



A Study on Customer Perceptions of Yamaha two Wheelers with Special Reference to Chennai City

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Abstract

This study examines consumers' perceptions of Yamaha two-wheelers. The respondents to the research, which is restricted to Chennai City, were questioned in-person using a standardized questionnaire. A hypothesis was developed, and statistical analyses using correlation and Anova were performed. According to the research, Yamaha two-wheelers are highly regarded for their performance and designs. With the exception of availability and the launch of new brands, all other aspects are highly satisfactorily perceived.

Additionally, the chi square test examined how mileage affected how well the car performed in terms of customer satisfaction. India is among the world's top producers and manufacturers of two-wheelers. Customers' preferences make it evident how important family and friends are to them when making purchases, what extra amenities they anticipate, and many other factors. The car first appeared on the transportation scene around the turn of the 20th century as a luxury toy for the wealthy. But because it let people to go whenever and wherever they pleased, it was progressively more well-liked by the general public.

Keywords: Customer Perception, Automobile, Customer loyalty, Customer satisfaction, two wheelers of Yamaha.

Introduction

Automobile sector is one of the evergreen parts in everyone life. India is one of the biggest manufacturers and producer of two wheelers in the



world. Yamaha Motors has a strong presence in the Indian market, with a diverse variety of bikes, scooters, and other motorised vehicles. Several reasons have contributed to the surge in demand for Yamaha goods in India in recent years. Yamaha manufactures a wide range of two-wheelers that appeal to a variety of markets, including sport motorcycles, commuter bikes, and scooters. This diverse product line caters to a wide variety of Indian consumers with varying interests and budgets. For Quality and Performance Yamaha is known for manufacturing high-quality automobiles with dependable performance. Indian consumers are increasingly prioritising these criteria when purchasing a vehicle, which is driving demand for Yamaha motorcycles and scooters. Yamaha has built a strong brand image both worldwide and in India. The brand is connected with innovation, technology, and sportiness, which aligns nicely with the ambitions of many Indian customers, particularly young people. Yamaha's marketing efforts in India, which include

advertising campaigns, sponsorships, and promotional events, have helped the company maintain and expand its market position. Effective branding strategies have helped to sustain demand and attract new customers. India is an expanding middleclass and urban population have boosted demand for personal mobility, such as motorbikes and scooters. The growing population finds Yamaha's offerings appealing, which drives up demand. Yamaha has been expanding its network of dealerships and service centres throughout India in an effort to enhance customer support and accessibility. Due to this growth, two-wheelers are now more widely available in tier 2 and tier 3 cities, where demand for them is also rising. All things considered, Yamaha Motors is a major force in the Indian market, utilising brand strength, product innovation, and calculated attempts to adapt to the shifting demands of Indian consumers.

Objectives Of The Research

To study and Analyze the customer perception of Yamaha two wheelers in Chennai City.



To find out 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.

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.

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

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.

Sarthak Das (2020) in his article stated that the factors which created resistance to buy two wheelers are Perception of higher price, Lack of knowledge on benefits attached with extra price, perception of lack of infrastructure, unproven performance, and lack of awareness of brands. The author also had stated that electric vehicles being need of the hour, many

customers lacked awareness on it and there is no positive perception about it and had suggested that public events and awareness programs are much needed to be successful in the market.

Fredrick Ahenkora Boamah (2020) summarized that the companies need to focus on the factors which dissatisfies the customer and analysis of the gap between the customer perception and expectations is an essential one. Emphasis on these two would satisfy the customer.⁷ Jameel Ahmad Tak & Anudeep Rawal (2020) stated in their study that in automobile sector customer's preferences and perception is built based on the factors mileage, comfortness, the brand quality, body strength, etc. Increased disposable income and purchasing power had led to the increase in sale of automobiles. This study had also found out the brand preferences of the customers based on the manufacturer and the fuel used.

Research Methodology

The systematic procedure by which



researchers do research and acquire relevant information to answer a given research topic or problem is referred to as research methodology. It includes the general approach, methodologies, processes, and instruments employed during the research process. To accomplish the goal of the research, the data has been gathered via a variety of sources.

Research Design

Descriptive Research: Descriptive research is a type of research design that focuses on observing and describing the characteristics, behaviors, and attributes of a particular phenomenon or group without attempting to manipulate or control it. It is primarily concerned with providing a detailed and accurate account of the subject under investigation. Descriptive research aims to answer questions about "what is" rather than "why" or "how."

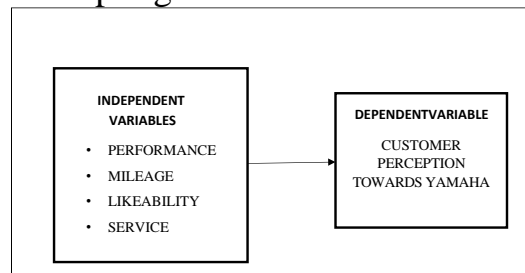
Data Collection

Primary Data: In this research, surveying 160 people collected primary data. Simple questions based

on the performance and service of Yamaha Two wheelers were asked and data was collected and maintained.

