

# A Study on Customer Satisfaction Towards RK Enterprises Pvt Limited (Yamaha) in Tirupati

Dr. N. Chandrika<sup>1</sup>, T. Bhanuprakash<sup>2</sup>

<sup>1</sup>Associate professor, MBA Dept., AITS, Tirupati.

<sup>2</sup>Student, MBA Department, AITS, Tirupati

**Abstract:** One industry that is evergreen in everyone's life is the automotive business. India is one of the world's top two-wheeler producers and manufacturers. In terms of the quantity of two-wheelers produced and domestic sales, it is only surpassed by Japan and China. When automobile manufacturing began in India in the early 1950s, the two-wheeler Scooter production in the nation was established by Products of India (API). The level of satisfaction is determined by the customer. In this paper convenience sampling used for selection of 160 respondents. The primary goals are to identify consumer loyalty and pleasure with Yamaha bikes. This research uses descriptive methodology. The responders who own Yamaha bikes are included in the population's total. The study's key conclusions are that the majority of respondents thought Yamaha had improved. According to the research, demographic parameters including age, gender, and occupation have less of an impact on customer satisfaction factors than Yamaha bikes. According to the research's findings, most customers are satisfied with Yamaha bikes in light of the specified factors.

**Key words:** customer satisfaction

## 1. INTRODUCTION

Customer satisfaction means taking complete care of customer by giving them complete knowledge about the product and about all the feature of that particular product Customer satisfaction is the end result of your interaction with the customer. By giving the best customer service and making sure that the customer was given the best resolution at the end of the call, then we can say that the customer is satisfied even if it's not verbally said.

Company can give complete knowledge like each and every query must be clarified by the seller. If a customer remembers you for future business then we can say that customer is satisfied.

According to Harold E Edmondson "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. "Customer satisfaction is defined by whether the customer chooses to do business with you or your company in the future. Many factors play a role in customer satisfaction, including customer service, product quality and the ease of doing business. Companies must consider customer satisfaction as an important role in the lifetime value of a customer.

## 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. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

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.

**SEVEN STEPS**

- Encourage face-to-face dealings.
- Respond to messages promptly and keep your clients informed.
- Be friendly and approachable.
- Have a clearly-Defined customer service policy.
- Attention to details.
- Anticipate your client’s needs and go out of your way to help them out.
- Honor your promise



**CUSTOMER SERVICE**

Serving your customer with a smile on your face, even when things don’t go right.

- A person, company or other entity which buys goods and services produced by another person, company or other entity.
- One who regularly or repeatedly makes purchases of a trader, a purchase a buyer.

According to Jack Speer “Excellent customer service is the process by which your organization delivers its services or products in a way that allows the customer to access them in the most efficient, fair, cost effective and humanly satisfying and pleasurable manner possible”. Customer service is a common term we are familiar with which means one who aids or provides help to the purchase of goods and service.

**2.REVIEW OF LITERATURE**

Review of literature attempts to review different literatures on customer satisfaction with reference to two-wheeler industry and presents various studies made regarding the issues related with hotel industry

and customer satisfaction.

Grigoroudis, E and Siskos, Y (2009) provide definition for ‘customer’ upon two approaches: With reference to loyalty, “A customer is the person that assesses the quality of the offered products and services” and on process-oriented approach, “the customer is the person or group that receives the work output”.

According to Westbrook and Reilly (1983), customer satisfaction is “an emotional response to the experiences provided by, associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behaviour, as well as the overall marketplace”.

Oliver (1981) put forward a definition as, “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumers’ prior feelings about the consumption experience”.

Schiffman and Kanuk (2004) defines customer satisfaction as “The individual’s perception of the performance of the product or service in relation to his or her expectations”.

Woodruff and Gardian (1996) define “Satisfaction, then, is the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. Satisfaction has an emotional component.”

### 3 TWO-WHEELER MARKET SIZE AND GROWTH

In terms of volume 4,613,436 units of two-wheelers were sold in the country in 9MFY2011 with 2, 56,765 units exported. The total two-wheeler sales of an Indian industry accounted for around 77.5% of the total vehicles sold in the period mentioned.

The increase in sales volume of this industry is proof of its high growth. In 1971, sales were around 0.1 million units per annum. But by 1998, this figure had risen to 3 million units per annum. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the last nineties.

### TOP TEN PLAYERS IN INDIAN AUTO MOBILE SECTORS

- Maruti Suzuki India
- Hero Motors Limited
- Tata Group
- Bajaj Auto Limited
- Mahindra Group
- Ashok Leyland
- Yamaha Motor India
- Hyundai Motors India Limited
- Toyota Kirloskar Motor Private Limited
- Honda Motor India Private Ltd.

