

**“A STUDY ON CUSTOMER SATISFACTION
TOWARDS YAMAHA MOTORCYCLES IN
DAVANAGERE”**

“A Case Study in Davangere City”

A

Project Report

Submitted to Davangere University, Davangere

For The award of the degree of

MASTER OF COMMERCE

BY

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Indian the two-wheeler industry saw a slowing trend, some trend, some manufactures reported strong sales, here a gift from the industry.

Encouraging foreign players “participation in Indian two-wheeler industry with highly competitive and strictly government-controlled Industry has come up a long way from being. Today, when customer thinks of buying a two-wheeler there is a wide variety of brands and models are available in India is a becoming a largest 2-wheelers, 1000 people for 27 2-wheelers India, producing the largest in an Asia.

Since 1955 two-wheeler industries have been started in the country. Mopeds, motorcycles and scooters are the segments. In Indian automobile industry 2-wheeler s, have played crucial part in the high development. Over the years the two-wheeler has evidence for changes. Scooters and mopeds were preferred by past Indians but an increasing income level with high standard of living which leads to a demand for motorcycle has become a style statement for the youth of the country.

1.2 Major manufacture two-wheeler companies:

- TVS Motors company
- Suzuki Motor corporation
- Yamaha Motors India PVT. Ltd
- Hero Motors PVT. Ltd .
- Royal Enfield motors Indian Pvt. Ltd
- Bajaj Motor India Pvt. Ltd

5.3 Conclusion:

To prevail in business, the investigation, on the customers fulfillment of Yamaha bikes among the client it has been without a doubt demonstrated that holding customers is that the best thanks with the advances District was directed within the Ts enterprises also known merchant within the advances district, the examination tries to please the weather guilty of preferring toward a corporation.

The example was gathered from the customers who claimed who claimed the Yamaha bikes and to give some thought about the fulfillment level of the Yamaha bikes. The investigation tries into tell apart the degree of impact of various enlightening source in consumer loyalty.

During examination the overwhelming majority of the respondents are having a decent supposition about the Yamaha bike and therefore the finding and recommendation of this investigation will bolster the organization in a compelling and Better competition in motorcycles in the world.