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## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS YAMAHA BIKES IN COIMBATORE MOTORS, COIMBATORE**

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### **Abstract**

*Examining the consumer behavior patterns towards Yamaha bikes, specifically focusing on the market dynamics within Coimbatore Motors. Through a comprehensive analysis, utilizing both quantitative and qualitative research methods, the study aims to uncover the factors influencing consumer preferences, purchasing decisions, and brand loyalty towards Yamaha motorcycles. By examining variables such as demographic factors, brand perception, product features, and after-sales services, this research provides valuable insights for Yamaha and Coimbatore Motors to enhance their marketing strategies, product offerings, and customer satisfaction levels in the competitive two-wheeler market.*

**Keywords:** Consumer behavior, Yamaha bikes, Market dynamics, Consumer preferences, Brand loyalty.

### **INTRODUCTION**

Understanding consumer purchasing behavior is crucial for businesses, as it guides marketing strategies to align with consumer preferences. In the context of the thriving two-wheeler industry in India, where convenience and style meet mobility needs, delving into customer satisfaction and brand perception is paramount (deepikajindoliya, 2016). This research explores the intricate dynamics of consumer decision-making in the context of two-wheeler purchases, considering cultural, social, personal, and psychological factors. By dissecting these influences, businesses can tailor their approaches to meet evolving consumer demands and navigate the competitive landscape effectively.

### **OBJECTIVES OF THE STUDY**

- To identify the impact of demographic factors on purchasing a two-wheeler.
- To analyse the purchasing pattern of buyers towards Yamaha bikes.
- To know the factors motivating a customer to prefer a particular motor bike.
- To know the customer's decision-making criteria by purchasing bikes.

### **NEED FOR THE STUDY**

- The main need to study about company is to know the company is satisfying the customer needs and whether customer is satisfying with the service or not.
- This research study will improve the customer service of the company.
- It helps to determine the post-purchase feedback of buyer to improve the delivery and service of the product.
- It is a process of studying buyer satisfaction. It helps to figure long-term connection with customer.

### **SCOPE OF THE STUDY**

The scope of the study on consumer behavior towards Yamaha bikes at Coimbatore Motors encompasses a comprehensive examination of various factors influencing consumers' purchasing

decisions, attitudes, and preferences regarding Yamaha motorcycles. This includes exploring demographic variables, psychographic characteristics, brand perception, product features, marketing strategies, after-sales services, and overall satisfaction levels among customers (Saraswathy, 2016). Furthermore, the study aims to analyze the impact of competitive brands, economic factors, cultural influences, and technological advancements on consumers' choices within the context of the Coimbatore market.

**LIMITATIONS OF THE STUDY**

- The study confined to Coimbatore only.
- The researcher has studied only Yamaha bikes. Other Two-Wheeler companies have been excluded in the study.
- Only 120 respondents are taken to this study.

**REVIEW OF LITERATURE**

**Muragan and Fermi (2018)** their survey is based on customer behavior to determine when, how, why, what brands and where people will buy products in the Tirunelveli region of Tamil Nadu. Investigate customer perceptions of motorcycle quality assessment. Identify the factors that influence customers' decision to buy a motorcycle. When examining customer satisfaction with motorcycles, there are four main factors that influence customers' buying behavior: cultural, social, personal, and psychological factors.

**N. Panchanathan (2020)**, they discussed the essentials for Promotion of a product. The result shows that a customer considers all factors at the time of purchasing a two-wheeler, although majority of customers give importance to the brand image. This study also describes the socio-economic factors which satisfy two wheelers' customers and that the employees and students crave for show room services.

**ManahilaAnsar (2021)** his study concluded that it can be rightly concluded from the project that Yamaha bikes have done well in establishing their grounds in the two-wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Yamaha bikes and the potential target are the people working in MNCs.