### 4 ABOUT YAMAHA MOTOR PVT.LTD IN INDIA

Yamaha made its initial foray into India in 1985. Subsequently, it entered into a 50:50 joint-venture with the Escorts Group in 1996. However, in August 2001, Yamaha acquired its remaining stake becoming a 100% subsidiary of Yamaha Motor Co., Ltd, Japan (YMC). In 2008, Mitsui & Co., Ltd. entered into an agreement with YMC to become a joint-investor in the motorcycle manufacturing company "India Yamaha Motor Private Limited (IYM)". These characteristics have been splendidly reproduced in the YZF- version

2.0. The YZF- version 2.0 is a new model that has been developed under the concept of a “Graded Up.” While maintaining the proven ease of handling of the existing, the version 2.0 boasts of spruced up looks and better performance in circuit riding. The design elements are borrowed from the super sport model YZF-R1 that is adapted from YZR-M1 MotoGP race machine.

Get on the seat of this latest super sport bike Yamaha and flaunt your distinctive class. This 150 cc giant like motorcycle Yamaha is based on the world famous 'R' series and has been packed with cutting edge technologies of engine, suspension and transmission to offer the rider a refined, better controlled and fuel-efficient performance. Make your selection among the two hot-sizzling colors of Blue and Graphite and you would become all set to make your mark.

Yamaha Motor India Limited has launched a new and sporty bike model "Yamaha R 15" also known as Yamaha YZF into the 150 cc bikes segment. The eye-catching supersports motorcycle image of Yamaha is teamed up perfectly with a state-of-the-art technology that promises to offer a high level of balance between style and performance. The all-new Yamaha YZF bike is powered with a liquid cooled 149.8cc, four-valve fuel injected engine that exhales 17 bhp, six speed gear transmission and Delta box frame that makes riding this bike a gliding experience on the roads.

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### 5 RESEARCH METHODOLOGY

Procedures used in making systematic observations or otherwise obtaining data, evidence, or information as part of a research project or study

**OBJECTIVE OF THE STUDY**

- To Study about the factors influencing the selection of bikes.
- To understand the customer satisfaction level of Yamaha
- Features and the benefits of the Two-Wheeler considered as important factor of customer satisfaction.

- To know customer satisfaction level regarding product and service.

**SIGNIFICANCE OF THE STUDY**

- Variables under study
- Dependent variable : customer satisfaction.  
 Independent variable : price, after sales services.

**DESIGN**

Types of Research Design	Exploratory Research Design
Source of Data	-Primary data: Survey method - Secondary data : Internet, Magazines, News papers
Research Equipment	Questionnaire
Sampling Technique	Non Probability Technique – Random Convenience sampling method
Sample Size	160
Area of Research	Tirupati

**DESCRIPTIVE RESEARCH**

This method is undertaken when the researcher is interested in knowing about the characteristics of certain groups such as age, sex, educational level, income, the relationship between two or more variable.

This method was the most suitable in my research work

to collect information from a sample plan of the population.

A sample is a subset of population through a valid statistical procedure so that it can be regarded as representative of the entire population. The valid statistical procedure of drawing sample from the population is called sampling. Sampling plan consists of the following elements:

**PRIMARY DATA**

Primary data is being collected during the course of asking questions by performing surveys. Primary data is obtained either through respondent, either through questionnaire or through personal interview.

I have collected the data through both personal interview and questionnaire.

**SAMPLE UNITS**

My sample units were,

- Dealer
- Service center
- Customers

**SECONDARY DATA**

Secondary data are the data already available in the form of print material, website, journals, etc.; I have used some magazines, newspapers, and websites and course materials for that purpose.

**SAMPLE FRAME**

The entire list of sample unit is known as sample frame. In this project my sample frame was Tirupati.

**RESEARCH TOOL**

I have used the structured questionnaire in my research process which has carefully designed keeping the entire objective in mind.

**SAMPLE METHOD**

In my research I have used Convenient Sampling.

**SAMPLING PLAN**

The process of collecting observation from the elements of a large population may be expensive, time consuming and difficult. It will be cheaper and quicker

**CONTACT METHOD**

Contact method used in this project is personal interview. The methods of collecting information through personal interviews are usually carried out in a structured way.

**FIELD SURVEY**

I have started the survey for accuracy of data I picked my sampling unit from some parts of the city and then went on to analysis and report making part.

**LIMITATION OF THE STUDY**

- Present research is geographically restricted to Tirupati only. Hence the result cannot be exploited to other places.
- One of the biggest limitations with the project work is the Time factor.

- Another limitation was with the Language. Since the people I interviewed were both literate and also illiterate there was a problem in language in making them understand.
- The sample size is small due to insufficient time allotment.
- The seriousness of the respondent and the ability to justify the answers were also one among the limitations.

