

A

Major Project Report on
“A Study on customer satisfaction Towards Yamaha Bikes”



Submitted to department of commerce

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2021 - 2022

CERTIFICATE

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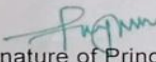
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ABSTRACT

The study is majorly focused on finding the customers satisfaction towards YAMAHA MOTORS. Automobile sector is one of the evergreen parts in everyone's life. India is one of the biggest manufacturers and producers 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 Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Customer satisfaction is the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers. The main objective of the study is to find out the customer satisfaction and loyalty towards Yamaha bikes. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Yamaha bikes, located at Mahabubnagar. The samples were selected among the customers of Yamaha bikes, located at Mahabubnagar for this research. The major findings of the study are, Most (92%) of the respondents opined that Yamaha has improved after Yamaha bikes and Majority (60%) of the respondents said that they are using bike for fun riding and it is recommended that the Yamaha bikes may try to keep all types of models and all brands as per the requirement of local people in that locality. From the research, it is concluded that the demographic variables such as age group, gender and occupation are having less impact on the factors of customer's satisfaction. The research outcome also indicates that most of the customers are satisfied with Yamaha bikes with respect to the chosen factors.

KEYWORDS: Automobile, Customer loyalty, Customer satisfaction, Two wheelers, Yamaha bikes.

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EXECUTIVE SUMMARY

Project report on “A study on customer satisfaction towards Yamaha”. Before the internship there were many questions in mind and the internship helped to clear all those questions and doubts.

To know the satisfaction level of customers towards Yamaha bikes, to learning the level of customer satisfaction, to understand the various factors which give customer satisfaction after the buying of bikes, to assess the reasonable period taken to delivery service at ACE MOTORS. to understand about Yamaha bikes with regard to the specific customer opinion, To assess the satisfaction of the customer towards ACE MOTORS .

The marvelous evolution of Indian economy helped the development of two wheeler market. As of now more and more and more organizations came to the Indian market with progressivetechonology. They gave equal important to safety, design, performance and durability. Yamaha Is able to compete with them in all these fields and it has a good and reliable brand image in the mind of the customer.

CHAPTER – 1
INTRODUCTION

INTRODUCTION

My internship project report is on the topic 'A study on customer satisfaction towards Yamaha bike'. I have completed my internship in ACE MOTORS. (Yamaha bike showroom). Previous to my internship in ACE MOTORS, there were many questions in my mind regarding how the showroom manages the customer, and also the questions about the Yamaha bikes are satisfying the customer.

The internship provides a realistic advantage to the college student. To gain the knowledge and experience towards the chosen matter. Internship presents theoretical knowledge which observes the working field.

INDUSTRY PROFILE:

The world's automakers face a rate of alteration unlike that of any other time in the industry's past. Digitalization, connectivity, increasing powertrain technologies, tougher regulations, and shifts in the buyer attitudes have shaped unprecedented challenges as well as opportunities. In pursuit of the sales development, international automakers have invested deeply in the emerging markets, but slower demand, especially in China, has highlighted the risks of the investments. Exactly assessing economic conditions in specific markets has become more significant than ever for automakers. Annual global sales of the light vehicles, which include the passenger cars and light trucks, total about 80 million, according to the data compiled by Scotiabank. Industry watchers expect global light vehicle sales to increase slightly more than 3% in 2018. Demand in China will lead to global growth but is slowing amid a cooling economy. Strong economic growth and rising average vehicle age in North America and in Europe are expected to help drive moderate sales growth. Leading countries for car manufacturing include China, Germany, Japan, South Korea, and the US. Unit sales are highest in China, North America, and Western Europe.

History of the automobiles:

History of the automobile industry first originates in the year 1769 it was the formation of steam engines. In the year 1806 the very first case powered by an inside combustion engine running on gas fuel arrived in 1885 with the introduction of ubiquitous modern gasoline or petrol filled internal combustion engine, In the 20th century first introduced the power electric cars.

History of the bikes era begins in the 2nd semi of the 19th centuries. Bikes are the most sink from the "safety cycles" the bicycle with the rear and front wheels of the same size and the pedal head of the mechanism to ride the rear wheel. Despite some previous benchmarks in its Evolution, the motorcycle is the very less rigid berth that can be found back to a single machine or idea.. Instead the idea seems to have occurred to high engineers and inventors in Europe around the same period.

Company profile:-

Yamaha motor Pvt Ltd was made up in India in the year 1985 as the joint venture in the year 2001, in august Yamaha motor company limited has become a 100(%) percent subsidiary in 2008 Mitsui and company has made a contract with Yamaha company to turn out to be a joint investor in India.

Yamaha motor company is extremely customer-driven and has a universal network of over 2300 customer touch points and it was with the 500 dealers.

Type - public company.

Industry - Automobiles industry. Predecessor

- YAMAHA MOTOR PVT LTD.

Headquarters(HQ) - Iwata and Japan

Key persons - Hiroyuki Yanagi

Product - Automobiles

Returns - 410.4 Billion

JPYNet income - 22.9 Billion JPY

MISSION, VISION, AND GOALS

VISION MISSION AND VALUES OF THE COMPANY

VISION: To be a leader in the market.

MISION: To attain a better level of service to buyers.

VALUES: To buyer forced behavior carrying for the buyer integrity.

PRODUCT AND SERVICE PROFILE

Figure 1.1 Yamaha fascino:



Specifications:

- 66-KM per ltr.
- Category: moped.
- 113 CC MOTORCYCLE.
- Top speed is 80 KMPH.
- Petrol engine.
- Transmission: automatic.
- Engine kind: Air-cooled, four-stroke, two-valve.
- Best range.
- Front and rear brake type dump.

Figure 1.2 Yamaha Fz25:



Specifications:

- 43-KM per ltr.
- 249 CC bike.
- Power: 20.9 per sec.
- 8000 revolutions per minute.
- Engine kind: Air-cooled, four-stroke, two-valve, Single cylinder

- Brake: front and rear disk.
- Best range.
- Analog meter.

Figure 1.3 Yamaha YZF R14:



Specifications:

- 40-KM per ltr.
- Kind: bike
- 149 CC bike.
- Top speed is 131 KMPH
- Power 16.8 per sec.
- 8500 revolutions for each minute.
- Engine kind: Air-cooled, four-stroke, four-valve, Liquid-Cooled Single Cylinder
- Brakes :front and rear disk.
- Best in mileage.

- Analog meter.

Figure1.4 Yamaha RFZ R15F:



Specifications:

- 45-KM per ltr.
- Kind: motorcycle
- 149 CC bike.
- Top speed is 130 KMPH
- Power :16.8 per sec.
- 8500 revolutions per minute.
- Engine kind: liquid-cooled, four-stroke, four-valve.
- Brakes :front and rear disc.
- Best mileage.
- analog meter

Figure1.5 Yamaha RAY Z:



Specifications:

- 66-KM per ltr.
- Kind: moped
- 113 CC bikes.
- Top speed :86 MPH
- Power: 7.1per sec.
- 7500 revolutions per minute.
- Engine kind: air-cooled, four-stroke, liquid-valve cylinder.
- Brakes: front and rear drum
- Best mileage.
- Analog meter

Figure1.6 Yamaha FZ FI:



Specifications:

- 45-KM per ltr.
- Kind: motorcycle.
- 149 CC.
- High speed is 112KMPH.
- Power :13.8 per sec.
- 8000 revolutions per minute.
- Engine kind: Air-cooled, four-stroke, two-valve.
- Brakes :front disc and rear drum.
- Best mileage.
- analog meter

Figure 1.7 Yamaha Fazer FI:



Specifications:

- 42-KM per ltr.
- kind:motorcycle.
- 149 CC bike.
- High speed is 121KMPH
- Power 14.8 per sec.
- 8500 revolutions per minute.
- Engine king:Air-cooled, four-stroke, two-valve.
- Brake:front disc and rear drum.
- Best mileage.
- Analog meter.

Figure1.8 Yamaha :



Specifications:

- 51 KM per ltr.
- Kind: motorcycle.
- 149 CC bikes.
- the high speed is 107KMPH.
- Power 13.1 per sec.

- 8500 revolutions per minute.
- Engine kind: Air-cooled single cylinder, four-stroke, two-valve.
- Brakes: front disc and rear drum.
- Best range.
- Analog meter.

Figure1.9 Yamaha YZF R3:



Specification

- 24 KM per ltr.
- Kind :motorcycle.
- 321 CC bike.
- High speed is 188KMPH.
- Power 41.4 BHP.
- 17500 revolution per minute.
- Engine kind :two cylinders, liquid cooled, four-stroke, four-valve.
- Brakes: front disc and rear disc.
- Analog meter.

