

---

**A Study on Customer Perception of Yamaha Two Wheelers With  
Reference to Chennai City**

---

**S. Poornima**, II M.Com, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu District, Tamil Nadu

---

**ABSTRACT**

This research analyses the Perception of the customer towards two wheelers. The study is limited to Chennai City with total number of 100 respondents were personally surveyed with a structured questionnaire. Hypothesis was constructed and statistical analysis such as percentage analysis, chi square was carried out. From the research, it is observed that the Yamaha two wheelers are well known for their designs and performance. The satisfaction is high towards all other factors except the availability and introduction of new brands. And chi square test analysed the influence of mileage in the performance of vehicle for customer's satisfaction. 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. 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.

**KEYWORDS:** Customer Perception, Automobile, Customer loyalty, Customer satisfaction, two wheelers on Yamaha

**INTRODUCTION**

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.

Motorcycles in the two-wheeler industry is a common trend in most parts of the world. The reasons for this are product-specific as well as general. Fuel efficiency, riding comfort, larger wheelbase and as a result higher resale value than that of scooters, are features that make motorcycles more appealing to consumers than other categories. Today market is a more customer oriented in the sense all the business operations revolve around satisfying the customer by meeting their needs through effective service. Thus, business is often dynamic, challenging and rewarding. It can also be frustrating and even disappointing but never dull. For this following questions may arise regarding customer satisfaction. What factor affects the two wheeler purchasing? What factor influences the customers? And so on. To find the solution to these questions the study has been carried out.

### **COMPANY PROFILE**

Yamaha made its initial foray into India in 1985. In August 2001, Yamaha India became 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)". IYM's manufacturing facilities comprise of 2 State-of-the-art Plants at Faridabad (Haryana) and Surajpur (Uttar Pradesh). The infrastructure at both the plants supports production of motorcycles and parts for the domestic as well as overseas markets. The Surajpur plant was established in 1984. The state-of-the-art Assembly plant at Surajpur was inaugurated on 6th July '09 and is spread over an area of 36,000 Sq. Mts. It has the capacity to produce 1 million motorcycles and scooters annually. This fully integrated assembly plant is built on the lines of Yamaha's globally tried, tested and successfully implemented standards and meets the global quality benchmarks.

### **REVIEW OF LITERATURE**

Dr. K. Mallikarjuna Reddy (2011) had conducted a study on "Consumer Behaviour towards Two-Wheeler Motor Bikes" in the twin cities i.e. Hyderabad and Secunderabad by selecting Hero Honda, Yamaha, and TVS bike users. The study concluded that there is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer. Some of the respondents suggested for improving the mileage and technology of Yamaha and TVS Bikes.

Omesh Chadha (2011) in the article "Consumer Buying Behaviour towards Bikes" has revealed that the customers give more importance to fuel efficiency than to other factors. They believe

that the brand name tells them something about product quality, utility, technology and the like. The consumers prefer to purchase the Bikes which offer high fuel efficiency, good quality, technology, durability and reasonable price.

Vijay and Jayachitra (2011) in the article "Customer Perception with Motor Cycles" studied on customer's perception of Hero Honda motorcycles compared to TVS and Bajaj. This study concluded that Hero Honda controls almost 48% of the two-wheeler market, followed by Bajaj with about 20% and TVS Motor at close to 17% share. So this study focuses on customers' perception towards the three major players in the market.

Merlin D. Jane (2012) in the article on "Evaluation of Customer loyalty in TVS Motor Cycle Dealership" identified some factors like quality, price, service, attitudes which were experienced by customers in TVS motor cycle dealership. The study concluded that, the customer loyalty of the company is at an excellent position because of the high level product satisfaction and the customer satisfaction.

Gugloth et al., (2012) in the article "A Study Relating to the Decision-Making Process of Purchasing Two-Wheeler's in Rural Area of Andhra Pradesh" studied about the present scenario of rural marketing especially decision making process of purchasing two-wheeler in rural area, and its importance, current trends, and highlights certain problems related to rural marketing area. This article also investigates the demand of two-wheelers in rural area and influence of the factors like family, friends, dealers, service and mileage for the process of purchasing a two-wheeler.

## **OBJECTIVE OF THE STUDY**

- To study the customer perception towards Yamaha in Chennai.
- To identify the customer perception level towards the performance of vehicles.
- To identify the customer perception level towards the mileage of vehicles.
- To find out the customer perception level towards bike service provided.

## **STATEMENT OF THE PROBLEM**

There are many types of two wheelers and they are playing an essential role in fulfilling the needs of customer now a days and the customer are more dynamic. Their needs and preference can be changing as per current scenario. The development of the two wheelers mainly depends on

the customer satisfaction. All the customers have different tastes, likes and dislikes and adopt different behaviour patterns, while making purchase decisions. So satisfying the customers occupies a most important position in business management.

