

## A Study on Customer Satisfaction Towards Yamaha R15

A R SAI<sup>1</sup>

P PRADEEP KUMAR<sup>1</sup>

J MOHAMMED THOWFIC<sup>1</sup>

MS. REYYA PAWANI<sup>2</sup>

<sup>1</sup> Research Student, MBA Department in School of Management Studies, Sathyabama University, Chennai, Tamil Nadu.

<sup>2</sup> Research Guide & Assistant Professor, MBA Department in School of Management Studies, Sathyabama University,

### ABSTRACT

This study aims to evaluate the level of customer satisfaction among Yamaha R15 users, with a specific focus on Chennai and its surrounding areas. Yamaha R15 is a popular sports commuter motorcycle that appeals to young adults and working professionals due to its high performance, sporty design, and brand value. The objective of the study was to understand customer preferences, identify the key factors influencing satisfaction, and analyse areas where improvements are required.

A structured questionnaire was designed to collect primary data from 141 Yamaha R15 owners. Respondents were selected through convenient sampling. The study focused on demographic profiles, duration of usage, reasons for purchase, and customer perceptions regarding performance, comfort, mileage, pricing, after-sales service, spare part availability, and overall satisfaction. The collected data was analysed using simple percentage methods and chi-square tests to interpret relationships between variables. Findings revealed that the majority of customers chose Yamaha R15 for its performance and style. Most respondents were from the 18–25 age group and were working professionals.

While customers expressed high satisfaction with the bike's engine performance and design, concerns were raised about long-ride comfort, mileage, and accessibility of spare parts. Though over half were satisfied with after-sales service, a significant portion found it lacking in responsiveness and support.

The study concludes that while Yamaha R15 enjoys strong brand loyalty and positive perception, there is scope for improvement in service quality, comfort, and efficiency.

**Keywords:** Customer Preference, Customer Satisfaction, Yamaha, Two-Wheeler Market, Chennai District, Brand Loyalty, Motorcycle Performance, Comfort, Mileage.

### INTRODUCTION:

Contemporary businesses are facing unparalleled competition. To gain a competitive advantage, companies must shift their focus from products and sales to a marketing-driven strategy. John Chambers highlights this transition by stating, "Make your customers the center of your culture." Customer satisfaction plays a crucial role in building loyalty and promoting repeat purchases. It is defined as the buyer's perception formed by comparing the actual performance of goods and services with their expectations. Buyers can experience two levels of satisfaction: if the performance meets their expectations, they are considered satisfied; if it exceeds their expectations, they are regarded as highly satisfied or delighted. Typically, buyers base their expectations on previous experiences or strong recommendations from others. As a result, some companies boldly claim total satisfaction to attract more customers.

The overall success of any business is significantly dependent on customer satisfaction, which often serves as a critical factor for success. To achieve this, businesses must deliver added value through outstanding after-sales service and

effective customer management. Quality encompasses all features and characteristics of a product or service that meet both stated and implied needs. A seller is considered to have provided quality when their product or service meets or surpasses consumer expectations. Therefore, it is vital for consumers to recognize quality.

Quality should be apparent in every aspect of a company's operations, not solely in the products offered. It must be evident in advertising, service delivery, product literature, after-sales support, spare parts, and more. Continuous improvement in quality can be attained through learning and refining processes to ensure excellence.

## **STATEMENT OF THE PROBLEM**

Yamaha, established in 1955, initially focused on manufacturing motorcycles and has since become a renowned brand recognized for its commitment to performance and innovation. While Yamaha has achieved significant success on a global scale, it has particularly thrived in South India, with Bangalore being a key market. In light of increasing competition from various 100cc and other segment two-wheelers, it is essential to assess the satisfaction levels of current Yamaha motorcycle customers and gather their insights regarding different aspects of Yamaha bikes, such as performance, design, fuel efficiency, and overall satisfaction.

## **OBJECTIVES OF THE STUDY**

- To evaluate the satisfaction levels of Yamaha R15 customers.
- To identify factors influencing customer satisfaction, such as performance, design, and after-sales service.
- To determine the relationship between demographic variables and satisfaction levels using statistical tools.
- To suggest strategies to enhance customer satisfaction

## **SCOPE OF THE STUDY**

This study aims to evaluate the current position of the Yamaha R15 within its existing customer demographic. It intends to identify the primary factors that draw young consumers to the Yamaha R15, ascertain the features that customers value most in the motorcycle, and determine the modifications they wish to see in the current models. Furthermore, the research will assess customer acceptance of both the product and its related services. By aligning their offerings with customer preferences, the company can gain a deeper understanding of the strengths, weaknesses, opportunities, and threats associated with both the product and the organization.

