



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CUSTOMER SATISFACTION TOWARDS YAMAHA BIKE IN MADURAI CITY

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Abstract

Customer satisfaction plays a vital role in determining the success and growth of any business organization. In the competitive two-wheeler industry, understanding customer perception and satisfaction level has become highly important for sustaining market position. Yamaha bikes are well known for their performance, design and advanced technology, which attract a large number of customers across different age groups. The two-wheeler sector in India has witnessed tremendous growth over the past few years due to increasing demand for affordable and convenient transportation. In cities like Madurai, motorcycles are widely used for daily commuting, business purposes, and personal transportation. Customer satisfaction towards Yamaha bikes depends on various factors such as performance, mileage, price, comfort, design, after-sales service and availability of spare parts. The present study aims to analyze

and evaluate the level of customer satisfaction towards Yamaha bikes in Madurai city. The study focuses on identifying the factors influencing customer satisfaction and measuring the overall perception of customers regarding Yamaha bikes. Understanding these aspects will help in identifying areas of improvement and enhancing customer loyalty. The findings of the study will provide useful insights for improving service quality and strengthening the brand position of Yamaha in Madurai city.

Keywords:

Customer Satisfaction, Yamaha Bikes, Two-Wheeler Industry, Consumer Perception, After-Sales Service, Brand Loyalty, Purchase Decision, Madurai City.

Introduction

The automobile industry plays a significant role in the economic development of a country. In India, the two-wheeler segment



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has emerged as one of the most dynamic and rapidly growing sectors due to increasing urbanization, rising income levels, and the need for affordable personal transportation. Motorcycles, in particular, have become a preferred mode of transport for daily commuting, business activities, and personal travel. In cities like Madurai, two-wheelers are widely used because of traffic convenience, fuel efficient and cost-effectiveness. Yamaha bikes are well known for their stylish design, superior performance, advanced technology, and brand image among youth and working professionals. The company offers a range of models catering to different customer needs and preferences. However, customer satisfaction towards Yamaha bikes depends on various factors such as mileage, price, comfort, engine performance, maintenance cost, availability of spare parts, and after-sales service. In a competitive environment where customers have multiple alternatives, analyzing their perception and satisfaction level becomes highly important. This study aims to examine the level of customer satisfaction towards Yamaha bikes in Madurai City. By analyzing factors such as product quality, service efficiency, pricing, and overall experience, the research seeks to provide valuable insights that can help improve customer retention, strengthen brand loyalty and enhance the overall market position of Yamaha in Madurai City.

Statement of the Problem

Despite the strong presence of Yamaha bikes in the two-wheeler market, the level of customer satisfaction among users in Madurai City remains uncertain. In a highly competitive market where customers have various alternatives from different brands, maintaining customer satisfaction is a major challenge. Factors such as performance, mileage, pricing, comfort, maintenance cost, availability of spare parts, and after-sales service may significantly influence customers' perception and overall satisfaction. However, the specific factors that determine customer satisfaction towards Yamaha bikes in Madurai City are not clearly understood. There may be differences in satisfaction levels based on demographic characteristics such as age, income, occupation, and usage patterns. Additionally, issues related to service quality, waiting time for repairs, and cost of maintenance may affect customer loyalty and repurchase intention.

Objectives of the Study

- To measure the level of customer satisfaction towards Yamaha bikes in Madurai City.
- To study the preference of customers and to know whether they are willing to continue using and repurchase Yamaha bikes in the future.



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- To identify the factors affecting customer loyalty and recommendation behaviour towards Yamaha bikes.

Research Design

Research design is the framework or plan for a study that guides the collection and analysis of data. It acts as a blueprint according to which the research is conducted. The present study adopts a descriptive research design to analyze the level of customer satisfaction towards Yamaha bikes in Madurai City.

Sources of Data

Primary Data:

Primary data refers to the data collected for the first time or fresh data gathered directly from respondents. In this research, a structured questionnaire was distributed to 104 Yamaha bike users in Madurai City to collect relevant information regarding their satisfaction level and preferences.

Secondary Data:

Secondary data was collected from websites, company reports, books, review of literature from published articles, magazines, journals, and other relevant sources related to customer satisfaction and the two-wheeler industry.

Sample Size

The size of the sample is 104 respondents. The sample was collected directly from Yamaha bike users with the help of a questionnaire. The collected sample was based on the convenience method.

Sampling Technique

Convenience sampling method was used due to easy accessibility and availability of respondents in Madurai City.

Tools Used for Analysis

Percentage Analysis:

Percentage analysis was used to classify and interpret the responses of the respondents. This method helped in understanding the distribution of opinions and identifying the important factors influencing customer satisfaction towards Yamaha bikes.

Tables and charts were used to present the collected data in a clear and systematic manner, enabling easy understanding, comparison and interpretation of the findings.

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Data Analysis

Table 1: Type of Yamaha Bike Owned by the Respondents

S.No.	Particulars	No. of Respondents	Percentage
1	Yamaha FZ	35	33.7%
2	Yamaha R15	40	38.5%
3	Yamaha MT-15	15	14.4%
4	Yamaha Ray Z	14	13.4%
Total		104	100

Source: Primary Data

Table 2 shows that 33.7% of the respondents own Yamaha FZ, 38.5% own Yamaha R15, 14.4% own Yamaha MT-15 and 13.4% own Yamaha Ray Z. It is interpreted that the majority, 38.5%, of the respondents prefer the Yamaha R15 model in Madurai City.

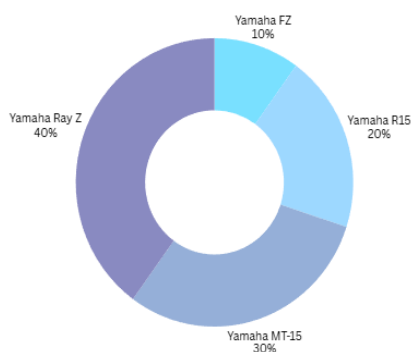


Fig 1: Type of Yamaha Bike Owned by the Respondents

5. Finding of Study

- The majority, 44% of the respondents are satisfied with the performance of Yamaha bikes.
- The majority, 38.5% of respondents prefer the Yamaha R15 model in Madurai City.
- The majority, 36.5% of the respondents use Yamaha bikes primarily for daily commuting.

Suggestions

- Ensure availability of spare parts for all popular models to improve customer convenience and satisfaction.
- Offer promotional schemes or discounts for regular customers to encourage brand loyalty and repeat purchases.
- Conduct regular customer feedback surveys to understand issues related to bike performance, comfort, and service.
- Provide training to service staff to improve professionalism and customer handling at service centers.

Conclusion

Yamaha bikes have established themselves as a popular choice among two-



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wheeler users in Madurai City due to their stylish design, performance, and reliability. The study shows that the majority of respondents are satisfied with their Yamaha bikes, with key factors influencing satisfaction being performance, mileage, design, comfort, and after-sales service. While Yamaha bikes perform well in terms of engine efficiency, ride quality, and brand image, there are areas such as service waiting time, availability of spare parts, and maintenance cost where improvement is needed. Overall, customers appreciate the ease of handling, fuel efficiency, and durability of Yamaha bikes. The findings indicate that most users are loyal to Yamaha, and a significant proportion expressed willingness to repurchase or recommend the brand to others. This reflects the strong customer trust and positive perception of Yamaha in Madurai City. In conclusion, Yamaha bikes continue to satisfy customers in terms of performance, design, and reliability, and by addressing service-related challenges, the brand can further enhance customer satisfaction, loyalty, and market presence in Madurai City.

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