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A Study on Customer Perception on Yamaha Bikes in Tiruchirappalli Town

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Abstract

This study explores customer perception of Yamaha bikes in Tiruchirappalli town, aiming to understand factors that influence purchasing decisions and satisfaction levels among Yamaha bike owners. The research identifies key attributes such as brand image, product quality, pricing, after-sales service, and performance, which play a significant role in shaping customer perceptions. A structured questionnaire was distributed to a sample of 200 Yamaha bike customers in Tiruchirappalli, and the data were analysed using statistical methods to determine the relative importance of these factors. The findings indicate that Yamaha's brand reputation, product durability, fuel efficiency, and the overall riding experience are among the primary factors influencing customer preferences. Additionally, aspects like affordability and availability of service centres are significant determinants in maintaining customer loyalty. The study concludes that while Yamaha has a strong presence in the market, continuous improvement in after-sales service and addressing price concerns could enhance customer satisfaction and loyalty.

further. The research provides valuable insights for Yamaha's marketing strategies in the region and offers recommendations for better customer engagement.

Keywords: Yamaha Bikes, Customer perception, Brand image, Motorcycle purchasing decision

I. Introduction to Yamaha Bikes

Yamaha Motor Co., Ltd., established in 1953, is one of the leading global manufacturers of motorcycles, marine products, and other motorized products. The company, originally a division of Yamaha Corporation, has built a strong reputation for delivering high-performance motorcycles that combine innovation, reliability, and style. With its presence in over 180 countries, Yamaha has cemented itself as a prominent brand in the two-wheeler industry. In India, Yamaha made its debut in 1985, and since then, it has been a key player in the country's motorcycle market. The brand offers a wide range of bikes that cater to different customer segments, from commuters to sports enthusiasts. Yamaha's portfolio in India includes popular models like the Yamaha FZ Series, Yamaha R15, Yamaha MT Series, and Yamaha FZ-X, among others. These bikes are known for their superior engine performance, cutting-edge technology, and stylish designs.

Yamaha's commitment to quality and customer satisfaction is reflected in the performance, durability, and after-sales services it offers. The brand has also been actively engaging with its customers through various promotional activities, sponsorships, and participation in motorsports events to strengthen its market presence. Additionally, Yamaha's innovative features like fuel efficiency, low maintenance, and advanced safety measures make it a preferred choice for many riders in India, including cities like Tiruchirappalli.

In recent years, Yamaha has focused on improving its after-sales services, expanding its dealership network, and introducing new models to meet the evolving needs of the Indian consumer. The company's strategy includes offering bikes that cater to the diverse needs of customers, from daily commuters to performance enthusiasts. As Yamaha continues to grow in the Indian market, understanding customer perception of Yamaha bikes in specific regions like Tiruchirappalli can provide valuable insights for enhancing customer satisfaction and brand loyalty.

Objectives of the Study

- To Study the preference of customers in selection of Motor bikes and Accessories.
- To find out the factors influencing in choosing branded Yamaha Motor bikes models.
- To identify the level of satisfaction regarding customer perception on Yamaha Bikes in Tiruchirappalli town.
- To know the satisfaction level of consumers in usage of Yamaha Bikes.

Scope of Study

It is mainly based for consumer preferences for different brands of two wheeler marketed by Yamaha. The investigation also throws light on the different brand and preference for the various income groups. The intermediaries and manufactures while implementing the plan should take in to consideration the consumer's opinion the plan should take in to consideration the consumers opinion about different types of brands, which they deal in. The study covers products such as Yamaha R15, FZ, FAZER, RAY & FACINO

Consumer perception

Consumer perception refers to the way consumers view and interpret a brand, product, or service based on their experiences, beliefs, attitudes, and opinions. It is how individuals form an opinion about a product, which is influenced by factors such as personal experiences, advertising, word-of-mouth, and overall satisfaction. In essence, consumer perception is shaped by the combination of a product's attributes (quality, price, design, performance), the brand's reputation, and the consumer's expectations.

For example, if consumers perceive a brand like Yamaha as offering reliable, high-performance bikes, they are more likely to consider it positively when making a purchase decision. On the other hand, negative perceptions, such as poor customer service or high prices, can deter consumers from choosing that brand.

Understanding consumer perception is crucial for businesses because it helps them identify how their products are perceived in the market and adjust their marketing, product development, and customer service strategies accordingly.

Factors of Consumer Perception

1. Product Quality

- Consumers often perceive high-quality products as being more valuable. The quality of materials, craftsmanship, durability, and performance can significantly influence how consumers form an opinion about a brand or product.

2. Brand Image and Reputation

- A well-established, positive brand image builds consumer trust. Consumers are likely to perceive brands with a strong reputation as more reliable and trustworthy, which can lead to increased loyalty and preference.

3. Price

- The price of a product plays a significant role in consumer perception. High prices may signal premium quality or exclusivity, while low prices may suggest affordability. However, if the price is perceived as too high for the value offered, consumers may see the brand as overpriced.