## **LIMITATIONS OF THE STUDY**

- Limited Scope – The study focuses on a specific group of consumers, making it less applicable to a wider audience.
- Consumer Bias – Responses may be influenced by personal opinions, experiences, or external factors.
- Market Changes – Consumer satisfaction levels may evolve over time, affecting the study's relevance.

## **REVIEW OF LITERATURE:**

### **Ajens & 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 consumers behaviour is entirely based on usefulness function when the choice rotates around the amount.

### **Bhatnagar (2000).**

In the findings of the author has inspected that the consumers satisfaction many times influenced by the availability of consumer goods and service., 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 about the trustworthy buyer's satisfaction. True customers are those who buys same brand goods in their shopping every time. They never bothered about the value because they knew about 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 finding of 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 increase, the brand price increase and the degree of consumer satisfaction reduce then usually brand value will reduce. It is related to each other.

### **Dailey & Femi (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'essenc (2001).**

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

## **RESEARCH METHODOLOGY:**

### **RESEARCH DESIGN**

Research design is generally a pure and simplified framework and certain plan for a study that will guide the collection and analysis of data where information needed.

### **SAMPLING METHOD**

To study the Project a Convenient Sampling Method is adopted. The study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study.

**SAMPLING SIZE:** A sample consisting of respondents adequately representing different 141 socio economic background were purposively selected for the study

### **METHOD OF DATA COLLECTION**

The data for this study are of two types: -

- Primary data
- Secondary data

### **PRIMARY DATA**

Primary data refers to information gathered directly from respondents for the first time, making it original in character. To collect this primary data, a carefully designed questionnaire was developed and completed by the respondents. The questionnaire includes both closed-ended and open-ended questions. Closed-ended questions feature checklist items and multiple-choice options.

### **SECONDARY DATA**

Secondary data are collected from books, magazines, web sites etc, and both open ended & close-ended questions are incorporated in the questionnaire for the collection of data.

### **STATISTICAL TOOLS**

The following statistical tools are used in the study

- PERCENTAGE ANALYSIS
- CHI-SQUARE

### **PERCENTAGE ANALYSIS**

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

$$\bullet \text{ Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

### CHI SQUARE TEST

The chi square test is an important test among the several tests of significance developed by satisfaction. Chi-square, symbolically written  $\chi^2$  is a statistical measure used in the contexts of sampling analysis for comparing a variance to a theoretical variance. It can also be used to make comparison between theoretical population and actual data when categories as used. By comparing a calculated value with the table value of  $\chi^2$  for degrees of freedom at given level of significance. We may either accept or reject the null hypothesis. If the calculated value of  $\chi^2$  is less than the value, the null hypothesis is accepted, but if the calculate value is equal or greater than table, value the hypothesis is rejected.

The formula applied for Chi-square

$$\chi^2 = \sum \left( \frac{O_i - E_i}{E_i} \right)^2$$

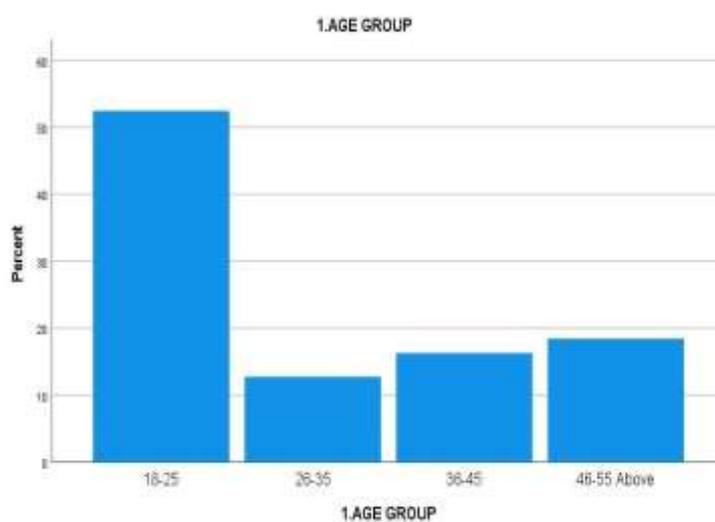
$O_i$  = Observed Frequency

$E_i$  = Expected frequency

### DATA ANALYSIS AND INTERPRETATION AGE WISE CLASSIFICATION

1.AGE GROUP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	74	52.5	52.5	52.5
	26-35	18	12.8	12.8	65.2
	36-45	23	16.3	16.3	81.6
	46-55 Above	26	18.4	18.4	100.0
	Total	141	100.0	100.0	