**6 DATA ANALYSIS AND INTERPRETATIONS**

Chart 1: Age wise classification of the Respondents

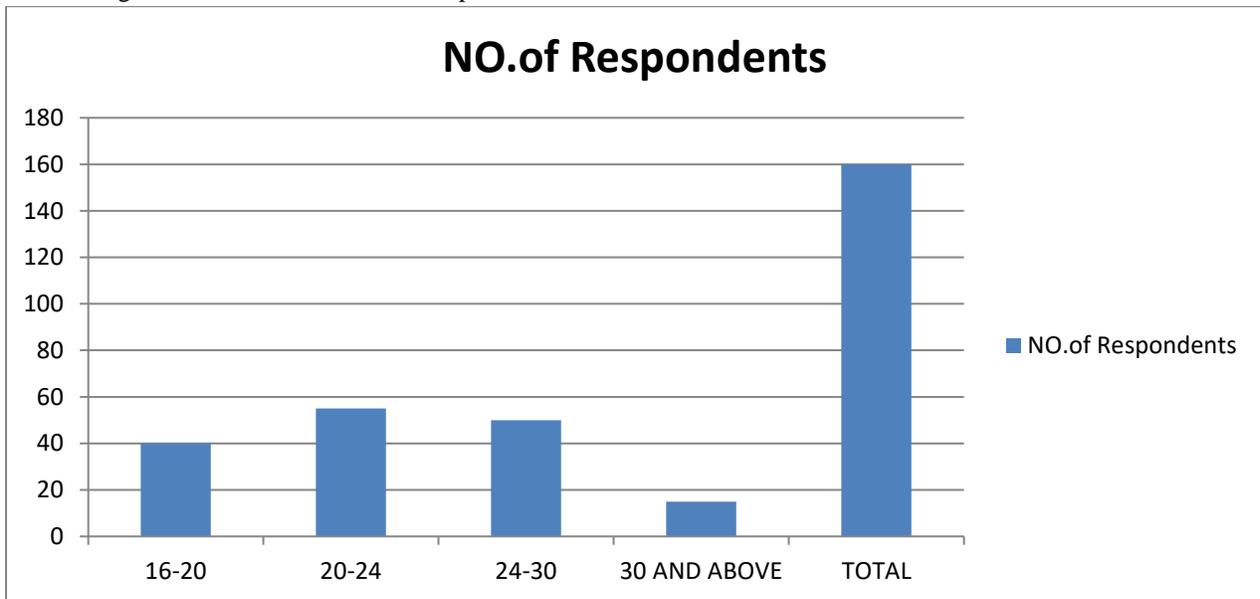


Chart 2: Geographical existence of the Respondents

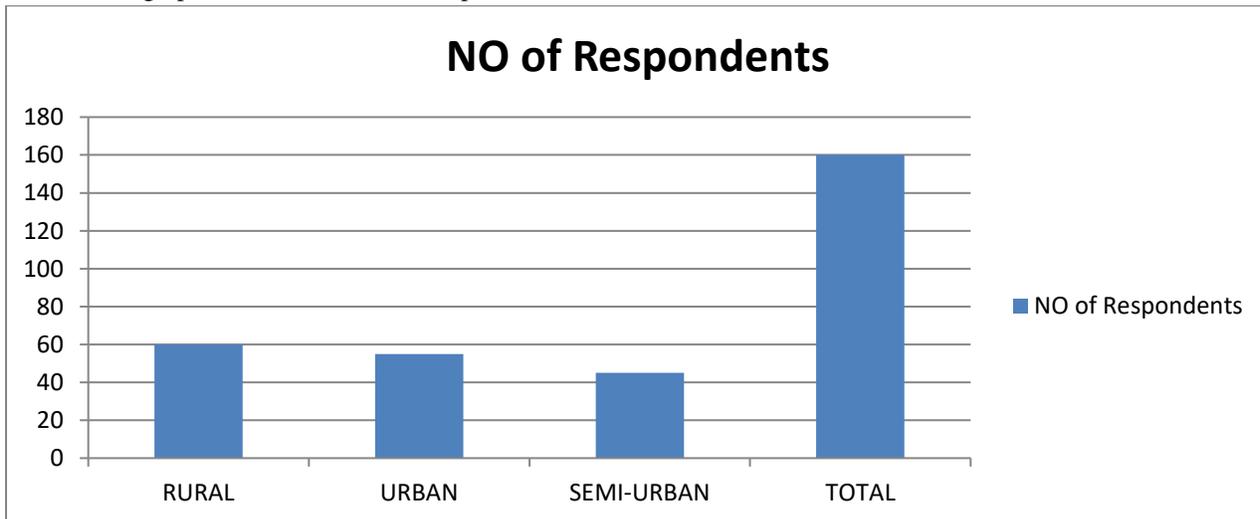


Chart 3: Classification of Respondents based on awareness about Yamaha Motors and its Products.

