

# Study on Customer Preference towards Yamaha bike in Tirupathi city

Dharani Krishna

*VIT Business School Chennai, Tamilnadu*

**Abstract-** India is one of the most noticeable makers of Two-wheelers inside the world. Indians rise toward bike cruisers due to their requirements, reasonable size, low support, evaluating, and simple loan repayment. Mechanical bikes are viewed as an image of status by the masses dependent on that shopper's acquisition of bikes. In this method, consumer loyalty might be a vital objective of any association; it plays a fundamental and essential job since it manages clients and their needs. This examination looks at the fulfillment of the client towards Yamaha's bikes. The analysis was confined distinctly to Tirupathi city. A total of 100 buyers of ONLINE studied with organized polls. Factual investigation is finished like rate examination. The preference of the buyers means that their significance of loved ones affecting their buy, the new offices expected, and many. Toward the beginning of the century, the vehicle entered the transportation advertise as a teddy for the rich. Notwithstanding, it changed over slowly progressively well known among the general populace since it gave travelers the freedom to venture out once they needed to.

**Index terms-** Two-wheelers, Yamaha bikes

## INTRODUCTION

Industry Sector is also indicated as the supporting division, which is backing to the extension of the economy. The monetary area contributes 29.02% with Gross Value Added (GVA) of Rs. 39.90 lakh crore. The vehicle business is one of the first fundamental pieces of the monetary part, which is more helpful in broadening the budgetary procedure regarding income in India. The vehicle area is developing quickly in India, and hence, the development design appears to have a reasonable connection with the modifications related approaches. The vehicle business is one of the key drivers that support the financial procedure of the nation. The vehicle business in India has seen a fast move over the past couple of decades. As of late, it is

additionally caught the consideration of the entire world with some original items. It incorporates the assembling of vehicles, bike cruisers, bikes, mopeds, traveler vehicles, trucks, tractors, barrier vehicles, and transports, and so on, the car producing contributes the most critical offer, i.e., the amount of Rs. 22.78 crores, and it's an additional 57.10% of the whole stock inside the tuning segment. What's more, like this, the second-most noteworthy offer gives by the turn of events, i.e., the measure of Rs.10.64 crore in the supreme figure, and it's adding to the level of 26.67 of the whole offer inside the business. Shopper conduct is the zone during which the advertisers have an enthusiasm for seeing how and why singular choices are made. The areas related to some of the fundamental models of buyer conduct are hereunder talked about to offer a total perspective on every one of those parts of the purchasing circumstances, which are esteemed as noteworthy by their makers. Buyer purchasing conduct factors are commonly characterized into two gatherings' viz., Traditional variables, and Modern components. The trendy ingredients are again sub-separated into three groups, similar to Technical variables, Marketing-Mix elements, and Media India is one among the most noticeable makers and makers of bikes inside the world. India stands following Japan and China regarding the number of bikes delivered and residential deals, individually. This distinction was accomplished due to numerous reasons like prohibitive strategy followed by the govt. of India towards the instructing business, developing interest for an individual vehicle, inadequacy inside accessible transportation, and so on. The Indian bike industry made a blaze foundation inside the principal 50s when Automobile Products of India (API) began fabricating bikes inside the nation. During the past, barely any years, the Indian bikes industry has been stupendous development the country positions close

to China and Japan in places of creation and deals correspondingly. The heft of Indians, particularly the adolescent lean toward motorbikes as opposed to vehicles. Catching an outsized offer inside the bikes business, bicycles and bikes spread huge portions. Bicycles are huge sorts of bikes that are accessible inside the market, known for the first late innovation and upgraded mileage Indian bicycles; mopeds speak to style and class for everyone in India.

#### REVIEW OF LITERATURE

M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006): During the learning of the car Industry part, he has referenced that the bike portion includes recorded critical change inside the previous 4-5 years. The commercial center for cruisers is developing, and its deal rose by 27 percent every year during the most recent four years. He recognized that while the market for vehicles is expanding, that for mopeds and outfitted bikes is contracting. This adjustment inside the flavor of the purchasers is conceivable, on account of innovative variety. Likewise, a limit of the makers like Hero Honda, Bajaj, and TVS had shortened the costs of their entrance level cruisers so on catch away an increasingly noteworthy piece of the commercial center.