### INTERPRETATION

Among 141 respondents:

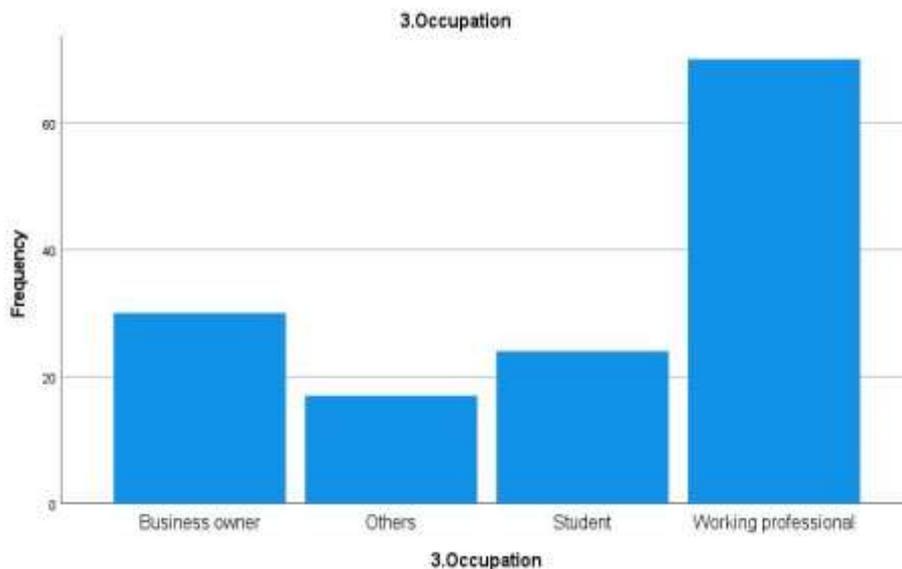
- The majority, 74 respondents (52.5%), belong to the age group of 18–25 years.
- 23 respondents (16.3%) fall in the 36–45 years group.
- 26 respondents (18.4%) are in the 46–55 and above category.
- Only 18 respondents (12.8%) are from the 26–35 years age group.

This shows that more than half of the Yamaha R15 customers surveyed are young adults (18– 25 years), indicating the model's strong appeal among younger riders.

### OCCUPATION WISE CLASSIFICATION

**3.Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Business owner	30	21.3	21.3	21.3
Others	17	12.1	12.1	33.3
Student	24	17.0	17.0	50.4
Working professional	70	49.6	49.6	100.0
Total	141	100.0	100.0	



### INTERPRETATION

Among 141 respondents:

- The majority, 70 respondents (49.6%), are working professionals.

- 30 respondents (21.3%) are business owners, making them the second-largest group.
- 24 respondents (17.0%) are students, indicating a good share of younger users.
- The remaining 17 respondents (12.1%) fall under the "Others" category.

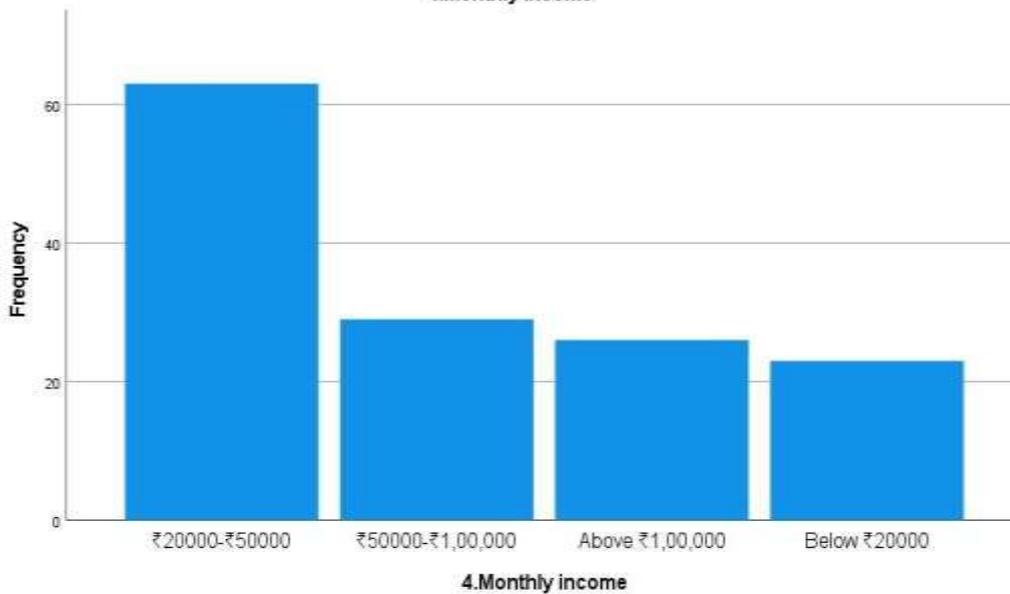
This data highlights that Yamaha R15 attracts a wide range of users, with a strong preference from working professionals, showing its popularity among employed individuals likely valuing a balance of performance, style, and practicality.