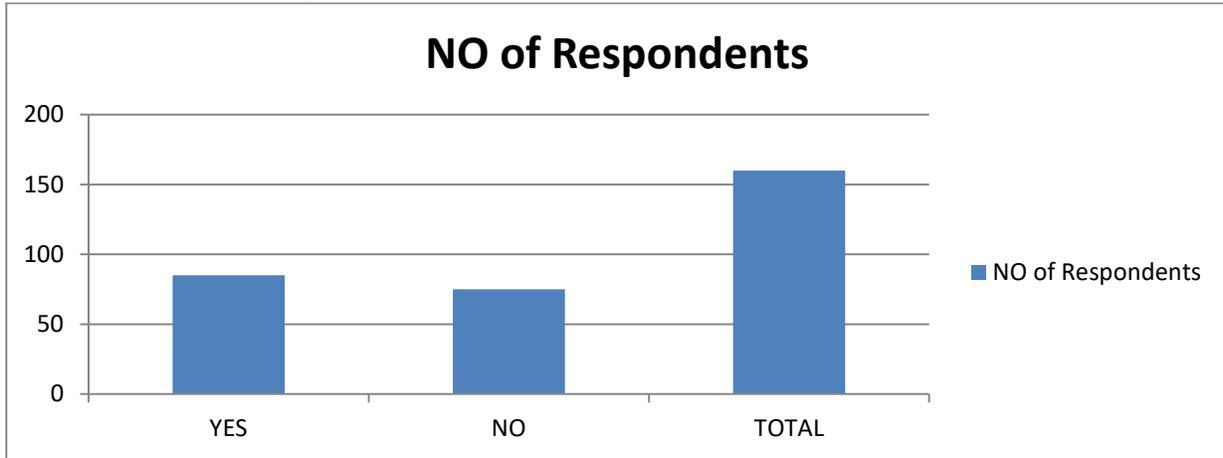


Chart 4: Classification of the Respondents based on the Knowledge towards 150cc sports bike Yamaha.

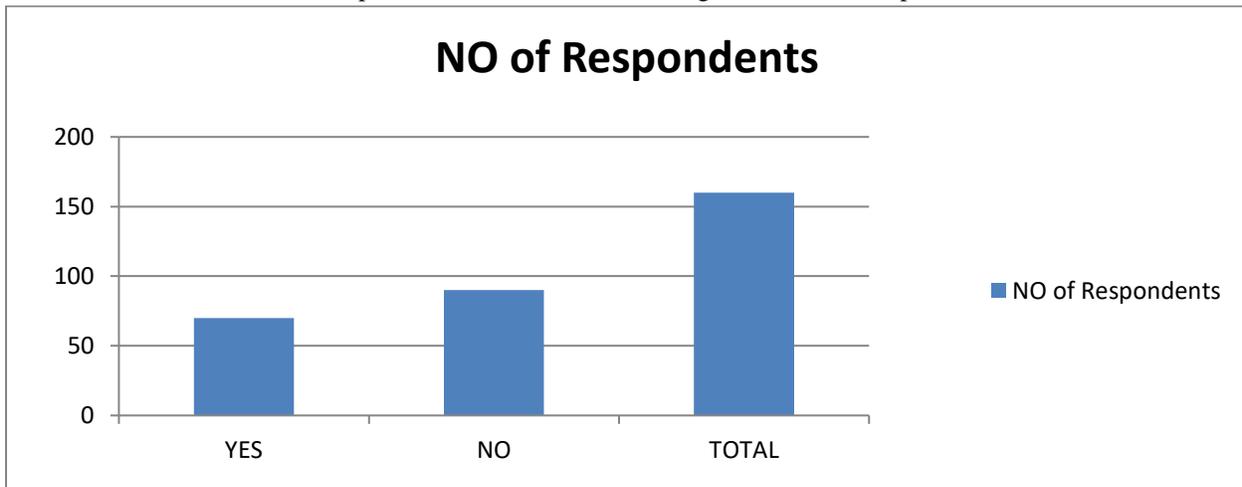


Chart 5: Classification of Customer's choice of preference towards bikes

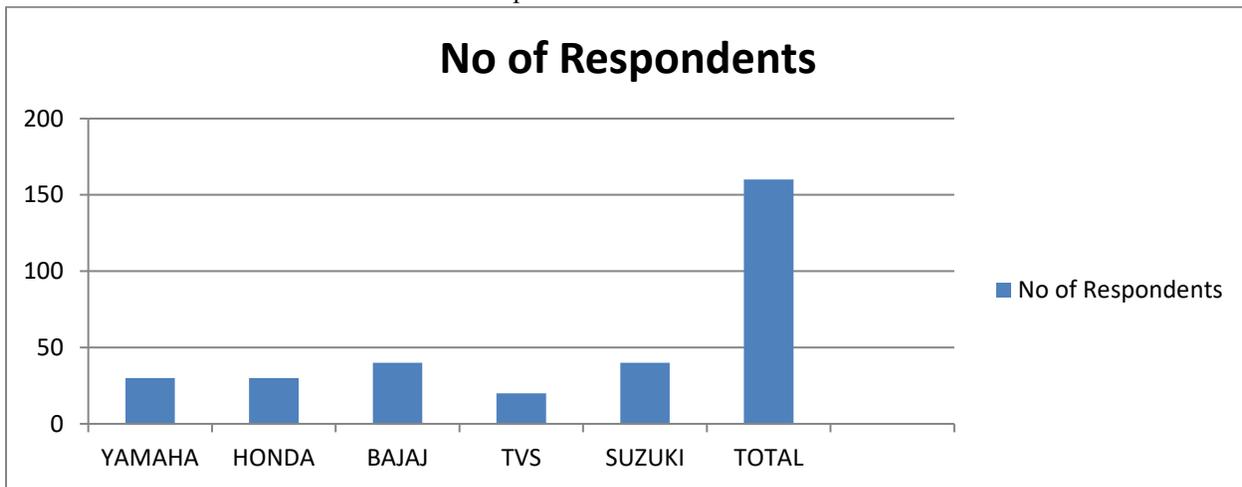


Chart 6: Classification of the Respondents based on the better choice of bike.