Mr. Subhadip Roy(2006) SR Mohnot (2002): In his learning of two and three-wheelers, he out from methods for personal transportation. The bike has become the essence of the proprietors' character. The (client in making his decision evaluates the product as far as administration, fuel spending plan, consistency, support, reasonableness, execution, fantastic after-deals administration at a cheap cost, accessibility of extra parts at reasonable prices, looks, security, and extravagance and direct riding for driving. Complete deals of the bike 'inside eight months of 200 1-02 had expanded to 2.70 million units from 1.33 million units inside the relating time of the earlier year.

Siddhartha and S Mukherjee (2002): The learning uncovers. That, the motorbikes in India are utilized for a determination of work like staying individuals, conveying loads, open-air employments like selling, and purchasing. In-country territories, it helps individuals to make a trip all the more habitually to close by towns to their day by day needs. The bike

has become esteemed help for expanding efficiency and progressively the benefit, other than aiding as a private method of transport.

Rajmani Singh and AS Yasso (2001): He too recognized that a genuine piece of the development inside the bike business has originated from bikes, which are viewed as eco-friendly, dependable, and its fittingness on uneven streets. According to his examination, TVS-Suzuki, Hero: Honda, Bajaj drives the bike scene. The review likewise says that in light of hardened rivalry from critical car Bajaj, which is that the most vital maker of bikes, the LML is confronting impressively firm competition. Be that as it may, the strength of this class has been declining because of a move in client inclination towards motorbikes. Lutz (1981): during this examination, a viewpoint into shopper conduct is persuaded by a craving to comprehend the association between mentality and behavior.

M. Sathish, A. Pughazhendi :His examination paper is meant to work out the client's view of the YAMAHA SZ-X motorbike. The examination has been driven in Burdwan, a neighboring town of West Bengal, India. Altogether, 100 respondents filled the poll. The respondents were circulated on the possibility of their age and salary gathering. The level of fulfillment of the buyers for Yamaha SZ-X motorbike has been estimated on the idea of scale (fantastic, excellent, average, moderate, low, weak, and so on.). Results uncover that purchasers are charmed in the wake of utilizing the product. Further outcomes show that there's a critical connection between the name and, in this manner, the inclination of purchasers. Consequently, it's been suggested that the corporate ought to have practical experience in mileage, overhauling cost of the bicycle inside the showroom, and extra parts paces of the bike.

R. Nair Suja (2000):The accomplishment of the firm will be dictated by how compelling it's been in meeting the different us tome needs and needs by giving every client as elite and present items and administrations to equip his/her prerequisites.

Dr.N.Chandrasekaran inspected the needs of the client are deliberately concentrated by leading overviews on purchaser conduct. The investigation additionally assists with knowing a few promoting factors like cost and product highlights. This investigation will help increment information about the effect of shoppers to incline toward a chose

brand, and along these lines, the issues looked by them utilizing such brands.

Dr.S.K.Sinha&Ajay Wagh: seen that India is one of the quickest developing media transmission markets of the twenty-first century. The average person, artistes, farming works, sellers, and workforces of different social statuses are calm, utilizing the administrations conveyed by telecom businesses. The capability of catching the market portion will, without a doubt, rely upon understanding the elements of the client's inclination.

**RESEARCH METHODOLOGY**

The data has been composed based on the diverse sources to achieve the object of the project

1. To watch the fulfillment level of those clients of bike vehicles in Yamaha.
2. Parameters like the activity, age, sexual orientation, month to month pay, a wellspring of data, free help, etc. were taken and been dissected

Research process A survey is arranged and sent to different purchasers. They are attributable to the Yamaha bicycle and gathered the information and broke down the data-dependent on numerous parameters, which we recently expressed.

Research design:

- The questionnaire is being prepared and corrected the mistakes in it.
- Sent to sample of Yamaha customers
- Got a total of 100 responses
- Analyzed the data and kept it in a format
- Interpreted the data and drawn the outputs
- The final data is stated in the form of graphs

**Data Analysis and Interpretation**

Table 1: Occupation of Yamaha bike users

Occupations	No of consumers
Students	57
Private employee	17
Self employee	11
others	8
Government employee	7

Interpretation: The above result displays that out of 100 respondents, 57 respondents are students, 17 respondents are private employees, and 11 of them

are self-employee eight respondents belong to others category. Seven respondents are a government employee, and in this above table, it is clear that the students are more fascinated by Yamaha bikes.