**RESEARCH METHODOLOGY**

**Research design:** Descriptive research design

**Sampling Techniques:** Simple random sampling

**Sample size:** The sample size of 120 respondents

**Tools used for analysis:** Simple percentage analysis, Chi-square, Correlation.

**ANALYSIS & INTERPRETATION**

**a) Simple percentage analysis**

The analysis of the survey responses reveals a diverse range of preferences and sentiments among the respondents. While a significant majority (68%) identified as male, indicating a predominantly male audience, there is a notable representation of younger individuals aged 20-30 years (35%). The educational background of the respondents primarily consists of those with a degree qualification (38%), while a substantial portion are employed in private sector jobs (42%). In terms of income, a considerable portion (27%) earns between 30000-50000, reflecting a varied economic demographic. Preferences regarding Yamaha bike features such as handling and maneuverability, fuel efficiency, and safety features showcase a mixed sentiment, with notable percentages indicating satisfaction in certain areas. Additionally, factors like brand reputation, promotional activities, and overall customer service play significant roles in influencing the decision-making process of the respondents. While specific models like the FZ garner interest among 35% of the respondents, satisfaction with mileage (54%) and communication (60%) indicates positive feedback regarding these aspects. Moreover, a substantial portion (36%) expresses likelihood in recommending Yamaha's products/services, while overall customer service satisfaction stands at 47%. This comprehensive analysis underscores the importance of considering varied preferences and feedback to tailor strategies effectively for Yamaha's target audience.

**b) Chi-square analysis:** Relationship between age of respondents and customer service.

Chi-Square Test	Value	Df	Asymp .Sig.
Pearson Chi-Square	174.5	9	.000

Likelihood Ratio	176.255	9	.000
Linear-by-Linear	88.601	1	.000

**Result:**

These analysis shows that there is no significant association between age and satisfaction with overall customer service provided by the company.

- c) **Correlation:** Relationship between occupation and factors influencing the decision to choose a Yamaha motorcycle over other brands.

Correlation Measure	Value	Asymp. Std. Error	Approx. T	Approx. Sig.
Pearson's R (Interval by Interval)	0.906	0.015	23.195	.000
Spearman Correlation (Ordinal by Ordinal)	0.876	0.021	19.732	.000

**Result:**

These analysis shows that there is no significant between occupation and the factors influencing the decision to choose a Yamaha motorcycle over other brands.

**FINDINGS**

a) **Simple percentage analysis**

The analysis of the survey responses reveals several key insights regarding the demographics and preferences of respondents in relation to Yamaha motorcycles. Overall, there appears to be a predominance of male respondents, with a significant portion falling within the age range of 20 to 30 years. The majority of respondents hold a degree as their highest educational qualification and are employed in private sector jobs. In terms of income, a notable portion of respondents earns between 30000 to 50000 (GokhanTekin, 2016). When it comes to preferences and decision-making factors, handling and maneuverability emerge as crucial aspects for many respondents, with a significant majority indicating a variance between their expectations and the actual performance of Yamaha bikes. Reviews and recommendations play a significant role in influencing choices, particularly among those who are very satisfied with the overall performance of the product. Mileage is a key consideration for nearly half of the respondents when deciding on a brand. Interestingly, a significant proportion of respondents have visited multiple dealerships before making a purchase decision, indicating thorough research and consideration. Brand reputation, events, and sponsorships are highlighted as important promotional avenues, while personal experiences and safety features also influence decision-making for a considerable portion of respondents. Regarding specific models, the FZ model appears to be a popular choice among potential buyers. Satisfaction with mileage and overall customer service receives majority approval, with positive sentiments also expressed towards communication and likelihood of recommending Yamaha products or services.

b) **Chi-square analysis**

These analysis shows that there is no significant association between age and satisfaction with overall customer service provided by the company.

c) **Correlation**

These analysis shows that there is no significant between occupation and the factors influencing the decision to choose a Yamaha motorcycle over other brands.

**SUGGESTIONS**

- The company increases the mileage and decrease the price for bike.
- The company improves quality of publicity and advertisement in Coimbatore city.
- The company should entire into social media to build network and increasing consumer buying expectation.
- The company needs to give customer benefits like coupons, offers, and discounts and free service.

**CONCLUSION**

In conclusion, the study underscores the critical influence of consumer buying behavior on organizational success, particularly in the face of intense competition. It highlights dissatisfaction among customers, particularly regarding price and mileage, while identifying students as a significant demographic interested in Yamaha bikes (GokhanTekin, the effect of brand image on consumer buying, , 2016). Moreover, high prices and waiting periods emerge as primary barriers to purchasing.

Recognizing and analyzing these consumer behaviors are imperative for firms aiming to enhance customer satisfaction and secure market leadership in the dynamic landscape of the motorcycle industry.

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