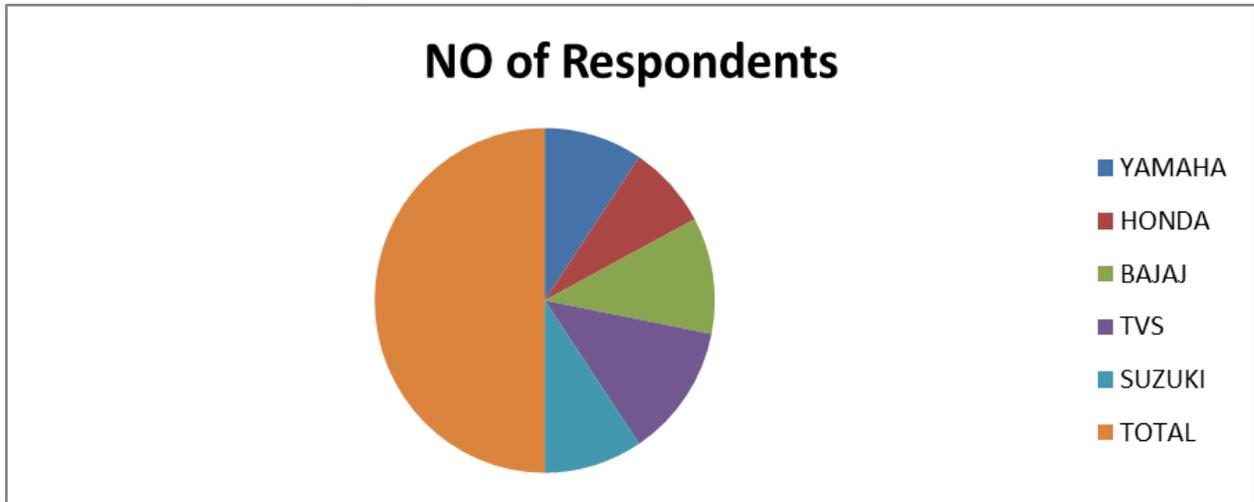


Chart 7: Customers satisfaction level on Yamaha.

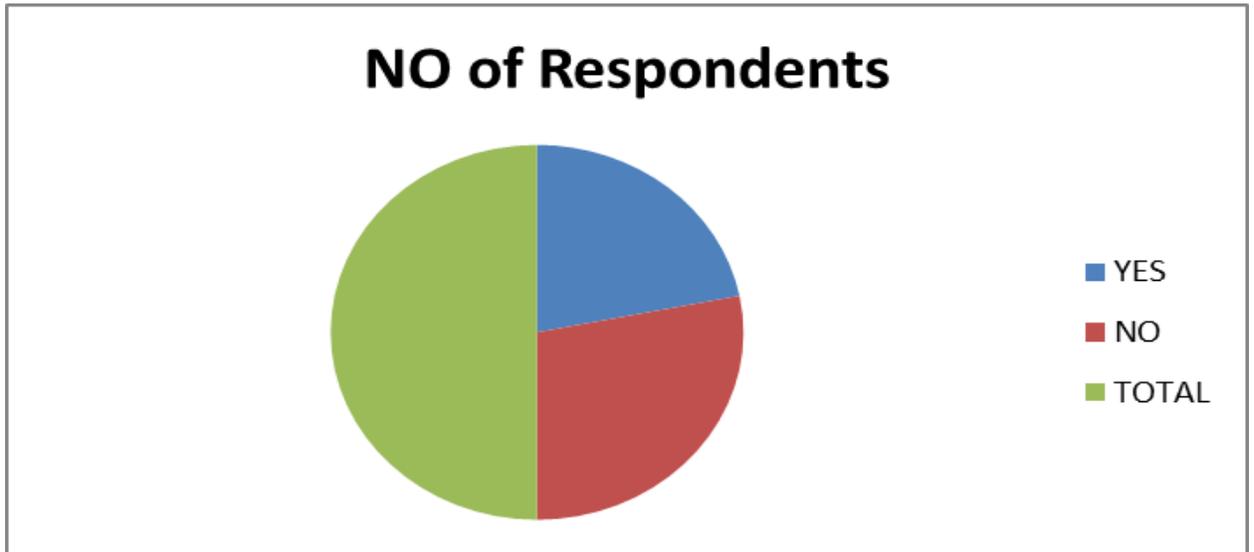


Chart 8: Classification of customers based on the preference toward Yamaha bikes.