Research Model

Sampling Method: Convenience Sampling



One-Way Anova

Hypothesis

Null Hypothesis (H0): There is no significant difference between Customer Purchasing Behavior and Yamaha Service.

Alternate Hypothesis (H1): There is a significant difference between Customer Purchasing Behavior and Yamaha Service.

Data Analysis And Interpretation



		Sum of Squares	df	Mean Square	F	Sig.
PERFORMANCE	Between Groups	490.210	3	163.403	16.637	.000
	Within Groups	1532.190	156	9.822		
	Total	2022.400	159			
MILEAGE	Between Groups	552.267	3	184.089	16.840	.000
	Within Groups	1705.333	156	10.932		
	Total	2257.600	159			
LIKEABILITY	Between Groups	167.143	3	55.714	7.824	.000
	Within Groups	1110.857	156	7.121		
	Total	1278.000	159			
SERVICE	Between Groups	61.543	3	20.514	1.620	.187
	Within Groups	1974.857	156	12.659		
	Total	2036.400	159			

Interpretation

As the significant value is more than 0.05, we Accept Null Hypothesis. And it says that there is nosignificant difference between Customer Purchasing Behavior and Yamaha Service

Correlations

Hypothesis

Null Hypothesis (H0): There is no relationship between the Customer Purchasing Behavior andPerformance.

Alternate Hypothesis (H1): There is a relationship between the Customer Purchasing Behaviorand Performance.

Data Analysis And Interpretation

Correlations

		PERFORMANCE	MILEAGE	LIKEABILITY	SERVICE
PERFORMANCE	Pearson Correlation	1	.021	.582 ^{**}	.559 ^{**}
	Sig. (2-tailed)		.792	.000	.000
	N	160	160	160	160
MILEAGE	Pearson Correlation	.021	1	-.092	-.063
	Sig. (2-tailed)	.792		.248	.428
	N	160	160	160	160
LIKEABILITY	Pearson Correlation	.582 ^{**}	-.092	1	.475 ^{**}
	Sig. (2-tailed)	.000	.248		.000
	N	160	160	160	160
SERVICE	Pearson Correlation	.559 ^{**}	-.063	.475 ^{**}	1
	Sig. (2-tailed)	.000	.428	.000	
	N	160	160	160	160

Interpretation

As the significant value is less than 0.05 we Accept Alternate Hypothesis. And it says

that thereis a positive relationship between the Customer Purchasing Behavior and Performance

Major Findings

1. Most of them Strongly Agreed that the Yamaha two-wheeler they owned was powerfuland accelerates smoothly.
2. Around 30% Agreed that the service costs for Yamaha two-wheeler were reasonable.
3. Most of my Respondents are Students and Employed.
4. Very few were Very Dissatisfied that their level of satisfaction with the features andaccessories offered in Yamaha two-wheeler.
5. Some of them faced the problem of service person at Yamaha are not knowledgeable.
6. Only 27% were Satisfied with the customer service of Yamaha.
7. Most of them Strongly Agreed that would recommend Yamaha two-wheelers to theirfriends and family.
8. Yamaha provides accurate and



reliable information about their two-wheelers was Strongly Agreed by 39%.

9. 31.4% Agreed that the Yamaha two-wheeler delivers excellent fuel efficiency

Suggestions

Yamaha should think about evaluating their pricing strategy for services to make them more competitive or provide service packages that give greater value for money, as just about 30% of respondents thought the service charges were appropriate. There is a glaring chance to improve the customer service experience, since only 27% of respondents expressed satisfaction with the level of service. This might be giving customers more individualized help, speedier response times, or a variety of channels for questions and problem-solving. Given that the majority of respondents firmly agreed that they would suggest Yamaha two-wheelers to friends and family, it's critical to take advantage of this favorable opinion by putting in place referral programs or rewards for devoted clients. Although 39% of respondents highly agreed that Yamaha

offers trustworthy and correct information about their two-wheelers, there is still opportunity to enhance product communication's openness and clarity in order to win over customers.

Conclusion

In conclusion, the survey provides insight into Chennai-based consumers' opinions of Yamaha two-wheelers. Although most respondents are happy with the features and performance of Yamaha two-wheelers, there are still some clear areas that may use better. Yamaha has to address issues like servicing charges, expertise of service staff, and general customer happiness very now. Nonetheless, the respondents' overwhelming desire to endorse Yamaha highlights Chennai's natural brand loyalty and favorable attitude towards the company. In the future, Yamaha ought to give top priority to projects that will raise the caliber of services provided, facilitate better communication, and customize products to better suit the wide range of demands of Chennai's clientele. Yamaha may improve its position in the cutthroat Chennai two-wheeler



industry and cultivate devoted long-term customers by attending to these issues.

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