Figure 1.10 Yamaha SZ-RR:



Specifications:

- 50 KM per ltr.
- Kind: motorcycle.
- 149 CC bikes.
- High speed is 105 KPH.
- Power 12.1 per sec.
- 7500 revolutions per minute.
- Engine kind: Air-cooled, four-stroke, two-valve.
- Brakes: front disc and rear drum.
- Best range.
- Analog meter.

Figure1.11 Yamaha Alpha:



Specifications:

- 66KM per ltr.
- Kind :moped.
- 113 CC bikes.
- High speed is 85KMPH
- Power 7.1per sec.
- 7500 revolutions per minute.
- Engine kind: air-cooled, four-stroke, two-valve cylinder.
- Brakes:front and rear drum.
- Best range.
- Analog meter

Figure1.12 Yamaha FZ1:**Specifications:**

- 21 KM per ltr.
- Kind: motorcycle.
- 998 CC bikes.

- High speed is 255KMPH.
- Power 148 BHP.
- 11000 revolutions per minute.
- Engine kind: liquid-cooled double cylinder, four-stroke, five-valve.
- Brakes :front disc and rear disc.
- Digital meter.

Figure1.13 Yamaha Fz:



Specifications:

- 50 KM per ltr.
- Kind: motorcycle
- 153 CC bikes.
- High speed is 117KMPH
- Power 14 per sec.
- 7500 revolutions per minute.
- Engine king:Air-cooled, single cylinder, four-stroke.
- Brakes: front disc and rear drum.

- Best range.
- Analog meter.

AREAS OF OPERATION

Company has been functioned in the different nations they are:

1. PAKISTAN.
2. INDONESIA.
3. THAILAND.
4. MALAYSIA.
5. PHILIPPINE.
6. TAIWAN.
7. CAMBODIA.
8. CHINA.
9. AUSTRALIA.
10. NEW ZEALAND.
11. SINGAPORE.

INFRASTRUCTURE FACILITIES

ACE MOTORS has a modern showroom to sell Yamaha bikes and equipped workshop to provide service. ACE MOTORS is an authorized dealership with the Yamaha motor private limited. Today ACE MOTORS has expanded with showrooms.

- Modern fast class audio visual in the waiting room
- Good large discussion room.

- Test drives are provided.
- Display board are provided

COMPANY COMPETITORS

- HERO.
- Honda.
- Bajaj.
- TVS .
- Royal Enfield.

SWOT ANALYSIS

STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS.

Strengths:

- ✓ Yamaha and their quality and customized product.
- ✓ The Yamaha firm has 40k workers.
- ✓ High level of marketing.
- ✓ Promoting circulation of the Yamaha bikes through international.
- ✓ It was one of the significant brands of moto GP and world superbike.
- ✓ Yamaha is producing 50 to 1900 cc bikes.
- ✓ It has reached the organization by a great degree.
- ✓ Innovative offers and schemes are provided.

Weakness:

- ✓ Yamaha R1 are entirely costly

- ✓ Street safety is less.
- ✓ Extra parts of the Yamaha motorcycles are costly.

Opportunities:

- ✓ Promoting eco-friendly bikes designed to less pollution
- ✓ The two wheeler is a fast rising industry.
- ✓ Motorcycle export is limited, that is the international market is untapped.

Threats:

- ✓ Hard race in India as well as international products.
- ✓ Government policies & rules.
- ✓ Public transport by govt. is straightforward.

FUTURE GROWTH AND PROSPECTS

The ACE MOTORS are dedicated to management to provide employees with a friendly,creative and challenging work environment. They have moved from grades and incentives to other steps. The ACE MOTORS aims to provide a higher level of customer satisfaction and good servicetocustomers.

1..11 FINANCIAL STATEMENT

Period Ending	12/31/2020	12/31/2019	12/31/2018
Current Assets			
Cash And Cash Equivalentents	156,634,000	135,525,000	107,617,000
Short Term Investments	-	-	-
Net Receivables	313,851,000	292,132,000	279,415,000
Inventory	307,628,000	294,289,000	310,768,000
Other Current Assets	76,905,000	72,997,000	103,607,000

Total Current Assets	855,018,000	794,943,000	801,407,000
Long Term Investments	188,620,000	150,915,000	105,027,000
Property Plant and Equipment	347,997,000	350,668,000	341,075,000
Goodwill	-	-	-
Intangible Assets	11,173,000	8,658,000	7,518,000
Accumulated Amortization	-	-	-
Other Assets	13,037,000	13,592,000	50,209,000
Deferred Long Term Asset Charges	13,035,000	12,516,000	12,362,000
Total Assets	1,415,845,000	1,318,776,000	1,305,236,000
Current Liabilities			
Accounts Payable	154,689,000	143,789,000	145,087,000
Short/Current Long Term Debt	353,490,000	364,381,000	410,147,000
Other Current Liabilities	142,578,000	135,440,000	124,139,000
Total Current Liabilities	502,153,000	474,621,000	540,620,000
Long Term Debt	162,569,000	181,960,000	150,295,000
Other Liabilities	85,891,000	86,790,000	82,621,000
Deferred Long Term Liability Charges	-	-	-
Minority Interest	42,430,000	41,238,000	40,910,000
Negative Goodwill	-	-	-

Total Liabilities	750,613,000	743,371,000	773,536,000
Stockholders' Equity			
Misc. Stocks			
Options	-	-	-
Warrants			
Redeemable Preferred Stock	-	-	-
Preferred Stock	-	-	-
Common Stock	85,797,000	85,797,000	85,782,000
Retained Earnings	513,182,000	434,361,000	390,559,000
Treasury Stock	-50,839,000	-60,703,000	-60,249,000
Capital Surplus	74,662,000	74,712,000	74,698,000
Other Stockholder Equity	-50,117,000	-59,989,000	-59,540,000
Total Stockholder Equity	622,802,000	534,167,000	490,790,000
Net Tangible Assets	611,629,000	525,509,000	483,272,000

CHAPTER – 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY

It is the study to attract the customers towards the Yamaha showroom by satisfying the expectations of the customers and also understanding the demand and thinking, etc. main aim is how to satisfy and to make feel better at the showroom and also helps to use all the data for future perspective to improve satisfaction level.

Customer satisfaction is the key to business to earn the profit and to obtain market leadership.

The term indicates it is group of client that are inquisitive about the resource **According to the Philip Kotler**, "A market contains of all the possible customer of distribution

a particular need or a want who is willing and able to engage in exchange, to satisfy the need or want".

According to Cournot, "The Economists is recognized by the term market, not by any specific market place in which things are bought and vended, but the full of any region in which purchaser and vendor are in such a free intercourse with one other that the prices of the same goods tend to be at equity and quickly".

According to Pyle, "The Market contains both the place and area in which lenders are in the free competition with one another"

So, the extent of the market depends upon the worth of a person WHO has the enjoyable wants , is doubtless skilled of playacting the exchange.

REVIEW OF LITERATURE

Ajzen & Hassan (1991).

In this study this function is one of the most familiar of Sidgwick, the practical is really based on the moral theory of utilitarianism, in this study of customer satisfaction the consumer's behavior is entirely based on the usefulness function when the choice rotates around the

mountdiscomfortorpleasureitcarries.Bhatnagar (2000).

In the findings, the author has inspected that the consumer's satisfaction is time influenced by the availability of consumer goods and services,the delivery of quality buyers goods and service has established a major concern of all trades. Consumer satisfaction is typically known as a post-consumption finding judgment concerning an exact goods or service.

Bousch & Homer (1988).

In this findings Author designed the trustworthy buyer's satisfaction. True customers are those who buy the same brand goods in their shopping everytime. They never bothered about the value because they knew that quality will be maintained according to the price of the product. A faithful customer is more important than 10 new customers to the company.

Csikszentmihalyi (2000).

In this findings the author inspected that there is a connection between brand structure and the consumer satisfaction about the product. It is agreed because if the grade of consumer increases, the brand price increases and the degree of consumer satisfaction reduces then usually brand value will reduce. It is related to each other.

Dailey & Fmi (2000).

In the findings, author has inspected that evaluation reduced that the consumption experience was at smallest as better as it was supposed to be in the customer's attitude towards the product.D'essence (2001).

In this study, the author has studied the position of the consumer attitude, Which is very significant in gaining the customers, and this procedure is also known as the customer relationshipmanagement.

Donthu & Garcia (1999).

In this study, the author has well-defined that the influencing the buying process of the customers, for eg, friends, relatives, media, and ads. These kinds of factors impact the customer to buy the products. These are the solid forces which make potential buyer. **Harrison & Albertsons (2001).** In this study, we can sign the worth of consumer's response to the assessment of the perceived discrepancy between past expectations and the definite performance of the goods and services as perceived after its consumption.

Heng Patrick & Low kim (2006).

In this study, the author has analyzed that buyer satisfaction is influenced by the obtainability of consumer goods and services. The provision of excellence of buyers service has developed a main. the worry of all businesses. Consumer satisfaction is naturally defined as a post-consumption evaluative ruling concerning an exact goods or service.