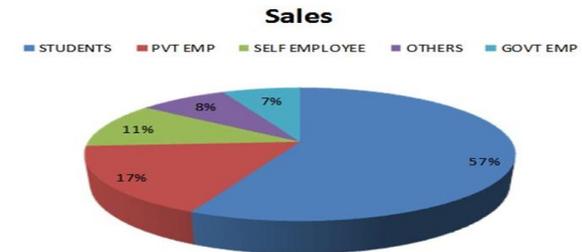


Table 2: Which age groups are using it

Criteria for age	No of bike riders
18-21	7
22-27	73
28-30	8
30+	4

Interpretation: The above table displays the age of the consumers who are preferring Yamaha bikes the respondents between age group 18-21 are seven respondents and the age group of 22-27 with the 73 respondents and between age group 28-30 8 respondents and above 30 age group are 4, from this table, we can say that maximum Yamaha users in Tirupathi are in the age group between 22-27.

Table 2: Which age groups are using it

**No of bike riders**

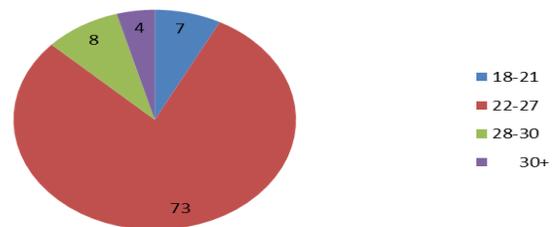


Table 3: Customers based on income level

C level of Monthly income	No of persons
	21
Below 18000	50
18000 to 22000	11
22000 to 27000	8
ABOVE 27000	10

Interpretation: From the above table, we found that by and large understudies and individuals maturing from 18-21 are utilizing Yamaha bicycles, which for the most part, won't have employments since they are as yet contemplating, and the reactions tally is 21. The respondents are incredibly high for the beneath

18000 pay level with 50 reactions, and between 18000 22000, there are 11 respondents. In the middle of 22000-27000 there are eight respondents, or more 27000 there are ten respondents, we came to realize that the individuals who have paid under 18000 were the most significant clients of Yamaha bicycle in Tirupathi city.

Fig 3: Customers based on income level

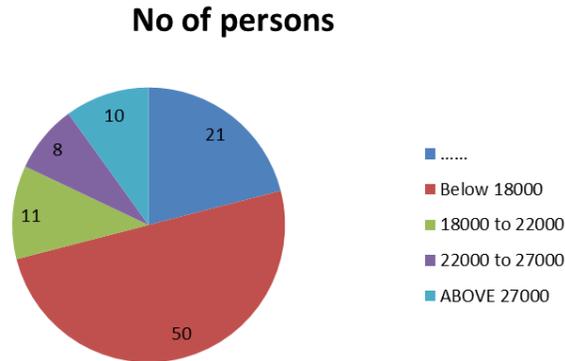


Table 4: By which source you came to know about Yamaha

Source of information	Numbers
Friends	40
Family	20
Media	6
Others	34

Interpretation: The above table shows that the source by which the respondents came to know about Yamaha, and through friends, there are 40 people, and my family there are 20 people and trough media there are six people by another source that include hoardings, pamphlets, etc. there are 34 people by this we can clearly say that the Yamaha users in Tirupathi came to know about Yamaha mostly through the friend's source

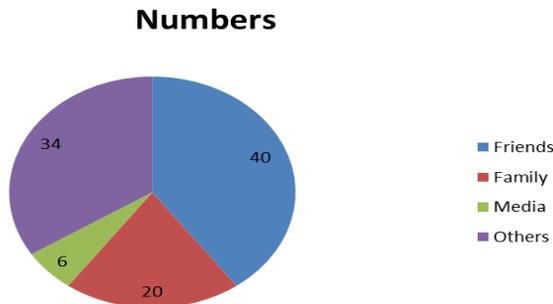


Table 5: Awareness about free services scheme

Awareness about free service	Numbers
No of aware people	82
No of people who are unaware	18

Interpretation: From the above graph it shows that the number of people aware about the frees service scheme in Yamaha showrooms in Tirupathi it has a count of 82 percent, but 12 percent of the people are unaware of the free service that was provided by Yamaha showrooms Tirupathi and that 12 percent is also not a minor population. They should focus on this aspect too.