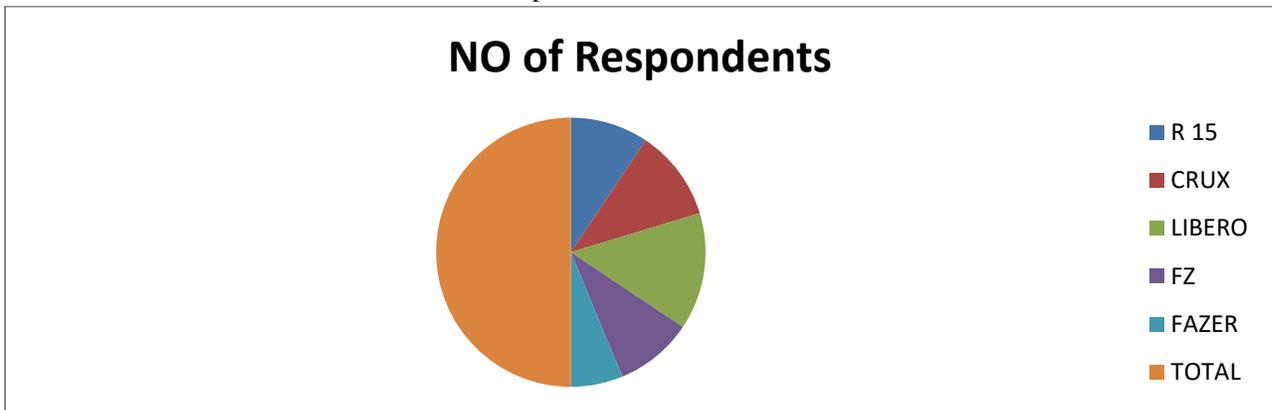


Chart 9: Respondent's choice of buying

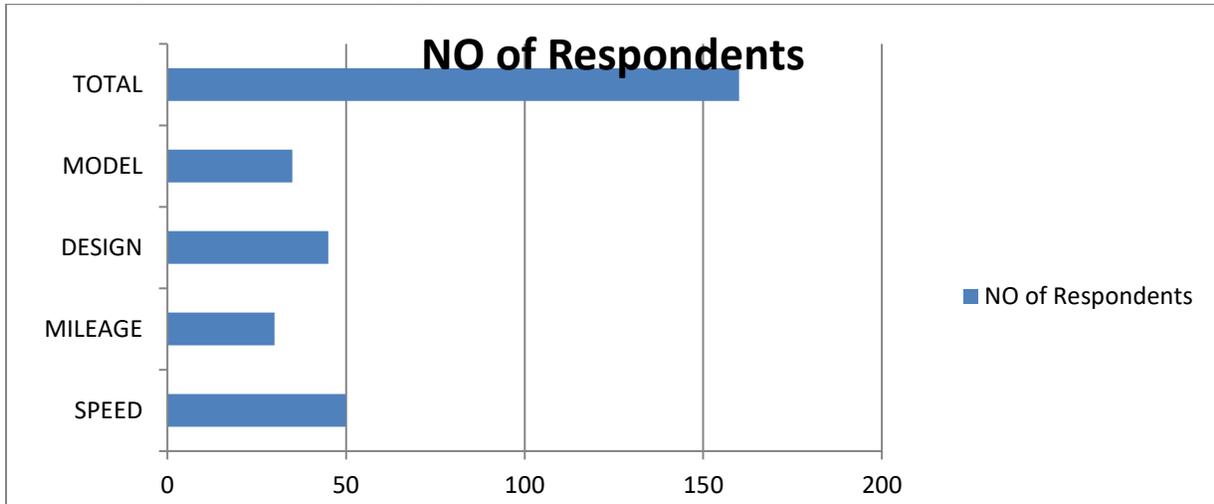


Chart 10: Opinion of the Customers based on factors that influence in selection of.

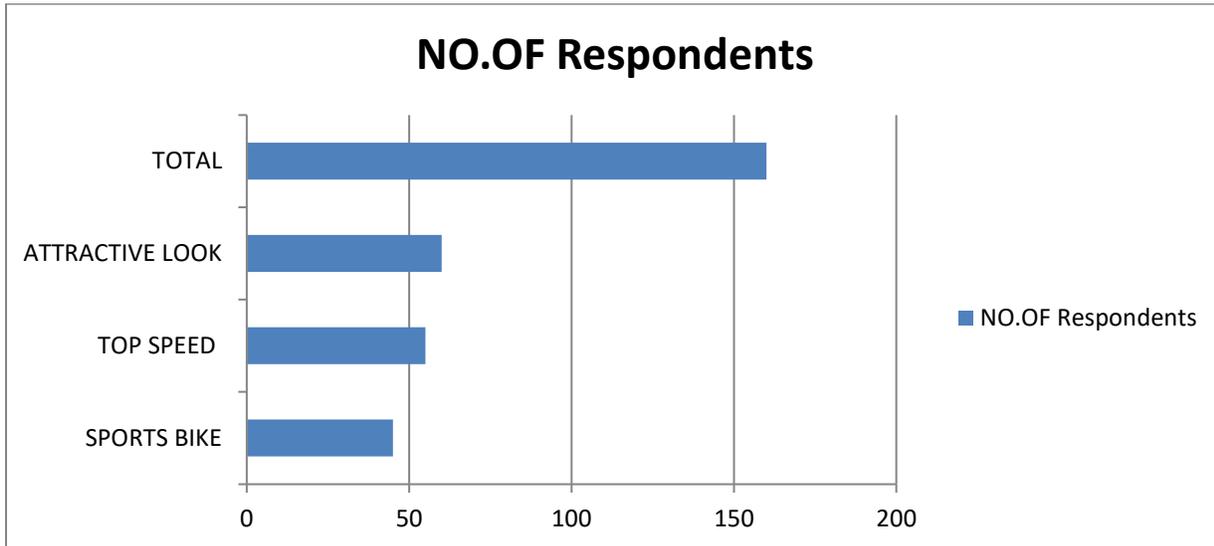


Chart 11: Opinion of the Customers based on the satisfaction level towards.