Hoffman & Novak (1996).

In this study, the author has examined the grade of consumer prospects toward an exact brand. Hence the consumer prospects differ from one brand to another. So, we have to sort out our customer expectations.

Hsiao H L (2010).

In this study, The author has examined the post-acquisition attitude of client. in the time of purchase buyers boldness is positive but after the purchase, the attitude may turn into a negative and then it primes to dissatisfaction.

Kim & Karpova (2010).

In this study, the author had explained the publicity skills to the sellers to gain the new customers to improve the sales volume. If the volume of the sales increases then mechanically profit will also increase.

Lorek (2001).

In this study ,the author has provided a meaning for 'consumer' upon two approaches: With the location to trustworthiness, "A consumer is the being who measures the quality of the products and services" and on the process-oriented approach, "the customer is the existence or group that obtains the effort output".

Mcgraw Hill (1999).

In this study, the author has examined the buying behavior of buyers which helps to make selling plants from the seller or from the company and he defines gratification as, "The buyer's cognitive state of being sufficiently or inadequately rewarded for the expenses undergone" **Mohammad**

Amin (2009).

In this study,the author has examined the psychological factors convincing in fulfillment of the product and services. The summary psychological state results in when the reaction surrounding disconfirmed prospects is coupled with. consumers' prior feelings about the investing experience.

Mowen & Minor (1998).

In this study authors have examined the association between the product selections and the new product development course. Authors have also examined the major key subjects in the course of new creation presentation process.

Monroe & Dodds, (1988).

In the study the authors have examined the success issues of the product launch and tactics. outlines and marketing are to be done while making product launches to the market. Authors also studied about the product putting, targeting for the success and innovativeness of the

product presentation.

Quelch & Klein (1996).

In the study, the authors have studied about the unsafe factors which are complex in the new product introduction with reference to the IBM AS/400 products. Authors also deliberate about the pre-launch and post-launch policies for the goods that do well in the market.

Raman Swati & Radhika Neela (2005).

In this study, the author has inspected 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 the market and potentials of changing the perception of the product.

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.

Thathoo Rahul & Kacheria Rahil (2007).

In this study the author has argued that nowadays businesses hope to reach profitability more quickly, and a faster way to reach universal brand awareness is through online channels.

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 contracts and policies minimizing these rules.

CHAPTER – 3
RESEARCH DESIGN

STATEMENT OF THE PROBLEM.

A Study on “CUSTOMER SATISFACTION TOWARDS YAMAHA BIKES”

The topic is designed to improve customer satisfaction towards product and services at ACE MOTORS. The research is also directed towards finding various factors causing satisfaction and dissatisfaction towards the various services rendered by ACE MOTORS OF YAMAHA BIKES. How can a company improve its marketing strategies to improve the customer satisfaction level?

NEED FOR THE STUDY.

The main need to study about a company is to know if the company is satisfying the customer needs and whether customers are satisfied with the service or not. This research study will improve the customer service of the company.

- It helps to determine the post-purchase feedback of buyers to improve the delivery and service of the product.
- It is a process of studying buyer satisfaction.

It helps to figure long-term connection with customer

OBJECTIVES OF THE STUDY

- To understand the satisfaction level of buyers towards Yamaha bikes.
- To know the level of the buyer satisfaction.
- To know about diverse brands of similar bikes sold in the area.
- To study marketing strategy.
- To know about Yamaha motorcycles with regards to the specified customer view.

SCOPE OF THE STUDY:

This study is directed towards providing Yamaha Motors with an insight into the success of as well as the buyers response and consciousness towards the brand, products, and services of the Yamaha.

The information will be analyzed and presented in a simple and in an exact way on the basis of which pertinent recommendations have been made to the firm to improve the services, policies, and strategies of the company.

- From the study, we can recognize the market of the other competitors and consequently formulate a strategy to enhance the market .
- The study is exclusively conducted to collect the information about our customer satisfaction towards Yamaha.
- The study is concerned only with Yamaha buyers.

RESEARCH METHODOLOGY:

Descriptive research:

This study is answering numerous questions starting with what, who, where, how and when this research is very hard as well as it estimates an eminent degree of high qualified skills to understand and answer the problem. In this study, I have used descriptive research design to conduct a survey on customer satisfaction towards the Yamaha bikes at ACE MOTORS.

Sampling plan:-

➤ Sample size

It is considered as a part of the population from MAHABUBNAGAR city at ACE MOTORS (Yamaha bikes showroom) and the sampling size is 100. It is a study of the attitude and the characteristics of people of a sample, rather than all the size of the population. Thus the sample preparation is the most important factor of the project.

➤ **Sampling techniques:**

The sampling techniques are the convenience sampling techniques that are obtained by selecting a population unit for the study. This study refers to the people being examined who are selected neither by probability nor by finding.

Tools used for sampling:

Graphical percentage analysis.

Data collection method:

The data will be collected by 2 methods ,primary and secondary data.

Primary data:

The primary data are collected from Yamaha bikes users who have purchased their vehicles from ACE MOTORS and it is also collected by the help of the questionnaires. The respondents are only just 100 members, interviewed by the personal method to help the more effective study on the customer satisfaction towards Yamaha bikes. The questions are in the form of both open ended and close ended.

Secondary data:

The secondary information will be collected by the help of yamaha showroom brochure, journals, books in the libraries and by checking the form of various employees in the organization.

LIMITATION OF THE STUDY

- ❑ Less number of respondents is taken for the study.
- ❑ Lack of response by the consumer.
- ❑ 2e respondents to the study.

☒ The fast moving lifestyle of buyers may adversely affect this research.

☒ It is just determined only in the MAHABUBNAGAR.

CHAPTER – 4
ANALYSIS AND INTERPRETATION

Age group of the respondents.

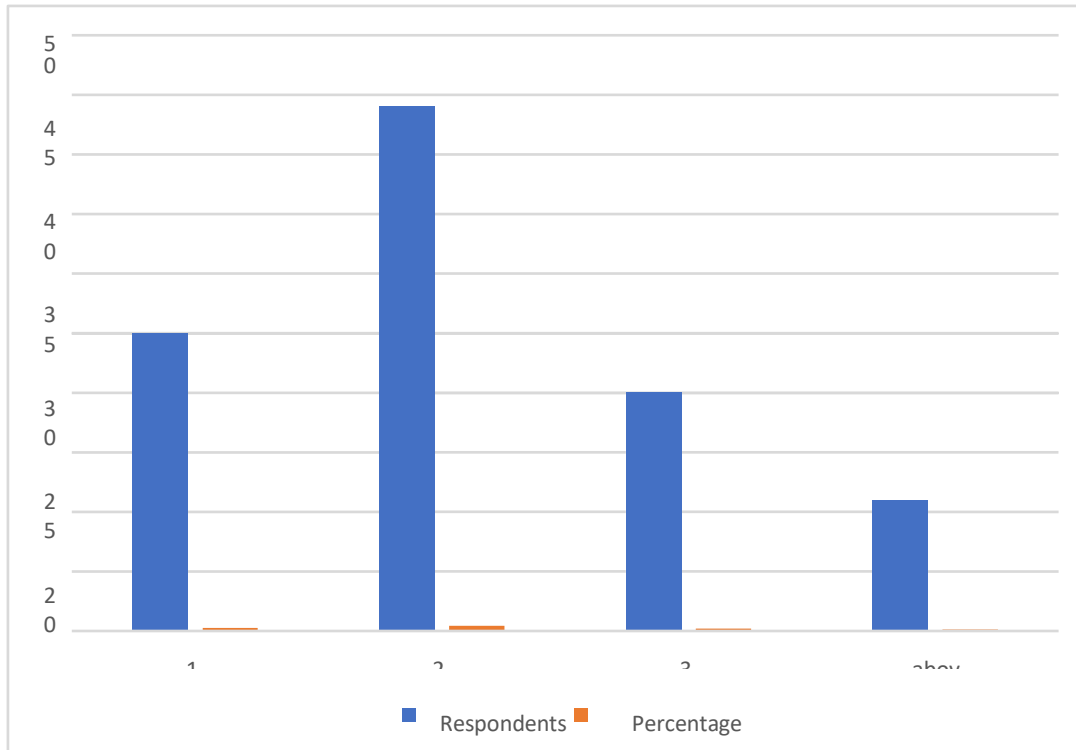
Table no. 4.1 Age group of the respondents.

Particulars(age)	No. of respondents	Percentage(%)
18-20	25	25
20-35	44	44
35-50	20	20
50 above	11	11
	100	100

Analysis:-

The above table shows that the age groups between the 18 to 20 years respondents are 25%, 44% of the respondent is in the age group of 20-35 years, the age group between the 35-50 year respondents are 20% and the 11% of respondent are the age group of 50 years and above.

Chart number:4.1 Age group of the respondents.



Interpretation:

In the above table out of the 100 respondents, the majority of the respondents are in the age group of 20-35 years.

