A Study on Customer Perception about Services Offered At Jai Motors

S.Purushothaman[1], Harini P[2], Hariharan B[3], Jaganathan A[4]

[1]Assistant Professor

[2,3,4] 2nd year MBA Student,

[1,2,3,4] Department of Management Studies, SRM Easwari Engineering College,

Ramapuram, Chennai –600089.

ABSTRACT

The main objective of any business or organization is to satisfy their customers and to work on retaining their customers. Customer perception is how customers feel about a product or service offered in a company. It is the degree of satisfaction provided by purchasing the goods or services of a company is measured by the number of repeat customers. Customer perception and satisfaction plays a crucial role because it deals with customers and their needs. The availability of features and development of technology brings a slight change in the customer and company service encounters.The main objectives of the study are to find out the customer perception and their loyalty towards purchase of Yamaha bikes based on the services offered by the company. This study analyses the positive and negative perception level of customers towards Yamaha vehicle. The findings of the study help the Marketing department to improvise the strategies to gain more satisfied customers. This study is limited to Dharmapuri district with total number of 100 respondents were personally surveyed with a structured questionnaire. The Yamaha Jai Motors products quality and are based on maintaining close relationship with the customers. Data analysis has been done with two types of analysis which are descriptive analysis and inferential analysis. Descriptive analysis focus on the percentage of the variable and displayed through bar graphs. On the another hand the methods of inferential statistics are (1) the estimation of parameter(s) and (2) testing of statistical hypotheses. The statistical tools are Chi-square test, Regression, Correlation were used in the study. Based on the results suggestions were given to provide service in a customer delighting way.

Key words: customer, perception, company, motors, technology, analysis, Yamaha bikes.

1.INTRODUCTION

Businesses monitor customer perception in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the main factor, businesses focus on the customer and his/her experience with the organisation. They work to make the customers happy and see customer's perception as the key to survival and profit. Customer perception in turn is based on the quality and effects of their experience and the goals or service they receive. Throughout the business world, Marketing departments are focusing their efforts on improving customer perception. They're using HR activities –hiring, training, coaching, and evaluation programs — to give employees the tools and support they need to develop and nurture positive, lasting relationships with clients.

Customer perception is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer perception information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. Customer perception is a term frequently used and it is a measure of how products and services supplied by a company meet or surpass customer expectations.

Customer perception should be considered an important component of any business because it provides marketers and business owners with a metric which will be wont to measure and improve business performance from a customer perspective. Not only is it a number one indicator of consumer repurchase intentions and loyalty, but it's also an excellent thanks to understand if they're going to become future repeat customers or maybe advocates. On the opposite hand, it also can provide the initial warning signs that a customer is unhappy and potentially in danger of leaving. With all this considered, customer perception can provide

businesses with crucial information to know what aspects are successful and where improvements got to be made.

Within a competitive marketplace where businesses are constantly competing for customers, customer perception is often seen as a key differentiator often acting as a final purchase trigger point. Businesses that tend to succeed in these hostile environments are the ones that make customer perception central to their business strategy. By regularly measuring and tracking customer perception one can make informed decisions to put new processes in place to increase the overall quality of your customer service and elevate yourself above the competition. Therefore, it's one of the leading metrics used to measure consumer repurchase and customer retention. The negative side of customer perception is usually disregarded or overlooked. Losing 20 prospective customers thanks to one person's negative experience and bad word of mouth may be a scary thought. This demonstrates the importance of measuring customer perception on an ongoing basis, tracking any changes in perception whether positive or negative will assist you identify the standard of service your business provides and if customers are happy or left feeling   disappointed.

Customer perception plays an important role within almost any business. It acts as a key differentiator that permits you to draw in new customers in competitive business markets. Not only is it a number one indicator wont to measure customer loyalty and retention, it enables businesses to spot unhappy customers, reduce customer losses and negative word of mouth whilst increasing revenue.

2.OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- To study on the perception of customers about services offered at Jai motors.

SECONDARY OBJECTIVES:

- To study on the factors which influence the customers to purchase Yamaha bikes.
- To analyse the customer preferred service offered at jai motors.
- To identify the major problems encountered by customers.

3. RESEARCH HYPOTHESIS

CHI – SQUARE TEST

Null Hypothesis Ho: There is no relationship between the staff attitude and buying experience and overall experience.

Alternate Hypothesis H1: There is relationship between the staff attitude and buying experience and overall experience.

CORRELATION:

Null Hypothesis Ho: There is no relationship between the Store convenience and customer perception.

