

An Impact of Customer Reviews Onjawa/Yezdi Bikes At Royal Motors In Mayiladuthurai City

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Abstract- The main objective of this research was to find the consumer purchase review about JAWA/YEZDI Bikes and factors influencing the purchase intention. According, to literature review following variables like Model, Design, Distance, Competitors, etc., is were developed to measure purchase intention data gathered questionnaire. Main purpose of the study is to find which factors affecting the purchase reviews.

I. INTRODUCTION

Now the days bikes are so useful for the peoples. So much of peoples are having the bikes. Most of the peoples are did not have the bikes but the having so much of hype to need bikes. The JAWA/YEZDI is the biggest bike company.The all peoples having so much of hype and craze customers are waiting for these bikes. So, this impact is mainly focused on the customer reviews of JAWA/Yezdi with special reference to the Mayiladuthurai Royal Motors.

OBJECTIVE

- To determine the satisfaction of customer drive performance of Jawa/Yezdi bikes.
- To make a comparison between the customers preference for Jawa/Yezdi vehicles and other company vehicles.

STATEMENT OF THE PROBLEMS

They didn't have any high promotion. So, the reason for people didn't know this brand bikes. This bikes problem is the price is so high. Then the petrol rate also increased. They having bikes someproblems like Engine sensor issue problem, Battery issue problem, Oil leakage issue problem, Heating issue problem, Seat comfort issue problem, Fuel Sensor issue problem, Meter fogging issue problem, etc. Now the more peoples are preferring the E-bikes (Electric bikes).

II. REVIEW OF LITERATURE

Kritika Sharma, (2020):

He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. The company specialize in Motorcycles and Biking Accessories and want to extend their product range for their company- Jawa Motorcycles.

Mr Vishu, (2019):

The brand new Jawa bike is the only bike that provides unique features and facilities to the customers at this price range. Jawa is a very old and reliable brand which provides best quality of bikes to the customer . Once upon a time where people were like to see a Jawa bikes.

Prashanth R, Manishmohan M (2019):

The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at a rate of 30% annually. Majority of Indians, especially the youngster prefer motorbikes rather than cars.

SCOPE

There is also main problem of the Jawa/Yezdi bike company are facing their competitor. This analysis also helps the graduates and the researchers who would to like to increase their knowledge on the subject which might be of help in the future while looking for works.

LIMITATION OF THE STUDY

Only customers view point was considered and a companies' views was not taken.The customers have been too busy to provide information. The sample size is limited 130 respondents.

III. METHODOLOGY USED IN THIS STUDY

RESEARCH DESIGN:

A Research design is simply the framework or plan for the study. The design may be a specific presentation of the various steps in the process of Research. For this was descriptive design used. Descriptive research includes survey and fact finding enquiries of different kinds.

SAMPLE SIZE:

The sample size is 130 respondents

DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

PRIMARY DATA

The primary data are those which are collected fresh and for the first time and thus happen to be original in character.

SECONDARY DATA

The secondary data on the other hand in which have already been collected by someone else and passed through the statistical process. The primary data was collected through questionnaire.

TABLE: Simple percentage analysis

Showing customers reviews about the JAWA/YEZDI bikes.

Factors	Options	No. of Respondents	Percent age
Gender	Male	95	73.1
	Female	35	26.9
Age	18-30years	118	90.8
	30 – 60years	10	7.7
	Above 60 years	02	1.5
Educational qualification	Schooling	04	3.1
	Diploma	07	5.4
	UG	99	76.2
	PG	14	10.8
	Other	06	4.6
Having any bikes	Yes	91	70
	No	39	30
How know the JAWA/YEZDI bikes	TV	15	11.5
	Newspaper	8	6.2
	Friends	61	46.9

	Relatives	7	5.4
	Social Media	32	24.6
	Others	7	5.4
Competitor for JAWA/YEZDI bikes	Royal Enfield	93	71.5
	Yamaha	23	17.7
	Honda	10	7.7
	Others	4	3.1
Satisfied to drive the JAWA/YEZDI bikes	Long Distance	80	61.5
	Medium Distance	40	30.8
	Short Distance	10	7.7
Service good in JAWA/YEZDI bikes	Yes	76	58.5
	No	16	12.3
	Maybe	98	29.2
Company most prefer	JAWA	89	68.5
	YEZDI	41	31.5
Complaint JAWA/YEZDI bikes	Yes	69	53.1
	No	61	46.9
satisfied for buying this cost	Yes	113	86.9
	No	17	13.1
Overall rate for the JAWA/YEZDI bikes	5	35	26.9
	4	37	28.5
	3	28	21.5
	2	13	10
	1	17	13.1

INTERPRETATION

This study reveals that majority(73.1%) of the respondents are Male, majority(90.8%) of the respondents are in age group between 18-30 years, majority (76.2%) of the respondents are UG,majority (70%) of the respondents tell Yes for having any bikes, majority (46.9%) of the respondents are know by Friends, majority (71.5%) of the respondents tell Royal Enfield, majority (61.5%) of the respondents are satisfied in the long distance, majority (58.5%) of the respondents are said Yes for service, majority (68.5%) of the respondents are like JAWA,majority (53.1%) of the respondents are said Yes for having complaint, majority (86.9%) of the respondents are said Yes for satisfied to buying this cost, majority (28.5%) of the respondents are rated 4.

IV. FINDINGS

- Majority of 73.1% of the respondents are Male.
- Majority of 90.8% of the respondents belong to the age group of 18-30 years old.
- Majority of 76.5% of the respondents are UG.
- Majority of 70% of the respondents given YES.
- Majority of 16.9% of the respondents know by Friends.
- Majority of 71.57. of the respondents are selected Royal Enfield.
- Majority of 61.5% of the respondents are prefer Long Distance.
- Majority of 68.5% of the respondents are prefer JAWA.
- Majority of 86.9% of the respondents at YES.
- Majority of 28.5% of the respondents are overall rate is4.

SUGGESTIONS:

- Improve the services from the company
- Need low price of JAWA/YEZDI bikes
- Use High mileage able engine
- Need more improvement in outlooks.

V. CONCLUSION

In this report, the JAWA/YEZDI bike has having so much of advantages and benefits. It also having some disadvantages. Now the petrol price also increasing more. If researchers can produce the giving high mileage of JAWA/YEZDI bikes. Most of the age group belonged to 18-30 who mostly prefers the JAWA/YEZDI bikes. They peoples are preferring power to the bike, then excepting speed and preferring to improve the looks. The majority of respondents said that satisfied with the bike performance, but company should focus on reduces on of the price of the like. Finally we can say that customers in local market are not fully satisfied with the JAWA/YEZDI bikes.

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