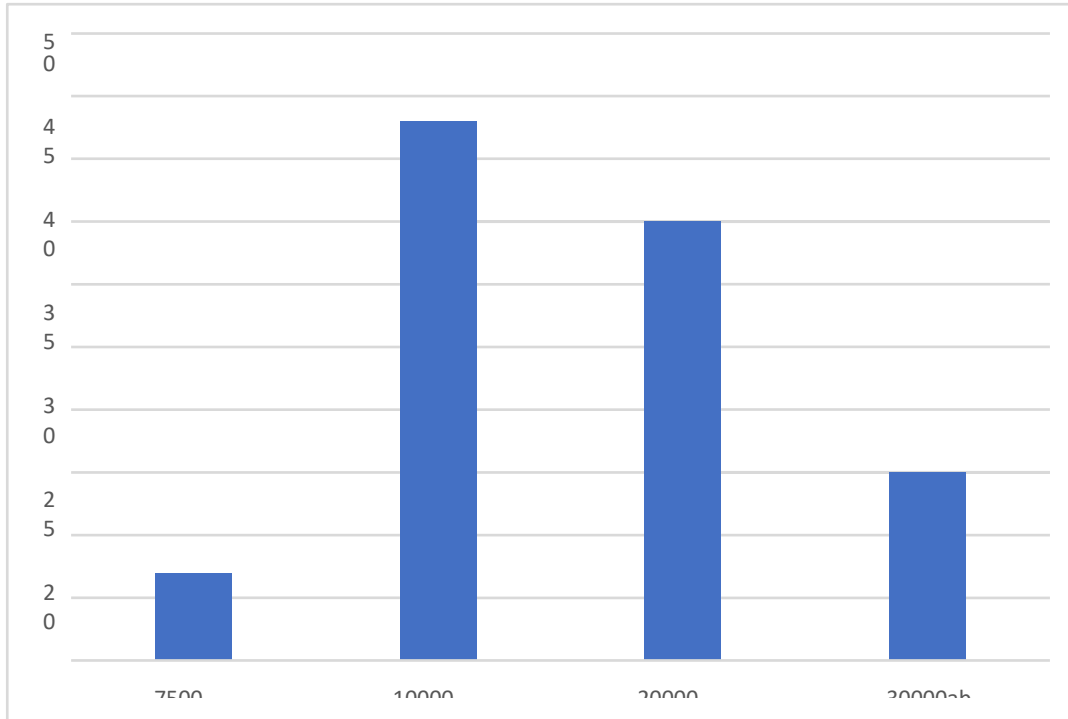
Table no 4.2 Monthly income.

Monthly income(MI)	No. of respondents	Percentage(%)
Rs7500 – 10000	7	7
Rs10000 – 20000	43	43
Rs20000 – 30000	35	35
Rs30000 above	15	15
	100	100

Analysis:

The above table shows that the monthly income of respondents, The income group of the Rs 7500-10000 respondents are 7%, income group between Rs10000-20000 respondents are 43%, 35% of the respondents are in the income group between the Rs 20000-30000 and 15% in the income group Rs 30000 and above.

Chart no 4.2 Monthly income.



Interpretation:

It has found that the majority of respondents are in groups between Rs 10000- 20000 aiming this segment with the promotional events will help to increase the sales.

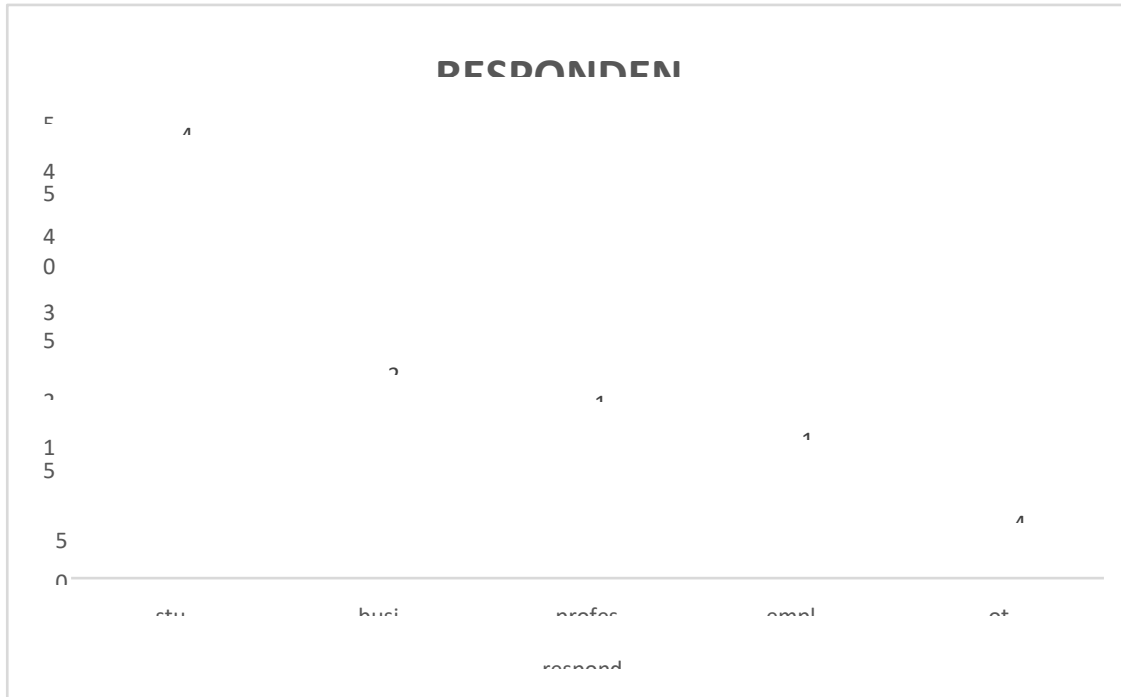
Table no. 4.3 Occupation.

Occupation	No. of respondents	Percentage(%)
Student	46	46
Business	20	20
Profession	17	17
Employes	13	13
Other	4	4
	100	100

Analysis:

This above table examined that out of 100 respondents the 46% are the students, 20% respondents are those who are running a business, 17% respondents are the professions, 13% are the employees, and the other occupations are the 4%.

Chart no. 4.3 Occupation.



Interpretation:

The majority respondents are the students, in this diagram students are the most interested to ride a bike. Here the target customer for showroom is student.

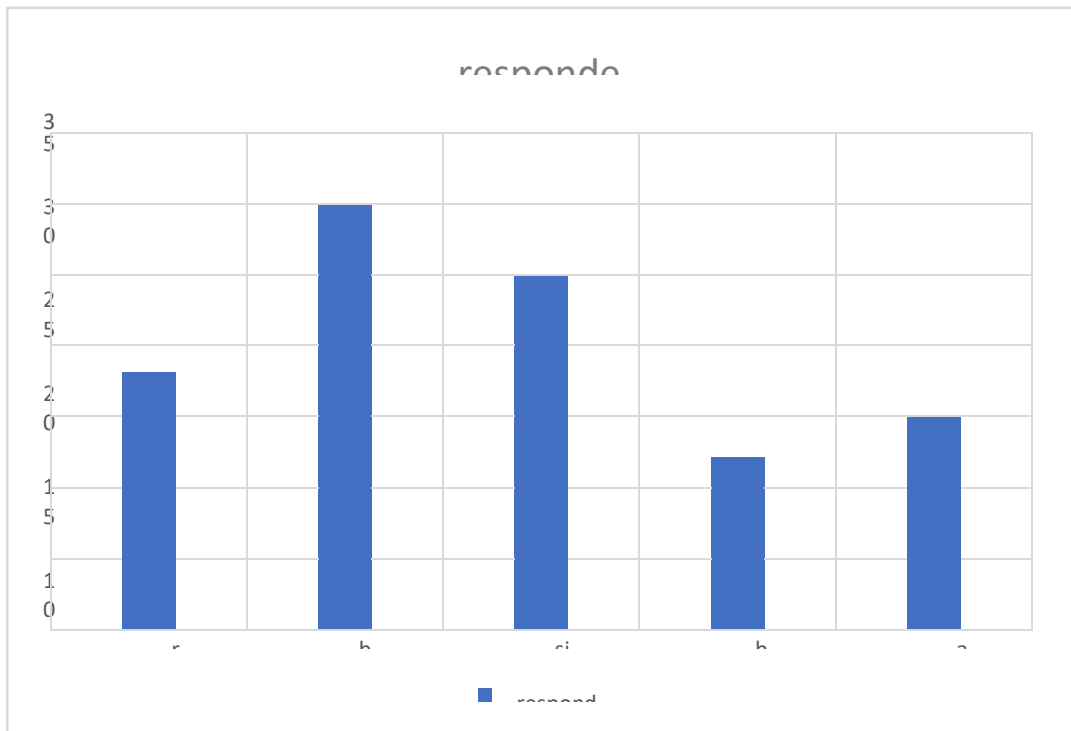
Table no. 4.4 The color of Yamaha bike.