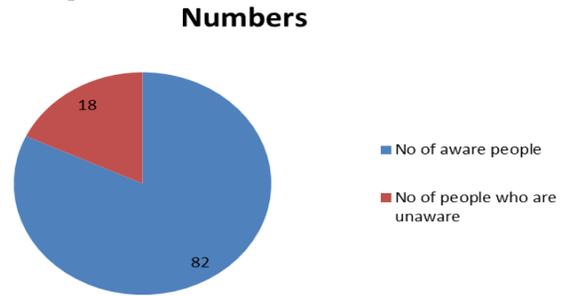


Table 6: Service rating

Servicing rating	Numbers
Worst	6
Bad	20
Average	18
Very good	54
Excellent	2

Interpretation: The above table shows that the consumer's satisfaction level towards service in Yamaha showrooms Tirupathi were 6 percent population felt it worse 20 percent population felt it bad 18 percent population thought it as an average and 54 percent population felt it ver good and 2 percent population felt it excellent by this above table almost 60 percent of the people in Tirupathi is satisfied with the service which was provided n Yamaha showrooms Tirupathi

Fig 6: Service rating

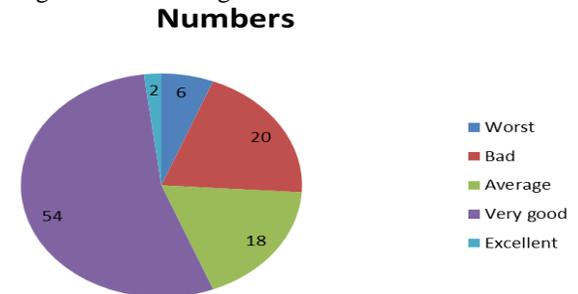


Table 7: Spare parts availability

Availability of spare parts	Numbers
Yes	83
No	17

Interpretation: From the above table the availability of spare parts in Yamaha showroom Tirupathi 83 percent of people said that the spare parts are available in almost all the showroom, and the rest 17 percent noted that the spare parts are not available, but the result was practically affirmative towards Yamaha in the aspect of availability of spare parts

Fig 7: Spare parts availability

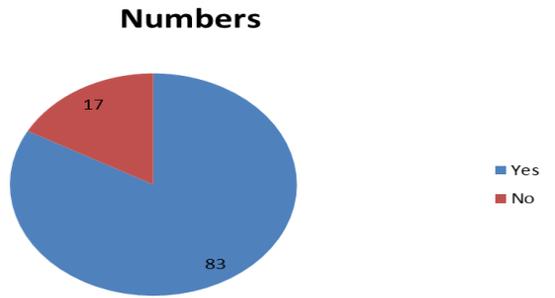


Table 8: Is paid and free service are given the same importance?

Yes	84
No	16

Interpretation: The above table shows that the paid and free service are given the same sort of importance in Yamaha Tirupathi showrooms and for this 84 percent said yes and rest 16 percent said no, and the majority of the people feel that the service quality same for the free and the paid service and also table show that there is a little bit of negative impression. too

Fig 8: Is paid and free service are given the same importance?

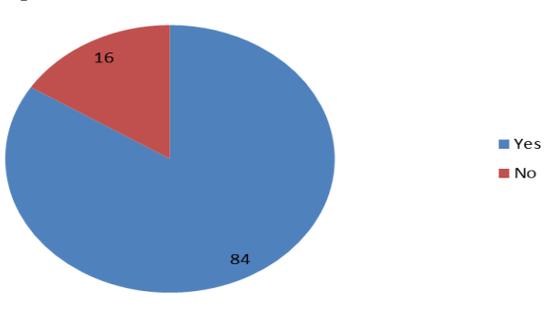


Table 9: Satisfaction for price

Highly Dissatisfied	0
Dissatisfied	4
Neutral	14
Satisfied	73
Highly satisfied	9

Interpretation: The above table shows that the consumers' satisfaction towards the price over

Yamaha bikes and by the above data 4 percent are dissatisfied 14 percent are neutral for the price, and 73 percent are satisfied, and 9 percent are highly satisfied considering the high table more than 80 percent of the people are happy with the price.

Fig 9: Satisfaction for price:

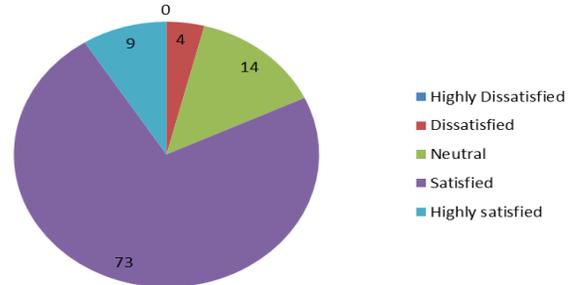


Table 10: Availability

Highly Dissatisfied	0
Dissatisfied	7
Neutral	9
Satisfied	69
Highly satisfied	15

Interpretation: The above table shows that the availability of bike varieties in the Yamaha showrooms Tirupathi, and from this data 7 percent are dissatisfied 9 percent are neutral 69 percent are satisfied and 15 percent are highly confident from this Availability of models in showrooms are useful but should change a little bit.