## RESEARCH METHODOLOGY

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

### Source of Data

- **Primary Data:** Data has collected through survey by sending the questionnaires through mails and direct contact.
- **Secondary Data:** Data is collected through journals, company website, magazines etc.,

**Sample Size:** 100 respondents

**Brand Covered:** Yamaha

**Target Area:** Chennai

### Data Analysis

Analysis was done on the basis of 20 parameters.

### Research Hypothesis

Influence of mileage on performance of the vehicle for customer satisfaction. Null Hypothesis: There is not much influence of mileage in performance of vehicle. Alternative Hypothesis: Mileage influences the performance of vehicle.

### Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Mileage	100	3.1100	1.03372	1.00	5.00
Performance	100	2.2700	1.15343	1.00	5.00

### Chi-Square Test Frequencies Mileage

	Observed N	Expected N	Residual
excellent	2	20.0	-18.0
good	28	20.0	8.0

average	41	20.0	21.0
satisfactory	15	20.0	-5.0
not good	14	20.0	-6.0
Total	100		

**Performance**

	Observed N	Expected N	Residual
excellent	28	20.0	8.0
good	41	20.0	21.0
average	11	20.0	-9.0
satisfactory	16	20.0	-4.0
Not good	4	20.0	-16.0
Total	100		

**Test Statistics**

	Mileage	Performance
Chi-Square	44.500a	42.900a
df Asymp.	4 .000	4 .000
Sig.		

- 0 cells (.0%) have expected frequencies less than 5. The minimum=expected cell frequency is 20.0.

The table reveals that chi square value of 44.500 (df=4, N=100),  $p < 0,05$  is significant at 4 degree of freedom, showing that there is significant difference in expected and observed frequencies. As such we reject Null Hypothesis and accept Alternative Hypothesis, that is, there is much influence of mileage in the performance of vehicle for customer satisfaction.

**FINDINGS**

- 46% of customers are in the age group of 22-26 year.
- 41% of customer’s occupation are students.

- 44% of vehicle price almost customers accept the price.
- 38% of customers says there is a delay in availability of the vehicle.
- 41% of customers says performance is good and majority of customers that is nearly 41% responded mileage as average.
- The performance and mileage of Yamaha vehicle was good it's motivate the customers to buy a Yamaha vehicles.

### **SUGGESTIONS**

- Company should focus more on the timely availability of vehicles for the customers.
- Focus should be on teenagers, young and executives as they represent largest portion of the bike user segment.
- Yamaha should introduce new vehicles in the market.
- Provide better sales follow up which almost every brand.

### **CONCLUSION**

Customer perception is essential for business success in today's marketplace, as customers are the king of the market. The following fact about Indian two wheeler industries has been inferred: Every brand of bikes has a poor response in terms of sales follow up, favoured bikes in today's date of Yamaha brand Royal Enfield, Customers stress on quality as complimentary to looks. Performance and Mileage is what everybody wants, from the research, it is observed that the Yamaha two wheelers are well known for their designs and performance. Two wheeler automobile sector is the backbone of the automobile sector in India. The satisfaction is high towards all other factors except the availability and introduction of new brands. Youth is the target for Yamaha. And this research have found the satisfaction level of customers in various categories like different age group, gender, income levels, and factors influencing them to buy Yamaha vehicle and most of its users are highly satisfied thus retaining customer loyalty.

### **REFERENCE**

- [www.google.com](http://www.google.com)
- [www.yamahamotors.co.in](http://www.yamahamotors.co.in)
- [www.yamahar15.co.in](http://www.yamahar15.co.in)
- [Http://businessstoday.intoday.in/story/small-brands-in-India-Yamaha/1/184745.html](http://businessstoday.intoday.in/story/small-brands-in-India-Yamaha/1/184745.html)
- Dr. K. Mallikarjuna Reddy (2011) had conducted a study on “Consumer Behaviour towards Two-Wheeler Motor Bikes” in the twin cities.

- Omesh Chadha (2011) in the article “Consumer Buying Behaviour towards Bikes” has revealed that the customers give more importance to fuel efficiency than to other factors.
- Vijay and Jayachitra (2011) in the article “Customer Perception with Motor Cycles” studied on customer’s perception of Hero Honda motorcycles compared to TVS and Bajaj.
- Gugloth et al., (2012) in the article “A Study Relating to the Decision-Making Process of Purchasing Two-Wheeler's in Rural Area of Andhra Pradesh”
- Marketing Science Institute (1992), Research Priorities Faction, Customer Retention, and Market Share," Journal of Re- tailing, 69 (summer), 193-215.
- Merlin D. Jane (2012) in the article on “Evaluation of Customer loyalty in TVS Motor Cycle Dealership”.