Color	No. of respondents	Percentage(%)
Red	18	18
Black	30	30
Silver	25	25
Blue	12	12
Ash	15	15
Total	100	100

Analysis:

In the above table, out of the 100 respondents the 30% of customers are selecting the black color bike, 25% of respondents are moving to the silver color, 15% of respondents choose the ash color and 12% of respondents are choosing the blue color bikes and 18% respondents go for red.

Chart no. 4.4 The color of Yamaha bike.



Interpretation:

Most of the clients are interested in purchasing the black and silver color bike.

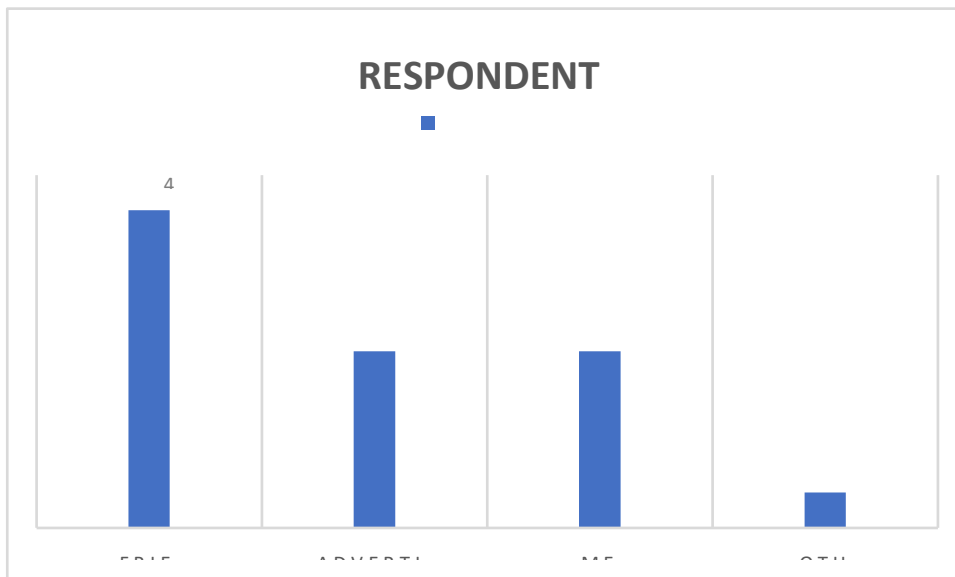
Table no. 4.5 Customers know about Yamaha bikes.

Particulars	No. of respondents	Percentage(%)
Friends	45	45
Advertising	25	25
Media	25	25
Other	5	5
Total	100	100

Analysis:

The above table shows out of 100 respondents 45% of purchasers know about the Yamaha By friends, 25% are by the advertisement, 25% of customers are known by the media and 5% from others.

Chart no. 4.5 Customers know about Yamaha bikes.



Interpretation:

Most of the customers will get information about bikes through friend shows. Customers of Yamaha bikes get influenced by friends followed by advertising then media.

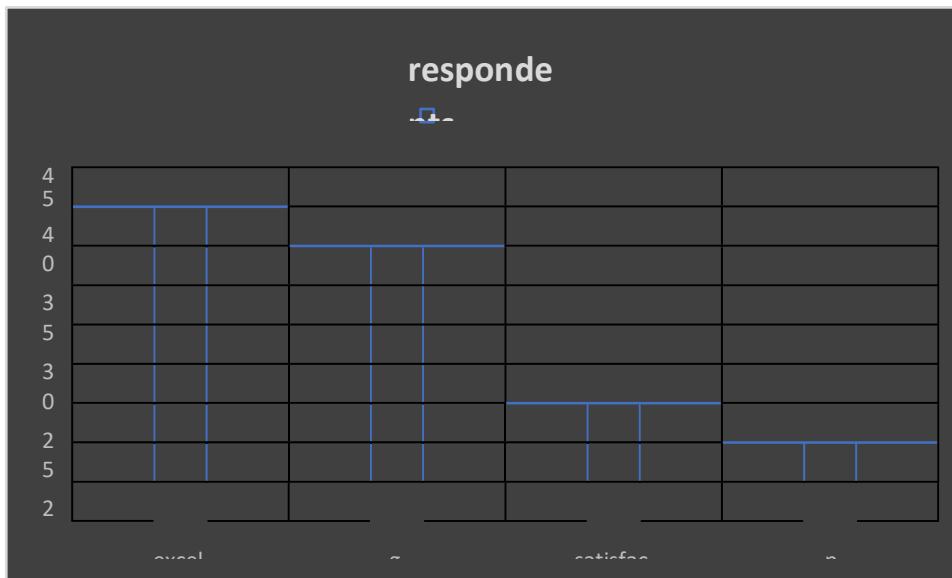
Table no. 4.6 Customer opinion about Yamaha .

Opinion	No. of respondents	Percentage(%)
Excellent	40	40
Good	35	35
Satisfactory	15	15
Poor	10	10
Total	100	100

Analysis:

It is observed from the above table that 40% of the respondent are giving excellent opinion about the Yamaha bike, 35% are giving good opinion,15% are the satisfaction , and the 10% are giving a poor opinion about the Yamaha bikes.

Chart no. 4.6 Customer opinion about Yamaha .



Interpretation:

Most of the purchasers are giving an excellent opinion with their experience in the ACE MOTORS .

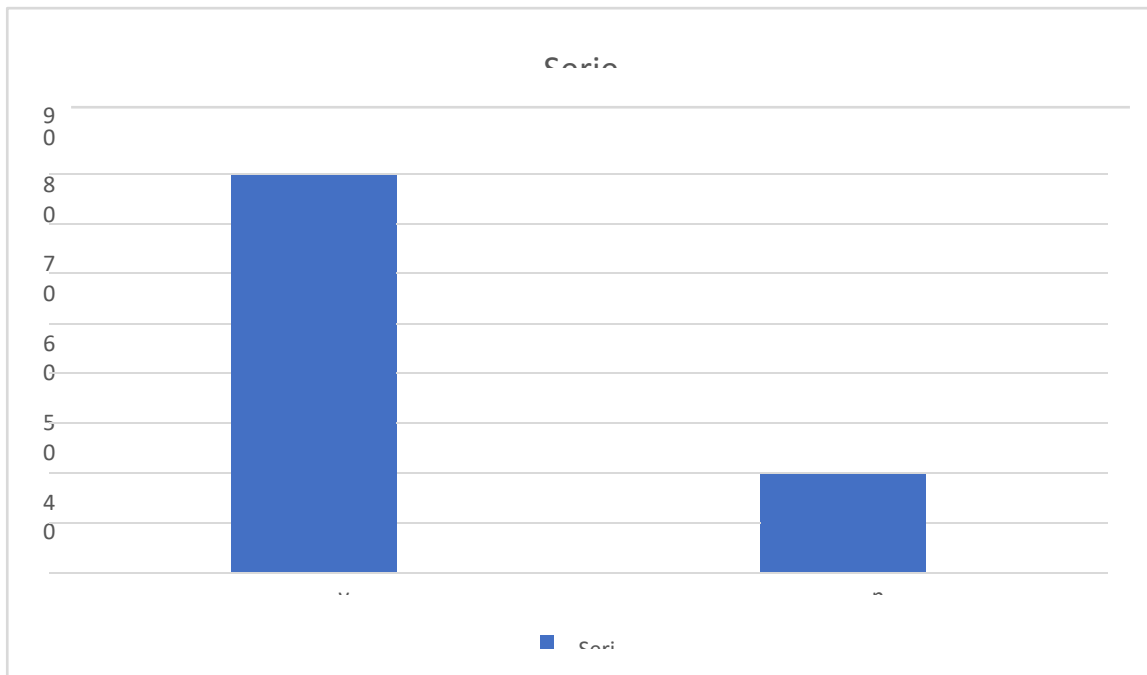
Table no. 4.7 The first owner of the bike.

Particulars	No.of respondents	Percentage(%)
Yes	80	80
No	20	20
	100	100

Analysis:

The above table shows that 80% of customers are the first users of yamaha bikes and the rest of them are not.

Chart no. 4.7 The first owner of the bike.



Interpretation:

Most of the respondents are the first user compared to the second hand owners.