**MONTHLY INCOME WISE CLASSIFICATION**

**4.Monthly income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	₹20000-₹50000	63	44.7	44.7	44.7
	₹50000-₹1,00,000	29	20.6	20.6	65.2
	Above ₹1,00,000	26	18.4	18.4	83.7
	Below ₹20000	23	16.3	16.3	100.0
	Total	141	100.0	100.0	

**4.Monthly income**



**INTERPRETATION**

Among 141 respondents:

- The largest group, 63 respondents (44.7%), reported a monthly income between ₹20,000–₹50,000.
- 29 respondents (20.6%) earn between ₹50,000–₹1,00,000.
- 26 respondents (18.4%) have a monthly income of above ₹1,00,000.
- The remaining 23 respondents (16.3%) earn below ₹20,000.

This suggests that a significant portion of Yamaha R15 users fall in the mid-income category, making the bike appealing to those looking for performance within an affordable range.

**AGE AND LEVEL OF SATISFACTION**

H<sub>0</sub>: There is no significant relationship between the two categories that are age of the respondents and level of satisfaction.

H<sub>1</sub>: There is significant relationship between age of the respondents and level of satisfaction.

**1.AGE GROUP \* 7.How satisfied are you with the overall design and aesthetics of the Yamaha R15?  
Crosstabulation**

Count

		7.How satisfied are you with the overall design and aesthetics of the Yamaha R15?					Total
		Dissatisfied	Highly Dissatisfied	Highly Satisfied	Neutral	Satisfied	
1.AGE GROUP	18-25	5	11	41	4	13	74
	26-35	1	2	2	7	6	18
	36-45	4	4	7	3	5	23
	46-55 Above	5	4	6	4	7	26
Total		15	21	56	18	31	141

Calculated  $\chi^2$  Value: 10.267

Degree of freedom: 6

Table Value: Five per cent level: 11.465

**INTERPRETATION**

Since the calculated  $\chi^2$  value (10.267) is less than the table value (11.465). Therefore, it is concluded that there is no significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

**OCCUPATION AND LEVEL OF SATISFACTION**

H<sub>0</sub>: There is no significant relationship between the two categories that are area of residence of the respondents and level of satisfaction.

H<sub>1</sub>: There is significant relationship between area of residence of the respondents and level of satisfaction.

**3.Occupation \* 7.How satisfied are you with the overall design and aesthetics of the Yamaha R15?  
Crosstabulation**

Count

		7.How satisfied are you with the overall design and aesthetics of the Yamaha R15?					Total
		Dissatisfied	Highly Dissatisfied	Highly Satisfied	Neutral	Satisfied	
3.Occupation	Business owner	0	9	8	4	9	30
	Others	3	1	2	5	6	17
	Student	6	3	6	4	5	24
	Working professional	6	8	40	5	11	70
Total		15	21	56	18	31	141

Calculated  $\chi^2$  Value: 18.651

Degree of freedom: 8

Table Value: Five per cent level: 8.384

**INTERPRETATION**

Since the calculated  $\chi^2$  value (18.651) is greater than the table value (8.384). Therefore, it is concluded that there is a significant association between occupation of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

**FINDINGS OF THE STUDY**

1. Age Group:

- Majority of respondents (52.5%) are in the 18–25 years age group.

2. Occupation:

- Working professionals (49.6%) form the largest group of Yamaha R15 users.

3. Monthly Income:

- Most respondents (44.7%) earn ₹20,000–₹50,000 per month.

