CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE FZ,
AMBATTUR, CHENNAI

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ABSTRACT:
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 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 bike FZ. Descriptive research is followed in this research. The universe of the population includes the respondents who are the customers of Yamaha bike FZ, located at Ambattur. The samples (i.e. sample size 50) were selected among the customers of Yamaha bike FZ, located at Ambattur for this research. The major findings of the study are, Most (92%) of the respondents opined that Yamaha has improved after Yamaha FZ bike and Majority (60%) of the respondents said that they are using bike for fun riding and it is recommended that the Yamaha bike FZ 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 towards Yamaha bike FZ with respect to the chosen factors.

KEYWORDS: Automobile, Customer loyalty, Customer satisfaction, Two wheelers, Yamaha bike FZ.

WEB REFERENCES