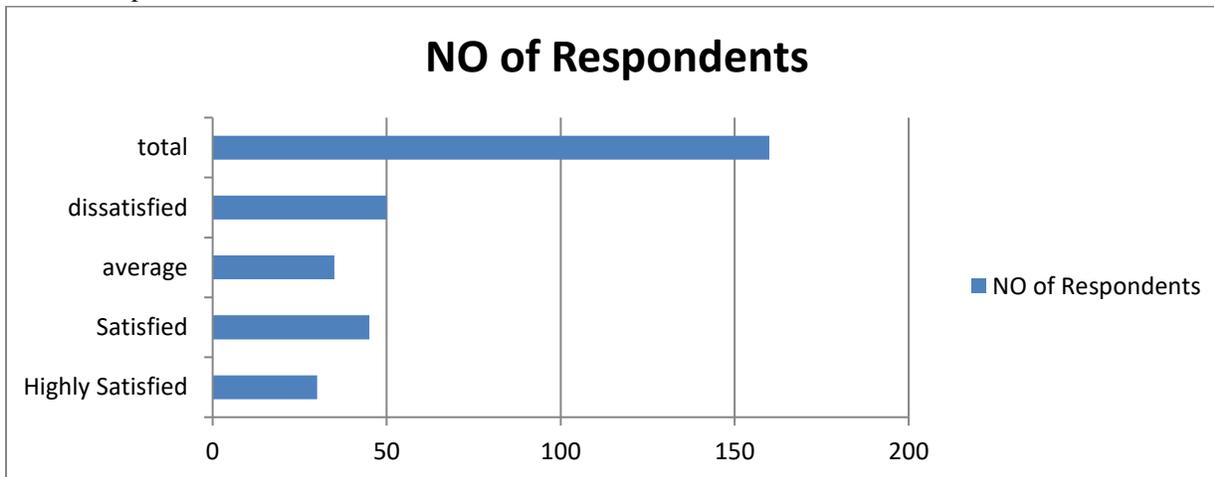


Chart 12: Opinion of the Customers with their Preference towards brakes.

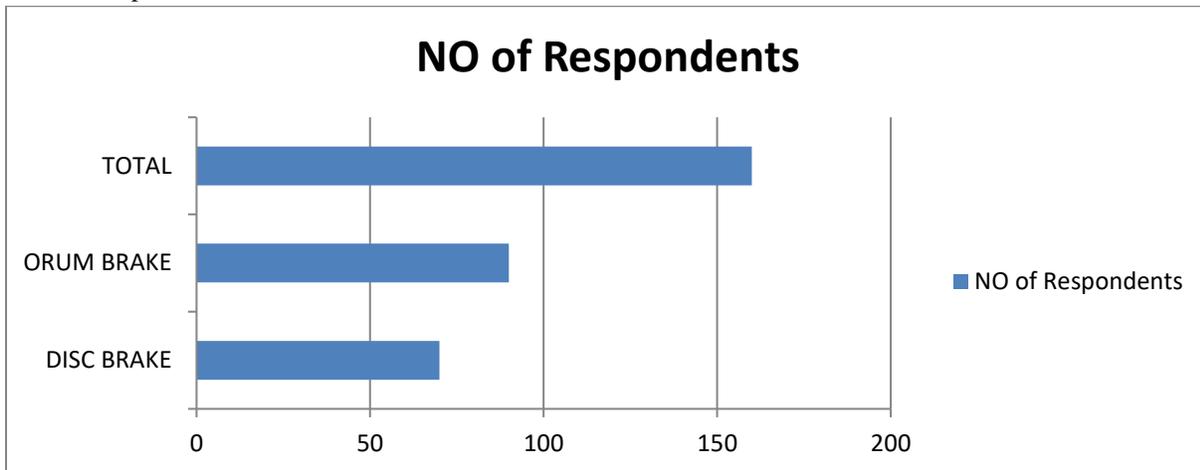
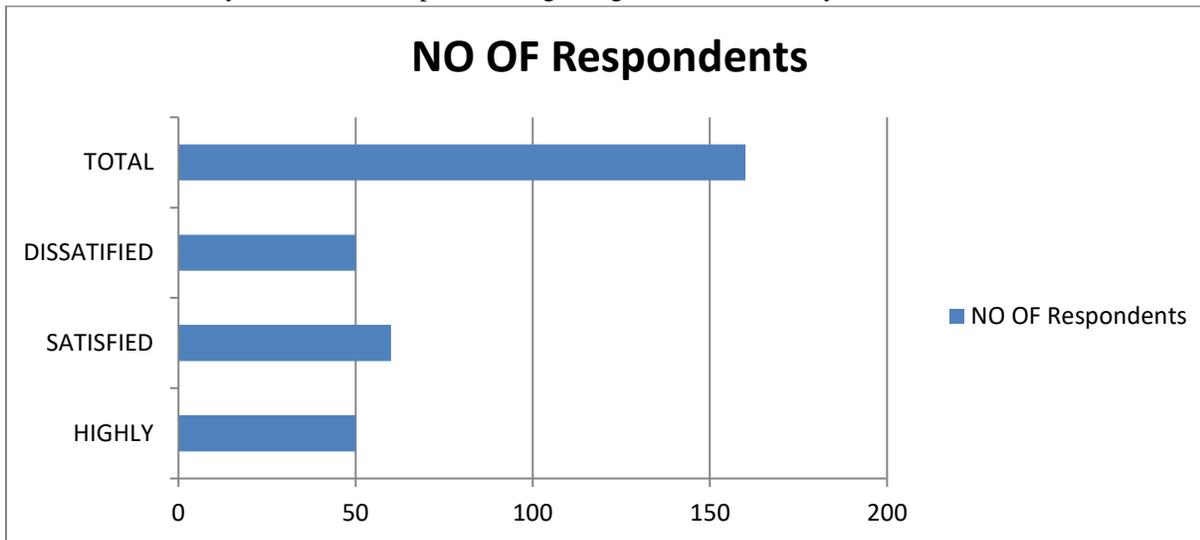


