

# A Study on Customer Satisfaction on Yamaha FZ

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**Abstract:** - This research analyses the satisfaction of the customer towards Yamaha “Fz”. The study was restricted only to Coimbatore. A sample size 50 consumers of ONLINE surveyed with structured questionnaires. India is one of the largest manufacturers and producers of two-wheelers in the world. 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. In the beginning of the century, the automobile entered in the transportation market as a teddy bear for the rich. However, it became gradually more popular among the general population because it gave travellers the freedom to travel when they wanted to and where they wanted. Readability of copy is of paramount importance.

**Key Words:** — *Satisfaction, influencing, standard motorcycle, gradually more popular.*

## I. INTRODUCTION

The world largest manufacturers and producers of two-wheelers in India. India stands next to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This difference achieved due to many reasons as if 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 2014, the fuel-injected version, called FZ FI, went on sale in India. Its engine displacement was reduced to 149 cc (9.1 cu in) from 153 cc (9.3 cu in), resulting in less power and torque from the carbureted version, but lower fuel consumption.

## II. REVIEW OF LITERATURE

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

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. 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 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.

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.

## III. STATEMENT OF PROBLEM

To view the satisfaction level of the customers of in Yamaha FZ. With regarding to parameters like occupation, age, gender, monthly income, source of information, free service etc. 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 was concerned.

## 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, book

## VI. RESEARCH METHODOLOGY

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

### A. 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 60 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.

### A. Chi-Square

Table .3. Relationship between Gender and Awareness

	Frie nds	Adverti sment	Relati ves	Other	Total
Male	25	11	3	0	39
Female	7	9	3	2	21
TOTAL	32	20	6	2	60

### B. Hypothesis:

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

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	X <sup>2</sup>	LEVEL OF SIGNIFICANT
7.815	0.73	NON SIGNIFICANT

### C. Interpretation

The calculated value (0.73) is less than the table value (7.815),  $H_0$  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

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

### VIII. FINDINGS

- 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 up to 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. Therefore, the company has to be given more awareness among the females.
- Only 4% of housewife 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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