer's satisfaction is influenced by the obtainability of consumer goods and services, The provision of excellence of buyer's service has developed a main. the worry of all businesses. Consumer satisfaction is naturally defined as a post consumption evaluative ruling concerning an exact goods or service.

Hoffman & Novak (1996).

In this study, the author has examined the grade of consumer prospects toward an 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 a 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 profit will also increase.

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 behavior 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 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.

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 presentation.

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.

III. 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

IV. RESEARCH METHODOLOGY

The statistical tool used is **percentage analysis**. The percentage method is used for comparing certain features. The collected data respondents on the fore of tables and charts in order to give effective visualization of comparison made.

$$\text{SAMPLE PERCENTAGE} = \frac{\text{ACTUAL POPULATION} \cdot 100}{\text{SAMPLE SIZE}}$$

AREA OF STUDY:

The area of study was limited to Coimbatore region.

V. RESULTS AND DISCUSSION
TABLE 1:BIKE SUITABLE FOR LONG RIDE

	No.ofResponse	Percentage
Yes	43	84.3%
No	8	15.7%
TOTAL	50	100

Is this bike suitable for long ride?
 51 responses

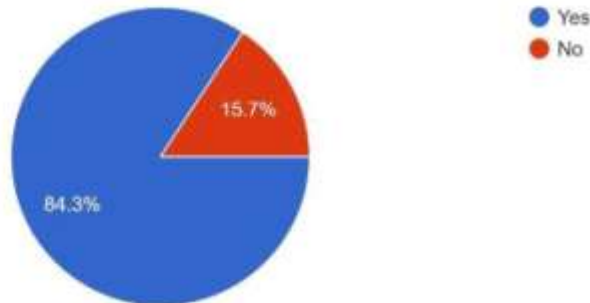


FIGURE1 SHOWING IS THE BIKE SUITABLE FOR LONG RIDE

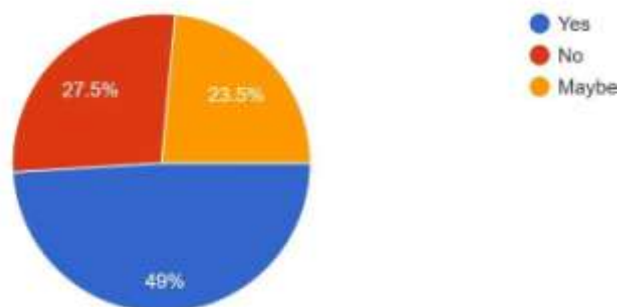
From the above table 84.3% people are satisfied with the bike for long ride and 15.7% are not satisfied. Most of the respondents (84.3%) are satisfied with the bike for long ride.

TABLE 2:IS SERVICE CENTRE USER-FRIENDLY

	No.ofResponse	Percentage
Yes	25	49%
No	14	27.5%
Maybe	12	23.5%
TOTAL	50	100

FIGURE2 SHOWING IS SERVICE CENTRE USER-FRIENDLY

Is this service center are user friendly?
 51 responses



From the above table 49% people are satisfied with the service centre, 27.5% are not satisfied and 23.5% are sometimes satisfied with the service. Majority of the respondents (49%) are satisfied with the service provided by service Centre.

VI. FINDING

- Most of the respondents (70.6%) are male.
- Majority of the respondents (22%) liked

Yamaha ray and Yamaha 250.

- Majority of the respondents (43.1%) buy Yamaha bike for its high performance.
- Most of the respondents (71.4%) are satisfied with the bike
- Majority of the respondents (41.2%) spend above 3k to 4k.
- Majority of the respondents (49%) are satisfied with the service provided by service center

- Majority of the respondents (47.1%) average mileage is 40-45.
- Majority of the respondents (31.9%) change chain sprocket above 15km.
- Most of the respondents (54.9%) are comfortable with the seat position
- Most of the respondents (84.3%) are satisfied with the bike for long ride.
- Most of the respondents (70.6%) are satisfied with the performance.

VII. SUGGESTIONS

Yamaha can improve better service facilities to attract more customers and retaining their customer by providing good service. They can improve chain sprocket for better performance.

VIII. CONCLUSION

This study has given a pure image of what customers feel about the goods and services provided by the Yamaha bike. 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 service provided by them. From the following study, we can accomplish that a better service facility will enhance more satisfaction of customers and they can improve chain sprocket for better performance.

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