

A Study on Customer Satisfaction on Yamaha FZ

(With reference to Coimbatore city)

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Abstract

This research analyses the satisfaction of the customer towards Yamaha “Fz”. This study was restricted only to Coimbatore. A sample size 50 consumers of online surveyed with structured questionnaires. The preference of the consumers clearly signifies that their importance of family and friends influencing their purchase, the additional facilities expected, and many. Percentage analysis tools using from is done such as Statistical analysis.

Keywords: *satisfaction, influencing, standard motorcycle, gradually more popular.*

I. INTRODUCTION

During the early 2000s, the Bajaj Pulsar 150, the Hero CBZ and to some extent, the TVS Apache, ruled India’s 150cc two-wheeler segment. These bikes were the go-to choice for those looking for a motorcycle with punchy performance but were limited by their budget. In 2008, Yamaha introduced the FZ 16, which brought a more premium experience to the segment. It not only kick-started the “premium 150cc” segment, which has now evolved into what we now call the 160cc segment. The FZ16’s edgy and muscular design as well as its segment-first features found a connection with youngsters. Soon, it went on to become the best-selling 150cc motorcycle in the country. There’s no doubt the FZ series has evolved over the last decade.

II. REVIEW OF LITERATURE

1. **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.

2. **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.
3. **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.
4. **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. STATEMENT OF PROBLEM

This study was carried out to find the customer satisfaction level of the in Yamaha FZ. The Customer Satisfaction Level Depends upon The various factors, like millage, price, etc. For instant research factors such as looks, style, brand image, technology, time delivery of the documents and proper information about the product.

IV. OBJECTIVES OF THE STUDY

- To find the customer satisfaction level towards Yamaha FZ and to raise the maximum level.
- To Customer Satisfaction Level Depends upon The various factors, like mileage, price, etc.
- For instant research factors such as looks, style, brand image, technology, time delivery of the documents and proper information about the product was concerned.

V. SOURCE OF DATA

Primary Data:Data has collected by the online survey by sending the questionnaires through mails.

Secondary Data:Data is collected through some journals, company website, and book.

VI. RESEARCH METHODOLOGY

The data has been collected on the basis of the different sources in order to achieve the object of the project.

Research problem access:

A questionnaire is developed and sent to various samples and collected the data and analysed the data based on various parameters which we previously stated.

- Questionnaire is being prepared and corrected the mistakes in it.
- Sent it to sample customers
- Got 50 response
- Analysed the data and kept it in a forma
- Interpreted the data and drawn the outputs
- The final data is stated in the form of graphs.
- Data analysing tools are Simple percentages, Chi-square test.

VII. DATA ANALYSIS AND INTERPRETATION

Table 1: which age people are using it?

Criteria for age	No of bike riders
18-25	53
26-35	5
36-45	3
Above45	0

It shows that the consumers between the age group of 18-25 are mostly using these Yamaha bike.

Table 2: occupation of Yamaha bike users

Occupation	No of consumers
Students	41
House wife	4
Self employed	9
Business	6

Its shows that consumers between the groups of students are mostly using these Yamaha bikes.

CHI-SQUARE

RELATIONSHIP BETWEEN GENDER AND AWARENESS

TABLE NO: 3

	Friends	Advertisement	Relatives	Other	Total
Male	25	11	3	0	39
Female	7	9	3	2	21
TOTAL	32	20	6	2	60

Hypothesis:

H:There is no significant relationship between dependent variable and independent variable.

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Signature value for chi-square is 5%(i.e., 0.05). If the calculated value is less than table value, it is accepted.

Else in other situation it is rejected.

TABLE VALUE	X²	LEVEL OF SIGNIFICANT
7.815	0.73	NON SIGNIFICANT

INTERPRETATION:

The calculated value(0.73) is less than the table value (7.815), H0 is accepted and hence it is concluded that there is no significant relationship between age and awareness.

Table 4: family size form Yamaha bike users

family size form Yamaha bike users	No of persons
Below 3	14
4 to 6	45
Above 6	1

INTERPRETATION:

It shows that the consumers between the **family size forms**are mostly using these Yamaha bike.

VIII. FINDING

- Majority (65%) of the respondents are male.
- Majority (87%) of the respondents are between the ages of 18 to 25 years.
Majority (74%) of the respondents are students.
- Majority (64%) of the respondents are between the incomes of below 15,000.
- Majority (59%) of the educational qualification of the respondents are UG.
- Majority (92) of the respondents are its bikes live upto your expectation.
- Majority (46%) of the respondents are maintenance cost.
- Majority (64%) of the respondents are good.
- Majority (77%) of the respondents are the price Yamaha Fz suit your budget yes.

IX. SUGGESTIONS

- Based on the findings the following suggestions have been recommended.
- Launch of new and different brands may turn the marketing oligopolistic but definitely increase the market share.
- Looks and style must not be over stressed as compared to quality and mileage 360 degrees marketing approach with aggressive promotional campaigning's should be followed.
- Focus more on mileage bikes as the style and performance are playing the major role.
- 35% of females are using Yamaha bike. So the company has to be given more awareness among the females.
- Only 4% of house wife are using Yamaha bike. If they have more awareness can buy and to use their personal improvement work.
- Among 60 respondents are using Yamaha bike 36 respondents earn income 24 respondents are not earn income. It is included the student category also.
- The spare parts are available rarely between in this study found 14% of the respondents are reminding their opinion to spare parts. So the company has to be mauler coincident to get space parts in easily.

X. CONCLUSION

The project entitled "A study on customer satisfaction towards Yamaha Fz". The overall analysis of the study indicated that at present most of the customer are overall satisfied towards Yamaha bike.

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