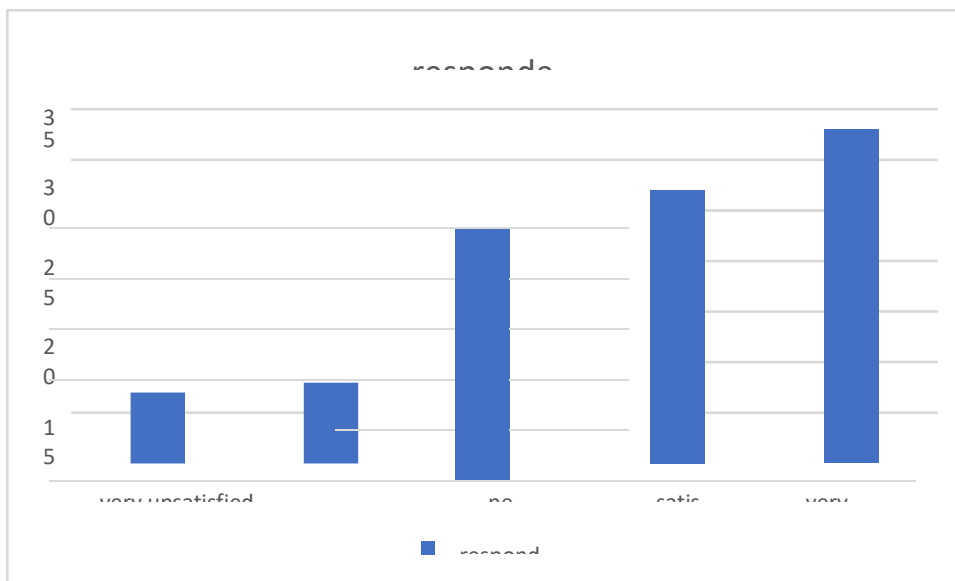
Table no. 4.8 Factors considered after the first service.

Opinion	No. of respondents	Percentage(%)
Very unsatisfied(VU)	7	7
Unsatisfied(U)	8	8
Neutral(N)	25	25
Satisfied(S)	27	27
Very satisfied(VS)	33	33
Total	100	100

Analysis:

From the above table that after the first service the 33% of respondents are the very satisfied with service, 27% are the satisfied with the showroom service for the bikes

Chart no. 4.8 Factors considered after the first service.



Interpretation:

Most of the respondents are satisfied with the service provided by the showroom .

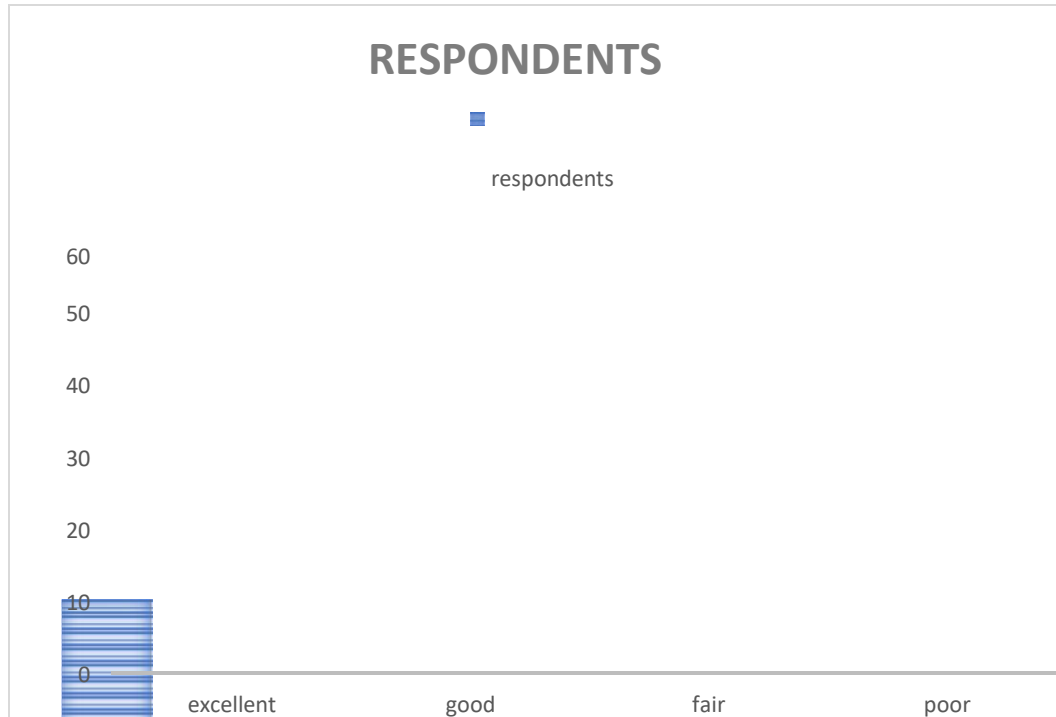
Table no. 4.9 Customer opinion after many services.

Opinion	No.of respondents	Particular
Excellent(E)	55	55
Good (G)	30	30
Fair (F)	10	10
Poor(P)	5	5
Total	100	100

Analysis:

From the above table out of 100 respondents, 55% are giving the excellent opinion about the Yamaha bike after the bike service, 30% are giving the good opinion,10% are the satisfactory opinion, and the 5% are giving the poor opinion about the Yamaha bikes after their bike service.

Chart no. 4.9 Customer opinion after many services.



Interpretation:

Most of the customers are giving excellent bikes after many services. This shows that the company is providing consistency in quality services.

Table no.4.10 Buying influence of customer

Particulars	No.of respondents	Percentage(%)
Brand image	15	15
Durability	13	13
Fuel efficiency	10	10
Low maintenance	27	27
Pick up	35	35
Total	100	100

Analysis:

By the above table we can understand that 35% of customers buy the Yamaha for the purpose of pickup ,27% for the low maintenance charge, 15% for the brand image of the Yamaha, 13% for the fuel efficiency and better mileage of the bike, and 13% for the purpose of durability.

Chart no.4.10 Buying influence of customer



Interpretation:

Most of the respondents are purchasing Yamaha bikes for good pickup and low maintenance.

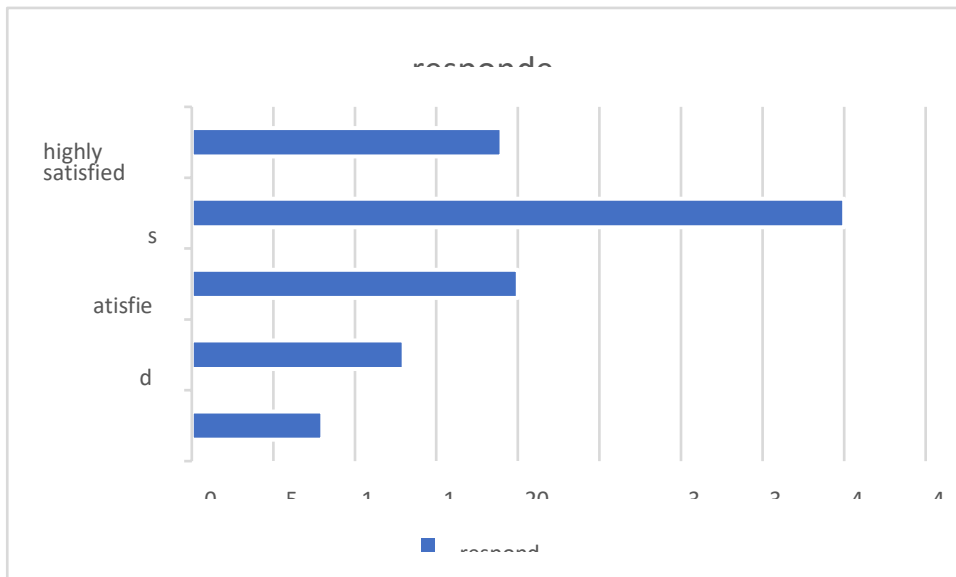
Table no.4.11 Price opinion of respondents on Yamaha bikes.

Opinion	No. of respondents	Percentage (%)
Highly unsatisfied(HU)	8	8
Unsatisfied(U)	13	13
Neutral(N)	20	20
Satisfied(S)	40	40
Highly satisfied(HS)	19	19
Total	100	100

Analysis:

From the above table we can understand that 8% of respondents are satisfied with price,13%are unsatisfied,20% are neutral,40%are satisfied,and 19% are highly satisfied.

Chart no.4.11 Price opinion of respondents on Yamaha bikes.



Interpretation:

Most of the respondents are satisfied with the price of the Yamaha bikes and some are neutral, some highly satisfied.

Table no.4.12 Customer satisfaction about the technology of Yamaha.

Satisfaction	No. of respondents	Percentage(%)
No	25	25
Yes	75	75
Total	100	100

Analysis:

In the above table we can understand that 75% of the respondents are satisfied with the technology of Yamaha, 25% are not satisfied.

Chart no.4.12 Customer satisfaction about the technology of Yamaha.

respondent

2

7

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Interpretation:

Most of the respondents are satisfied with the technology used in the Yamaha showroom.

Table no. 4.13 Performance of the Yamaha bikes

Opinion	No.of respondents	Percentage(%)
Highly satisfied(HS)	53	53
Satisfied(S)	33	33
Unsatisfied(US)	8	8
Highly unsatisfied(HU)	6	6
Total	100	100

Analysis:

By the above table we can understand that 54% of respondents are highly satisfied with performance,33% are satisfied,85 are not satisfied and 6% highly not satisfied.