Alternate Hypothesis H1: There is relationship between the Store convenience and customer perception.

REGRESSION TEST:

Null Hypothesis Ho: There is no relationship between the customer perception and providing customer service in accessible manner.

Alternate Hypothesis H1: There is relationship between the customer perception and providing customer service in accessible manner.

4. DATA ANALYSIS

4.1 DESCRIPTIVE ANALYSIS
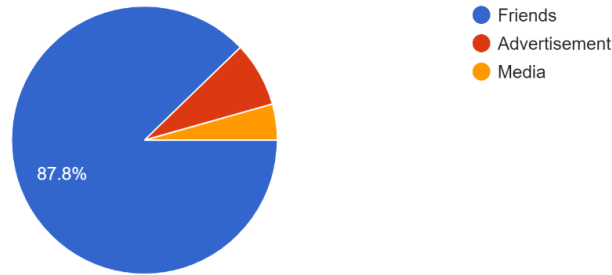
1. Mode of Communication

Fig 4.1.2 Mode of communication

INFERENCE: It is observed that 87.8% of the respondent's mode of communication is through friends. Most of the customers of Jai motors came to know about our showroom through their friends.
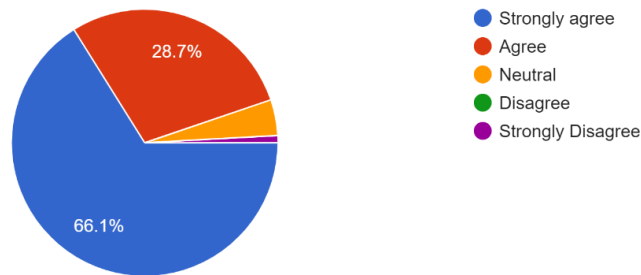
2. Convenience

Fig 4.1.3 Showroom location

INFERENCE: It is observed that 66.1% of the respondents strongly agrees that the showroom location is conveniently located. The location of the showroom is also the major factor for a company to be successful.
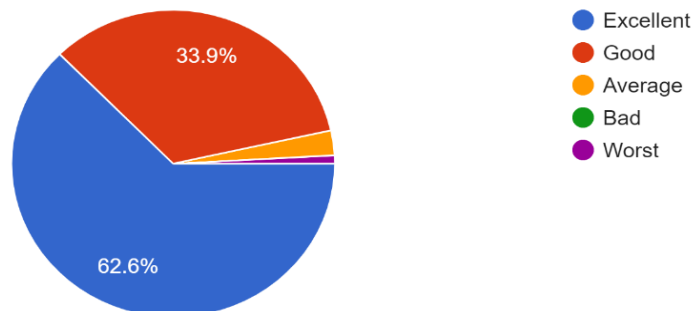
3. Performance of Yamaha bikes

Fig 4.1.4 Performance

INFERENCE: It is observed that 62.6% of the respondents says the performance of the Yamaha bikes are excellent.
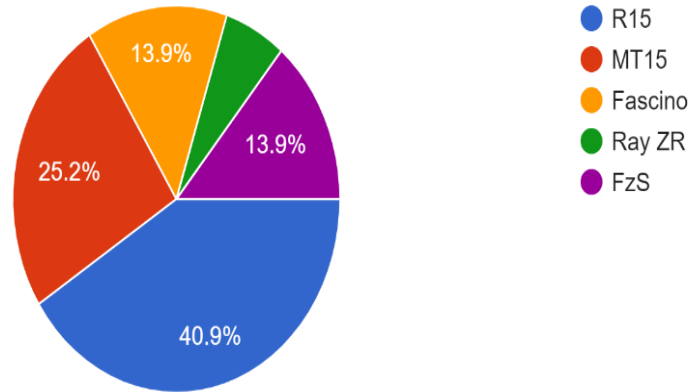
4. Preferred Model

Fig 4.1.5 Preferred Model

INFERENCE: It is observed that 40.9% of the respondents are fond of R15, 25.2% of the respondents likes MT 15 whereas Fascino and FzS are equally likes by respondents of about 13.9%.