Fig 10: Availability

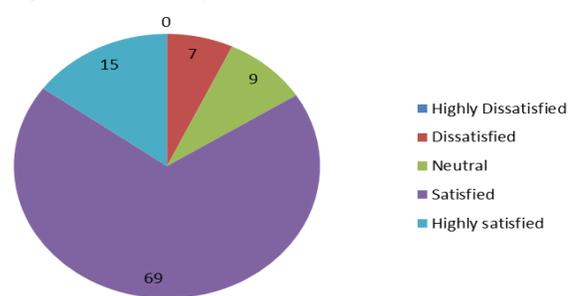


Table 11: Mileage

Highly Dissatisfied	8
Dissatisfied	25
Neutral	20
Satisfied	32
Highly satisfied	15

Interpretation: From the above table, it shows that 8 percent of the population are highly dissatisfied and 25 percent are not satisfied, and 20 percent are neutral, and 32 percent are satisfied, and 15 percent

are highly satisfied, and by the above data The customers aren't mostly happy with the mileage.

Fig11: Mileage

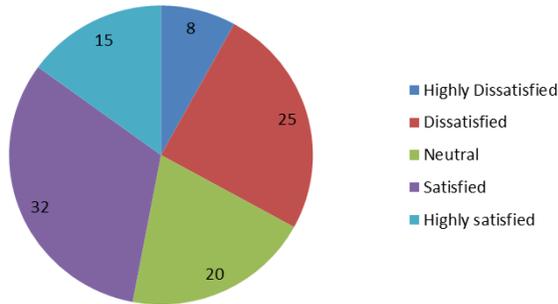


Table 12: Performance

Highly Dissatisfied	1
Dissatisfied	4
Neutral	6
Satisfied	41
Highly satisfied	48

Highly satisfied 48

Interpretation: From the above table shows the information about the fulfilled clients with the exhibition of Yamaha bicycle 1 percent is profoundly disappointing, and percent are baffled, and 6 percent are unbiased, and 41 percent are performed, and 48 percent are amazingly fulfilled by the above information above 80 percent clients of Yamaha were exceptionally satisfied in execution.

Fig 12: Performance

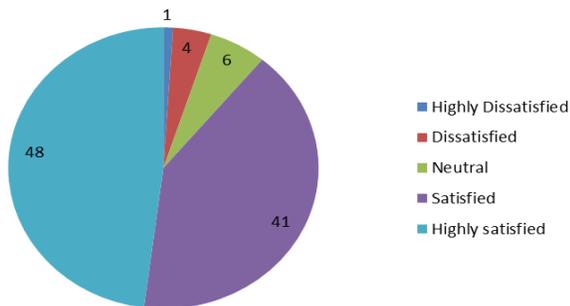


Table 13: After-sales satisfaction

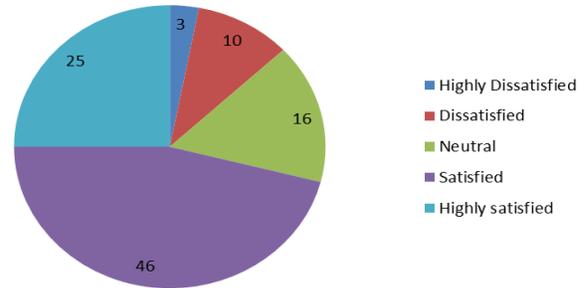
Highly Dissatisfied	3
Dissatisfied	10
Neutral	16
Satisfied	46
Highly satisfied	25

Interpretation

From the above table, it is demonstrated that the after-deals fulfillment of buyers in Tirupathi city and 3 percent are exceptionally disappointed, and 10 percent are miserable, and 16 percent are unbiased,

and 46% of clients are happy with the after-deal administrations. Also, 25 percent of individuals are exceptionally content with after-deals fulfillment.

Fig 13: After-sales satisfaction



## LIMITATIONS

The research has been done through online mode, and therefore the result may vary a touch bit.

## SUGGESTIONS

- Launch of the latest and different brands may turn the market oligopolistic, but we increase the market share.
- Looks and polish must not be overemphasized when contrasted with quality and mileage
- 360 degrees advertising strategy with forceful exposure battling ought to be followed.
- Focus more on mileage bicycles because the style and execution are assuming the essential job.