Chart no. 4.13 Performance of the Yamaha bikes



Interpretation:

Most of the respondents are highly satisfied with the performance of the Yamaha bikes.

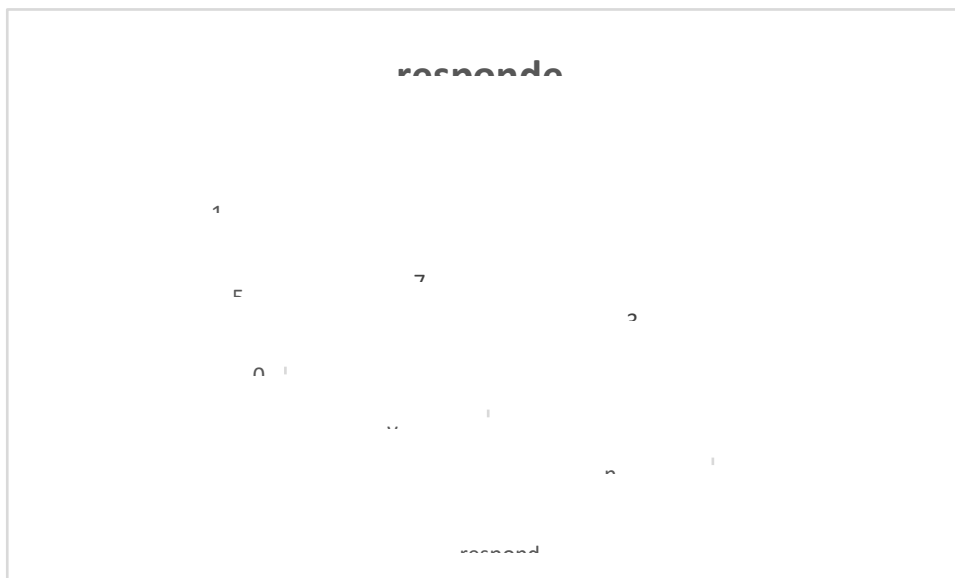
Table no.4.14 is yamaha bikes suitable for off road journeys.

Opinion	No. of respondents	Percentage
Yes	70	70
No	30	30
Total	100	100

Analysis:

From the above table we can understand that 70% are saying yes they are satisfied with the offroad travel in Yamaha bikes and 30% are not satisfied.

Chart no.4.14 is yamaha bikes suitable for off road journeys.



Interpretation:

Most of the respondents are satisfied with the off road performance of the Yamaha bikes.

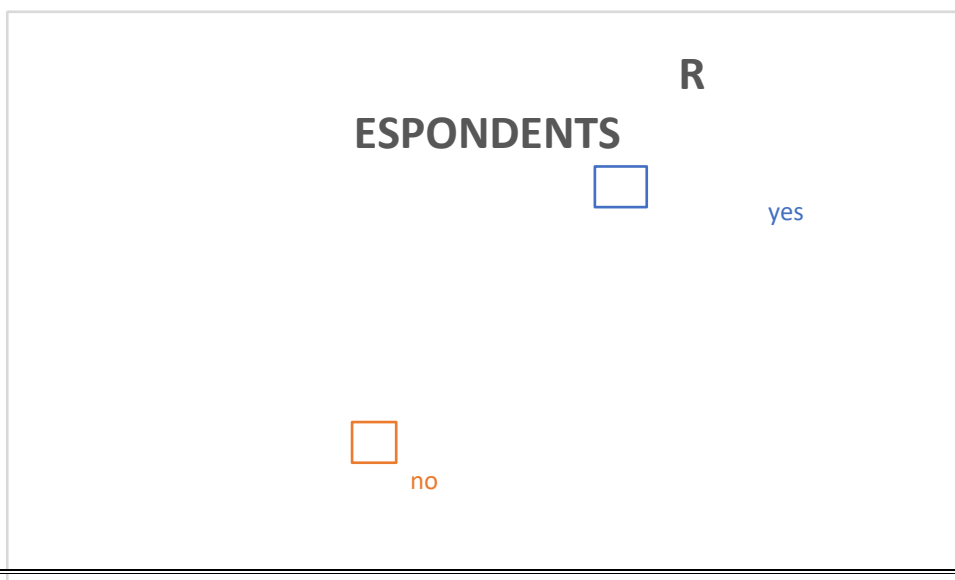
Table no. 4.15 Any problem in Yamaha bikes .

Particular	No. of respondents	Percentage
Yes	20	20
No	80	80
Total	100	100

Analysis:

By the above table we can understand that 80% of respondents are not facing any problem with bikes and 20% are facing some problem with bikes.

Chart no. 4.15 Any problem in Yamaha bikes .



Interpretation:

Most of the respondents are not facing any problem in the Yamaha bike.they are satisfied with the bikes.

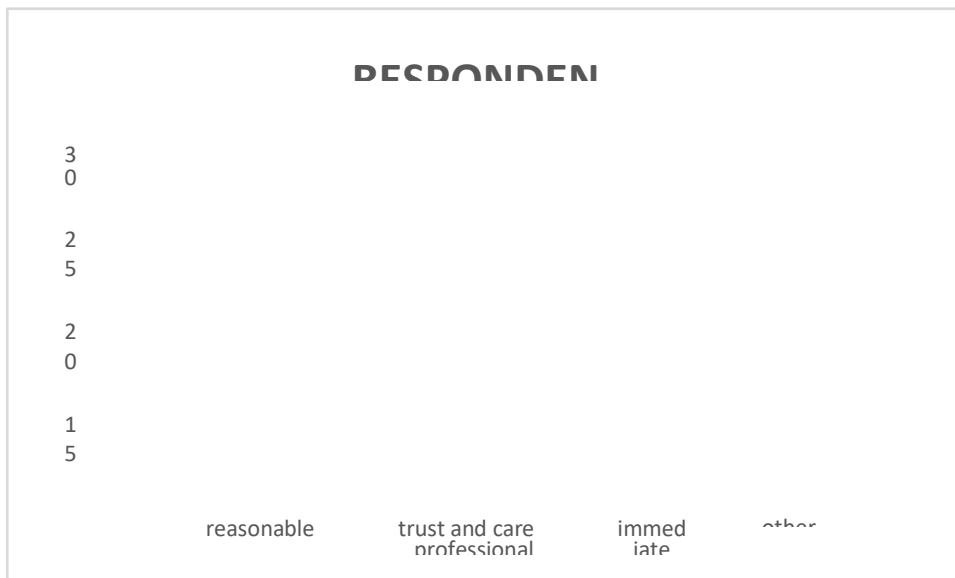
Table no.4.16 expectation from the service center.

Particular	No. of respondents	Percentage(%)
Reasonable Charges(RC)	15	15
Trust and Care (TC)	30	30
Professional Quality Service(PQ)	20	20
Immediate Delivery(ID)	28	28
Other specify	7	7
Total	100	100

Analysis:

In this we can see that 15% respondents are expecting reasonable charges,30% are expecting trust and care,20% are expecting professional quality,28% are expecting immediate delivery.

Chart no.4.16 expectation from the service center.



Interpretation:

Most of the people are expecting trust and care and immediate delivery from service center in showroom.

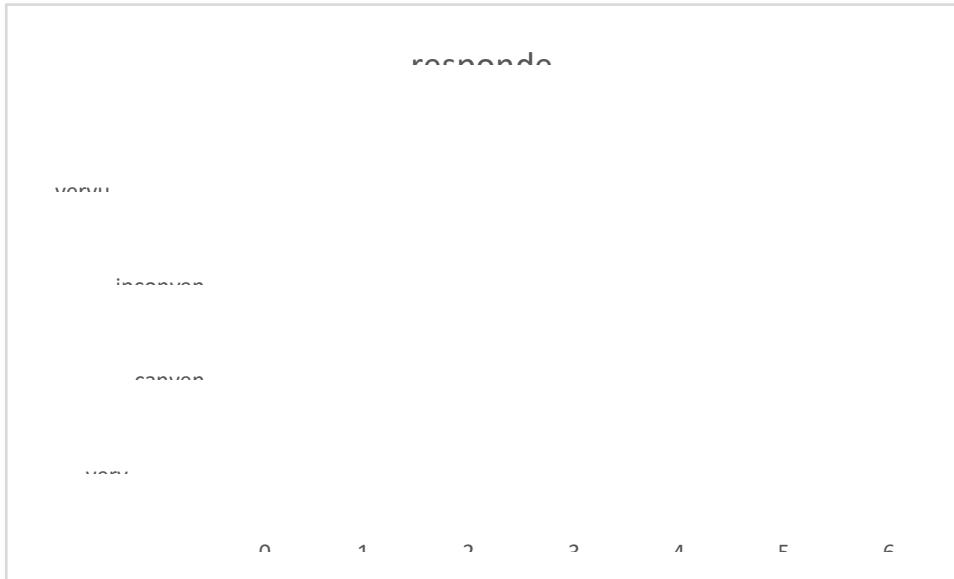
Table NO.4.17 Convenient timing of service station.