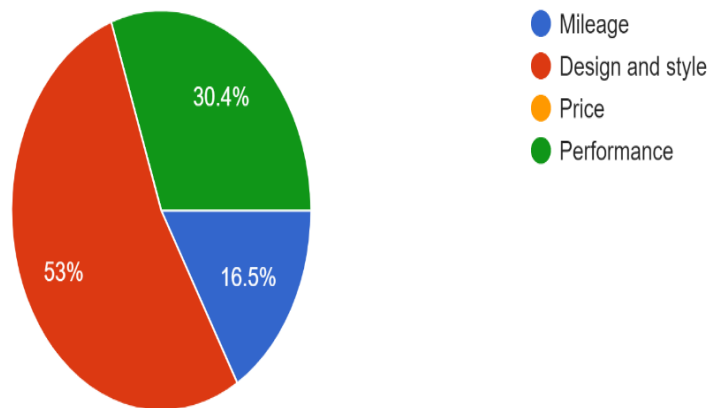## 5. Why Yamaha over other brands?

Fig 4.1.6 Yamaha over other Brands

INFERENCE: It is observed that 53% of the respondents likes Yamaha over other brands due to its Design and Style and 30.4% due to their performance.

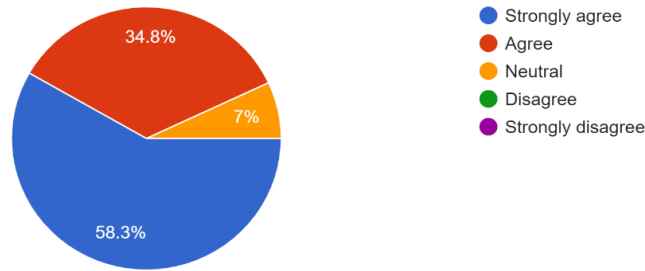## 6. Customer Service provided in accessible manner

Fig 4.1.7 Customer service

INFERENCE: It is observed that 58.3% of the respondents strongly agrees that the customer service provided at jai motors is in accessible manner and 34.8% of the respondents agree the same.

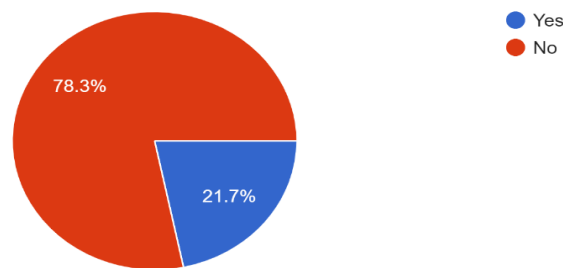**7. Problems accessing the vehicles or services**

Fig 4.1.9 Problems accessing the vehicles or services

INFERENCE: It is observed that 78.3% of the respondents didn't face or experience any problems accessing our vehicles or services. The customers who are facing the problems should be noted and solved for not losing them.

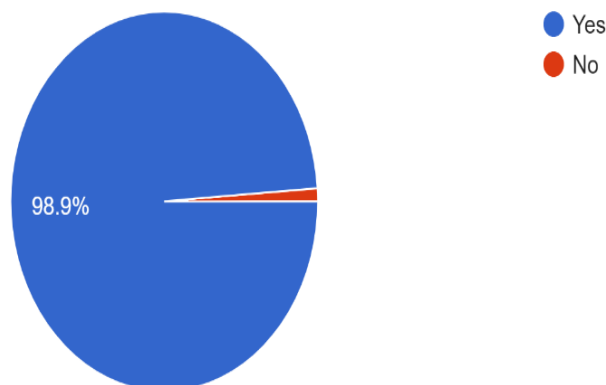**8. Overall Staff attitude and Behavior**

Fig 4.1.11 Overall Staff attitude and Behavior

INFERENCE: It is observed that 98.9% of the respondents are satisfied with overall staff attitude and behavior.

INFERENCE: It is observed that 99.1% of the respondents agrees to recommend Yamaha to their Family and Friends.

4.2 INFERENTIAL ANALYSIS

1. CHI-SQUARE ANALYSIS

The chi-square test between staff attitude and buying experience and overall experience.,

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
STF_ATD * BUY_EXP	76	66.1%	39	33.9%	115	100.0%

STF_ATD * BUY_EXP Crosstabulation

Count

		BUY_EXP				Total
		Disagree	Neutral	Agree	Strongly agree	
STF_ATD	Disagree	1	0	0	0	1
	Neutral	0	5	1	1	7
	Agree	0	2	8	3	13
	Strongly agree	0	1	4	50	55
Total		1	8	13	54	76

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	133.490[a]	9	.000
Likelihood Ratio	53.786	9	.000
Linear-by-Linear Association	44.728	1	.000
N of Valid Cases	76		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .01.

INFERENCE:
From the analysis, $p=0<0.05$, so there is an association between staff attitude and buying experience.