Chart 13: Satisfactory Level of the Respondents regarding Services offered by the dealers.



**INTERPRETATION**

From the above Chart it is inferred that,

- 25% of the Respondents are above the age 20-24 respodets34.38, 24-30 31.25 next 30and above 9.38.
- 34.38% of the Respondents are from Semi-urban regions, 28.30% were from urban and 37.5% Rural Similarly.
- 53.13% of the Respondents are aware about Yamaha and its products while 46.88% are unaware.
- 43.75% of the Respondents have knowledge about India’s first 56.25cc sports bike Yamaha.

- 18.75% of the Customers choice are towards Yamaha while 18.75% towards Honda, 25% Bajaj, 12.5% TVS and 25% Suzuki similarly.
- 18.75% of the Customers choice of consuming a better bike goes to Honda while 15.62% on TVS and 25% on Yamaha, Suzuki 18.75
- 18.75% of the Customers prefer Crux while only 21.87% of customers preferences are toward slibro 28.40% fz bike is 18.75, fezer bike 12.5% .
- 31.25% of the Respondents are consuming with Speed as its special feature, mileage is a 18.75%, design is show that28.30%,model 21.80%.
- 28.30% of the Respondents select on basis of Sports bike while 34.38% touches with Top speed and 37.5% on Attractive look similarly.

- 18.75% of the Respondents are satisfied with theirs's and 28.30% go through with highly satisfied, average 21.87%this is a disatisfied31 25%.
- 43.75% of the Respondents prefer using Disc brake than an Orum brake 56.25%.

#### 7 FINDINGS

- The study finds that out of 50 respondents the majority of respondents belong to the age group between 24-30 while the rest are between 16-20, 20-24 and 30 and above respectively.
- It is inferred that the majority of respondents are from Semi-Urban regions while 36% were from Urban and 4% Rural similarly.
- The survey states that out of 50 respondents 46% of them are aware about the product while 6% are unaware.
- The Chart states that 60% of the respondents have knowledge about India's first 150cc sports bike Yamaha.
- From the study it is inferred that majority of customers choice are towards Yamaha while few towards Honda, Bajaj, TVS and Suzuki respectively.
- It is found that only 20% of customers consume Yamaha whereas Honda leads in consumption.
- The research states the satisfaction level of customers is high toward Yamaha.
- The study infers that the majority of customers prefer Crux than.
- The survey infers that most of the respondents shows interest in preferring bikes.
- The study states that customers prefer on the basis of speed. 60% of respondents are coming out with Speed as their buying feature.
- From the study it is found that most of the customers prefer Disc brake rather than Orum's. The same way Alloy wheels rather than Spokes.
- The research results in 86% of respondents getting satisfied by the services that are offered by Yamaha dealers.
- The study infers that out of 50 respondents majority shares their opinion that they prefer Version 1.0 the most.
- The main finding of the study relates with price factor. It is inferred that most of the respondents

says that is too expensive while few says it's reasonable.

- From the research it is found that 80% of respondents deny its worth in buying while just 6% says not worthy and 14% to some extent.
- The study finally finds that, if the price of comes down more than 76% of respondents shows interest in preferring.

#### 8 SUGGESTIONS

- Introduction to New Brand- Yamaha should introduce new bikes in the market. It will definitely make the market oligopolistic but will improve the condition of Yamaha.
- Provide better sales follow up which almost every brand lacks – the research has showed that the bike users of all brands are dissatisfied with their after sales experience.

#### 9 CONCLUSION

After the completion of project, I have seen the different aspects of this final Research project. Also, I have gained some knowledge and new experiences about the consumer research. While surveying I have met a large number of people, with different perceptions, with different nature, and as a result of this I have learnt a lot of things like how to speak with different people with different behavior.

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