Particular	No. of respondents	Percentage(%)
Very convenient(vc)	55	55
Convenient(c)	30	30
Inconvenient(ic)	10	10
Very Inconvenient(vi)	5	5
Total	100	100

Analysis:

In the above table we can understand that 55% respondents are very convenient in showroom timings,30% are convenient, whereas 10% are inconvenient and 5% are very inconvenient.

Chart NO.4.17 Convenient timing of service station.



Interpretation:

Most of the respondents are very convenient in the timings of the Yamaha showroom.

Table no.4.18 About the service provider listens to the complaints.

Particular	No. of respondents	Percentage(%)
Yes	90	90
No	10	10
Total	100	100

Analysis:

In the above table we can understand that 90%of servicers will listen to the customers complaints and 10% will not listen.

Chart no.4.18 About the service provider listens to the complaints.

respondent

Interpretation:

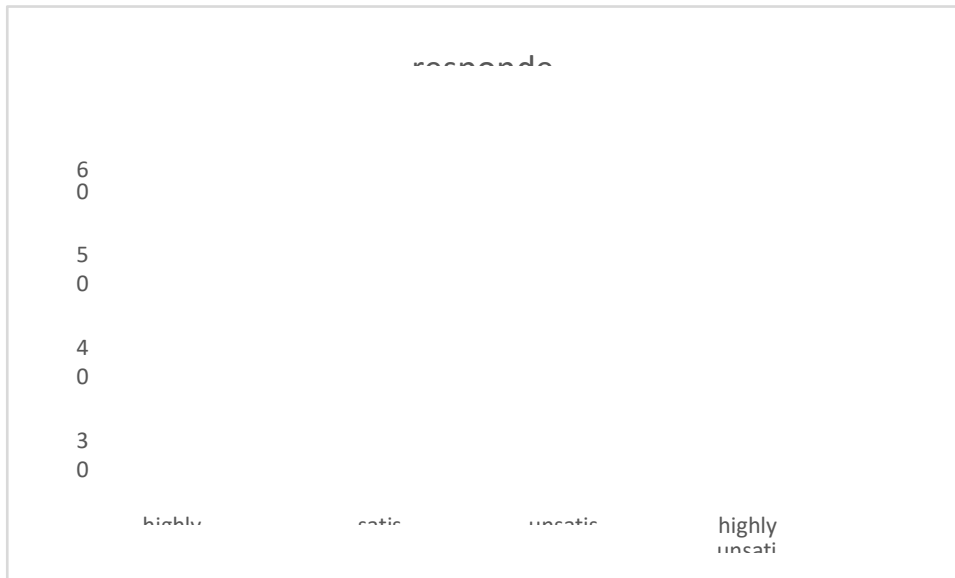
the servicer will patiently listen to the customers complaints at the time of the complaint.

Table no.4.19 greeting of customers by employees and staff

Opinion	No.of respondents	Percentage(%)
Highly satisfied(HS)	53	53
Satisfied(S)	33	33
Unsatisfied(US)	8	8
Highly unsatisfied(HU)	6	6
Total	100	100

Analysis:

By the above table we can understand that 53% respondents are highly satisfied in greeting of them,33%are satisfied,8%are unsatisfied and 6% are highly unsatisfied. **Chart no.4.19**
greeting of customers by employees and staff



Interpretation:

Most of the customers are highly satisfied with the greeting of the customers by employees and staff.

CHAPTER – 5
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

The data is collected and tabulated in a graphical chart from the analysis and interference

- 44% of the 20-30age group respondents are buying the Yamaha bike because it is a very good bike for youngsters.
- The people who are earning 10000-20000 are interested in buying Yamaha bikes.
- According to the survey,the students are purchasing Yamaha bikes more than others.
- 30% of the customers are satisfied with the black color bike, according to their needs and wants.
- The customers are satisfied with the overall quality and service of the bike.
- Our customers are willing to recommend our service and about the product for their friends. It will boost the morale of the organization.
- Majority of the respondents feel that Yamaha bikes are excellent.
- The majority of the respondents prefers first hand bikes.
- Advertisement plays a major role to spread the awareness of the new bike of the company.
- After the first service the majority will feel good after the first service.
- The customers got the trail ride .
- After many services the customers are fully satisfied with the performance of the bike.
- The respondents are going to yamaha bikes because of its pickup
- The majority of the customers are satisfied with price charged by showroom
- 75% of the respondents are satisfied with the offroad journey.
- 80% of the respondents feel there is no problem with Yamaha bikes.
- Yamaha services are reaching the expectations of the customers.

- 73% of the response is satisfied with the greeting by employees and staff.

SUGGESTIONS:

This report affords a brief image of ACE MOTORS the authorized dealer of the Yamaha bikes through the report; attempts have been complete to assess the purpose for customers satisfaction and of, ACE MOTORS the authorized dealer of the Yamaha

. Some suggestions are as follows;

1. To register skilled laborers, who can be an asset to meet customers' expectations.
2. To issue free service coupons to the new customers
3. Retaining their customers by providing good service.
4. To ensure on time delivery of the bike as promised.
5. The marketing expenses should be minimized.
6. The company must implement the competitive strategy.
7. Better to install the media for showing the Yamaha product information.
8. Introducing the new sales promotion techniques.

CONCLUSION

In study, I tried to find out the satisfaction of the goods and services rendered to the customer by the ACE MOTORS Yamaha bike authorized dealer. This study has given a pure image of what customers feel about the goods and services provided by the ACE MOTORS. We can obviously say that the product satisfies them as well as facilities provided by the organization. All the customers have a better relationship with the showroom and they are regularly satisfied with the other features of the company as well. From the following study, we can conclude that the

ACE MOTORS Yamaha bike dealer has been serving its customers exceptionally well and has created a better image and trust between its customers with the majority of them being fully satisfied with the showroom goods and services.

Further, it has been detected that the showroom needs to improve its current level of performance. The showroom can use more customer friendly methods and train its sales customers towards serving the people in the best possible manner. Customer Retention must be stressed and strategies must be employed to ensure retention. The better relation must be developed with the customers in command to avoid brand switching and safeguard repeated sales.

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www.yamahamotors.com

www.yamaha.com

www.yamahsports.com

ANNEXURE

Questionnaires:

Respondent's Name:

1. Sex : Male Female

2. Age : 18-20 20-35
35-50 50 above

3. Monthly Income : Rs 7500 - 10000 Rs10000 – 20000
Rs 20000 - 30000 Rs30000 above

4. Occupation: Student Business
Professional Employee

Others specify:

5. color Preference for Yamaha bike

Red Black Silver
Blue Ash

6. How did you come to know about Yamaha bikes

Friend's Advertisement
Media Others

7. Opinion about Yamaha bikes

	Excellent	Good	Satisfactory	Poor
Pick up				
Riding				
Comfort				
Road grip				
Technology				
Maintenance cost				
Overall performance				

8. Are you the first owner of the bike?

- 1) yes
- 2) No _____ specify

9. Rate the following factors you considered after first service

- 1) Very unsatisfied
- 2) Unsatisfied
- 3) Neutral
- 4) Satisfied
- 5) Very satisfied

1 2 3 4 5

10. Rate the staff on the following factors after service

Excellent	Good	Fair	Poor

11. What made you buy a Yamaha bikes

- Brand image Durability
Fuel efficiency Low maintenance
Pick up

12. Your price opinion about Yamaha bike

- Highly satisfied
satisfied
neutral
dissatisfied
highly dissatisfaction

13. Are you satisfied with the Technology of Yamaha

- 1) Yes
2) No

14. Are you satisfied with the performance of Yamaha

- 1) Very satisfied 2) Satisfied
3) Somewhat satisfied 4) Dissatisfied

15. Is your Yamaha bike good on the off roads

- 1) Yes 2) No

16. Do you find any problem in Yamaha bike

1) Yes

2) No

17. Your expectation from Yamaha Service Centers

1) Reasonable Charges 2) Trust and Care

3) Professional Quality Service 4) Immediate Delivery

5) Others specify

18. How convenient is the timing of the service station

1) Very convenient 2) Convenient

3) Inconvenient 4) Very Inconvenient

19. Was the service advisor ready to listen to your complaints

1) Yes

2) No

20. rate the level of customer satisfaction towards greeting by employees and staff

1) Highly satisfaction

2) Satisfaction

3) Un-satisfaction

4) Highly unsatisfied

21. Any suggestion to the improvement of Yamaha bikes

.....
.....

..... Thank you for the time you have spared for the interview. Your suggestions will enable service providers to improve and enhance their services to suit their customer's requirements.

Date:

Place:

.....

(Signature)