2. REGRESSION ANALYSIS

Regression analysis between customer satisfaction and providing customer service in acessible manner.

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	CS_ASSMAN[b]	.	Enter

a. Dependent Variable: CUS_SAT

b. All requested variables entered.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.456	1	10.456	22.080	.000[b]
	Residual	53.510	113	.474		
	Total	63.965	114			

a. Dependent Variable: CUS_SAT
b. Predictors: (Constant), CS_ASSMAN

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	2.401	.469		5.121	.000	1.472	3.329
CS_ASSMAN	.483	.103	.404	4.699	.000	.280	.687

a. Dependent Variable: CUS_SAT

INFERENCE:

From the analysis, the regression between customer satisfaction and providing customer service in accessible manner are found to be positive.

The regression equation is Customer satisfaction= 2.401 + 0.483* providing customer service in accessible manner.

3. CORRELATION ANALAYSIS:

BETWEEN SHOWROOM CONVIENIENCE AND CUSTOMER SATISFACTION

Descriptive Statistics

	Mean	Std. Deviation	N
SR_CON	4.59	.661	115
CUS_SAT	4.58	.749	115

Correlations

		SR_CON	CUS_SAT
SR_CON	Pearson Correlation	1	.450**
	Sig. (2-tailed)		.000
	N	115	115
CUS_SAT	Pearson Correlation	.450**	1
	Sig. (2-tailed)	.000	
	N	115	115

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

From the analysis, it was found that Showroom location convience and customer satisfaction are positively correlated.

5. FINDINGS

DESCRIPTIVE ANALYSIS:

- It is inferred that most of the respondents about 71.3% strongly likes Yamaha bikes, 62.6% says bikes have excellent performance of the bikes and 53% of them likes because of their design and style.
- It is observed that 70.4% respondents have higher satisfactory level of customer service and 58.3% strongly agrees that the customer service provided in accessible manner.
- It is found that 99.1% of the respondents says the staffs are helpful and courteous and 59.1% strongly agrees that the staff behavior in each department is excellent.
- It is inferred that 98.9% of the respondents says excellent in overall buying experience, 69.9% says excellent in overall staff behavior and attitude and 72.6% of the respondents says excellent in overall experience at Jai motors.
- 99.1% of the respondents strongly recommends Jai motors to others.

INFERENTIAL ANALYSIS:

- **Chi square**: It is inferred that the significant p=0.000 is lower than standard 0.05, null hypothesis is rejected, there is a relationship between staff attitude and buying experience. Good staff attitude brings customers to the company again.
- **Regression:** It is found that the significant p=0.000 is lesser than standard p=0.05, null hypothesis is rejected, there is association between customer perception and providing

customer service in accessible manner. The effectiveness of the customer service department is directly linked to customer perception and satisfaction.

- **Correlation:** It is inferred that the significant p=0.45 is higher than standard 0.05, null hypothesis is accepted, there is no relationship between store convenience and customer perception.

5.2 SUGGESTIONS

- Based on the study the importance of team orientation and internal customer satisfaction can be attained by offering extensive training to improve employees' skill sets in dealing and communicating with customers.

- The team performance is enhanced by implementing pay-on-performance system, providing fringe benefits and other incentive for the sales persons, encouraging Customer referral programmes and employees' engagement through training activities.

- Company promoting the Yamaha brands through display in the market places on weekly basis and issue of coupons for the purchase.

- To issue free service coupons to the new customers and to ensure on time delivery of bike as promised.

- Making demo videos about the new Yamaha models and its features through social media for showing the Yamaha product information. Posting pictures of the vehicle along with happy customers get more views towards the dealer on promotion of Yamaha bikes.

- Offers can also be extended by providing free vehicle accessories like helmets and basic tools to the vehicle buyers on spot cash payment and added discounts for customer referrals.

- Providing EMI facility with no interest to attract more buyers in the district.

- The showroom is also provided latest information about the vehicles along with broachers, catalogue and test drive pavilion.

6. CONCLUSION

This study has given a pure image of what customers feel about the services provided by Jai 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 accomplish that Jai Motors Yamaha bike dealer been serving its customers exceptionally well has created a better image and trust between its customers with the majority of them being fully satisfied with the showroom goods and services.

The showroom can use more customer friendly method and train employees towards serving the customers in the best possible manner. Customer Retention must be stressed and strategies must be employed to ensure retention of customers as well as attracting new customers. The better relation must be developed with the customers in command to avoid brand switching and safeguard repeated sales.

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