## CONCLUSIONS

We intend that from the review we've done, the Yamaha bicycles are recorded for the structures and execution, and subsequently, the fulfillment is high close to every other factor except for the mileage factor. Minority age gatherings and age bunch underneath 27 would be the objective for Yamaha if Yamaha could have fulfilled its clients with mileage and free help it would be given increasingly upper hand for the organization. In the examination, I attempted to discover the fulfillment of the merchandise and ventures rendered to the client by the Yamaha bicycles. This investigation has given away from what clients feel about the merchandise and ventures gave by Yamaha. We can clearly say that the item fulfills them just as offices gave by the

association. All the clients have a superior relationship with the Yamaha and the sellers, and they are consistently happy with different highlights of the organization too. From the accompanying examination, we can achieve that Yamaha bicycles Tirupathi has been serving its clients extraordinarily well have made a superior picture and trust between its clients, with most of them being completely happy with the showroom products and ventures. Further, it has been recognized that the showroom some to improve is a present degree of execution. The showroom can utilize a more client well-disposed technique and train its business clients towards serving the individuals in an ideal way. Client Retention must be pushed, and systems must be utilized to guarantee maintenance. A better connection must be created with the clients to stay away from brand exchanging and defend rehashed deals.

#### REFERENCES

- [1] CSIKSZENTMIHALYI (2000). Price Premiums and Buyer Behavior. A journal of Evidence of the Effect of Trust Building Technology in Electronic. 6 (7). p 235-243.
  - [2] DAILEY & FMI (2000). The temporal context of product involvement. A journal of Consumer Research. 12 (5). p 280-285
  - [3] D'ESSENC (2001). The theory of planned behavior. A journal of organizational behavior and human decision processes. 50(2). p 179-211.
  - [4] DONTU & GARCIA (1999). Retail distribution management. A journal of E-commerce and consumer culture. 63 (9). p 485-487.
  - [5] HARRISON & ALBERTSONS (2001). The theory of planned behavior. A journal of research methods for business students. 41(5). p 201-210.
  - [6] HENG PATRICK & LOW KIM (2006). The Reasoned Action Approach. A journal of The ANNALS of The American Academy of Political and Social Science. 34(7). p 11-27.
  - [7] HOFFMAN & NOVAK (1996). Consumer Routines and habits. International Journal of Academic Research in Business and Social Sciences. 23(2). p 1238-1240.
  - [8] HSIAO H L (2010). Online grocery retailing. A journal of retail and distribution management. 8(5). p 335-352.
  - [9] KIM & KARPOVA (2010). Marketing and logistics. A journal of Customer Value Perspective. 43(3). p 137-147.
  - [10] LOREK (2001). Shopping on the Internet. A journal of Nature and Operation of Attitudes. 13(3). p 27-54. MCGRAW HILL (1999).
  - [11] Relationship Marketing: strategy continuum. Journal of the Academy of Marketing Science. 67(5). p 252-254.
  - [12] MOHAMMAD AMIN (2009). Measuring the Involvement Construct. Journal of Consumer Research. 8(3). p 341-352.
  - [13] MOWEN & MINOR (1998). A Study of Internet Banking Services Adoption in the United Kingdom.
  - [14] A Journal of Internet Banking and Commerce. 15(11). p 176-187.
  - [15] MONROE & DODDS (1988). Customer Satisfaction and Loyalty: A PLS Path Modelling Approach. Journal of Marketing Theory and Practice. 24(7). p 221-234. QUELCH & KLEIN (1996). Involvement in a routine shopping context. British Journal. 47(2). p 21 –29.
  - [16] RAMAN SWATI & RADHIKA NEELA (2005). Perceived Behavioral Control and Locus of Control and the Theory.
  - [17] International Journal of Entrepreneurship Behaviour and Research. 32(1). p 28-50.
  - [18] ROY SUBHADIP (2005). Why Do People Shop? A Journal of Marketing. 7(8). p 46-55.
  - [19] THATHOO RAHUL & KACHERIA RAHIL (2007). Theory of attitude measurement. A Journal of the Academy of Marketing Science. 19(2). p 252-254.
1. [www.yamahamotors.com](http://www.yamahamotors.com)
  2. [www.yamaha.com](http://www.yamaha.com)
  3. [www.yamahaspports.com](http://www.yamahaspports.com)