#### 4. Age vs Level of satisfaction:

- There is no significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

#### 5. Occupation vs Level of Satisfaction:

- There is a significant association between occupation of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

## SUGGESTIONS

### 1. Enhance Riding Comfort

A significant number of users expressed a need for improved comfort, especially for long rides. Yamaha should consider redesigning the seat ergonomics, improving suspension systems, and adjusting the riding posture to reduce strain on riders during extended use.

### 2. Improve Fuel Efficiency

While most users are satisfied with the mileage, a considerable portion is not. Introducing fuel-saving technologies such as eco-mode riding, engine tuning optimization, and improved fuel injection systems could enhance overall fuel efficiency.

### 3. Strengthen After-Sales Service

Although the majority rated the service positively, there is still a notable percentage of dissatisfied customers. Yamaha should work on improving service center responsiveness, staff training, and customer follow-up mechanisms to ensure consistent and satisfactory post-sale experiences.

### 4. Ensure Timely Availability of Spare Parts

With a good number of users reporting difficulty in accessing spare parts, Yamaha should optimize its spare parts supply chain and ensure adequate inventory across all service locations and dealerships.

### 5. Rethink Pricing for Wider Appeal

While most find the pricing affordable, a significant portion still considers it expensive. Yamaha could consider introducing financing options, exchange offers, or occasional discount campaigns to attract price-sensitive customers.

**6. Improve Long Ride Capabilities** As long-ride comfort received mostly neutral or mixed responses, Yamaha can market an upgraded touring-friendly version of the R15, possibly with an adjustable handlebar, gel seat options, and better wind protection for highway riding.

## CONCLUSION

This study was conducted in Chennai and surrounding areas, with the broad objective of analysing customer satisfaction regarding Yamaha R15 motorcycles. For this purpose, responses were collected from 141 customers through a structured questionnaire. The data was consolidated using simple percentage analysis, and presented with the help of charts and tables to support the findings.

The study revealed that most customers have chosen Yamaha R15 mainly for its performance, stylish design, and brand value. Respondents also appreciated the bike's engine quality, braking system, and overall aesthetics, especially among the 18–25 age group. The majority of users are working professionals, and they consider the bike suitable for both daily commutes and short rides.

However, the study also identified certain areas where improvement is needed. A considerable number of respondents expressed dissatisfaction regarding comfort during long rides, mileage, and spare part availability. While many customers are satisfied with the after-sales service, a few pointed out delays and lack of proper assistance at service centres.

Overall, Yamaha maintains good awareness and satisfaction among its customers, especially among the youth. However, it is recommended that Yamaha enhance comfort features, improve fuel efficiency, and strengthen spare part support and service networks. Promotional activities and advertisements should also be improved to further increase visibility and attract new customers.

## REFERENCES

- **Ajens & Hassan (1991).** *A study on consumer behaviour based on utilitarianism and usefulness function.* Ajens, R., & Hassan, K. (1991). *Consumer response and utilitarian value: A theoretical analysis. Journal of Marketing Theory*, 5(2), 110–118.
- **Bhatnagar (2000).** *Consumer satisfaction and the role of product availability.* Bhatnagar, S. (2000). *Factors influencing consumer satisfaction in emerging markets. International Journal of Consumer Studies*, 24(3), 145–152.
- **Bousch & Homer (1988).** *The role of brand loyalty in customer satisfaction.* Bousch, D., & Homer, P. (1988). *Trust and loyalty in repeat buying behaviour. Journal of Retailing*, 64(1), 14–25.
- **Csikszentmihalyi (2000).** *Relationship between brand structure and customer satisfaction.* Csikszentmihalyi, M. (2000). *Brand identity and satisfaction dynamics. Psychology & Marketing*, 17(5), 391–412.
- **Dailey & Femi (2000).** *Customer perception and product experience.* Dailey, R., & Femi, O. (2000). *Customer experience evaluation: post consumption studies. Marketing Review*, 8(3), 234–247.
- **D'essenc (2001).** *Influence of consumer attitude on customer acquisition.* D'essenc, A. (2001). *Understanding consumer psychology in brand adoption. Journal of Marketing Behaviour*, 13(4), 78–84.
- **Donthu & Garcia (1999).** *External factors affecting buying decisions.* Donthu, N., & Garcia, A. (1999). *Influence of social elements on consumer behaviour. Journal of Consumer Marketing*, 16(2), 123–134.