4. Advertising and Marketing

- The way a product or brand is advertised influences consumer perception. Effective advertising can create strong emotional connections, highlight unique features, and position a product as the solution to consumer needs. On the other hand, misleading or overly aggressive marketing tactics may lead to scepticism.

5. Customer Experience and Satisfaction

- A consumer's personal experience with a product, brand, or service plays a crucial role in shaping perception. Positive experiences, such as ease of use, satisfaction with the product, and effective customer service, contribute to a favourable perception.

6. Word of Mouth and Reviews

- Consumer reviews and recommendations from friends, family, or online communities can greatly impact how others perceive a product. Positive reviews or recommendations tend to build trust, while negative reviews can create doubts or deter potential customers.

7. Social Influence and Peer Pressure

- Consumers are often influenced by their social circles, including family, friends, and colleagues. If a peer group perceives a product as desirable or high-quality, individuals within that group are more likely to develop similar perceptions.

8. Cultural and Social Factors

- Cultural values, social norms, and societal trends influence consumer perceptions. For example, some consumers may perceive certain products as symbols of status, while others may be more focused on eco-friendliness or practicality based on cultural influences.

9. Personal Beliefs and Attitudes

- Personal preferences, beliefs, and attitudes toward certain products or brands play a significant role. For instance, if a consumer values sustainability, they may have a more favourable perception of brands that emphasize eco-friendly practices.

10. Product Design and Aesthetics

- The design, appearance, and functionality of a product can greatly affect consumer perception. Attractive packaging, modern designs, or user-friendly features often lead to positive perceptions, while poor aesthetics or confusing functionality may create a negative impression.

11. Availability and Accessibility

- How easily a product is available, whether through physical stores, online platforms, or distribution networks, can impact consumer perception. A brand that is readily available and accessible is often perceived as more reliable and convenient.

12. After-Sales Service

- The quality of after-sales service, such as warranties, customer support, and product maintenance, is another key factor in consumer perception. Good after-sales support enhances satisfaction and fosters positive perceptions of a brand.

13. Emotional Connection

- Consumers often make purchasing decisions based on emotional connections. A brand that resonates with a consumer's personal values, aspirations, or identity is likely to be perceived more favourably.

14. Innovation and Technological Advancements

- Brands that are seen as innovative or technologically advanced tend to attract consumers who are looking for cutting-edge products. Perceptions of a brand being forward-thinking and progressive can enhance its image.

Review of Literature:

Akshay A R ., (2024) ., A Study On Consumer Purchase Decisions For Yamaha Two-Wheelers: The Roles Of Product Quality,Lifestyle And Other Influential Factors .,The two-wheeler industry in India, established in 1955, has seen significant growth, with annual sales rising from 0.1 million units in 1971 to 3 million units by 1998. The evolution of India's industrial policy, including foreign collaborations and regulatory reforms, has played a crucial role in shaping the industry's development. The liberalization of the 1990s led to an influx of new brands, further expanding the market.

AUH Shaikh., A Raza ., (2022) ., Financial Statement and Ratio Analysis of Force Motors and Yamaha Motors: An Empirical Study.,The money-related investigation is one of the successful apparatuses which is utilized for looking at the current status of the inner company. With the assistance of monetary examination company's forecasts, their request within the showcase, and companies foresee their future pattern and dangers and challenges confronted by the company too. So for that reason.

Analysis and Interpretation

Demographic profile of the Respondents

Variables	Frequency	Percentage
Gender		
Male	46	82.1
Female	10	17.9
Total	56	100
Age		
Under 18	2	3.6
18-24	48	85.7
25-34	5	8.9
Above 35	1	1.8
Total	56	100
Occupation		
Government Service	1	1.8
Professional	2	3.6
Self-Employment	3	5.4
Other	8	14.3
Student	42	75
Total	56	100

Annual Income		
Less than 1,20,000	47	83.9
1,20,000-3,60,000	7	12.5
3,60,000-7,20,000	0	0
Above 7,20,000	2	3.6
Total	56	100
Which model of Yamaha		
FZ	2	3.6
RAY Z	2	3.6
MT 15	6	10.7
Fascino	8	14.3
R 15	26	46.4
Others	12	21.4
Total	56	100
How did you purchase the bike		
Loan	13	23.2
Cash	43	76.8
Total	56	100
Specify your Bike's mileage		
Below 30	0	0
30-35	4	7.1
35-40	4	7.1
40-45	17	30.4
Above 45	31	55.4
Total	56	100
Where do you service your Yamaha Bike		
Self Service	1	1.8
Well Known	4	7.1
Nearby Garage	12	21.4
Showroom	39	69.6
Total	56	100
Frequency of Breakdown of your bike		
Very often	11	19.6

Not at all	16	28.6
Rarely	29	51.8
Total	56	100
Any Major Problem after purchasing Yamaha bike		
Noisy vehicle	1	1.8
Poor after sale service	3	5.4
Low mileage	4	7.1
High maintenance	8	14.3
No problem	19	33.9
High price	21	37.5
Total	56	100

Findings:

- The Majority (82.1%) of the respondents are Male.
- The Majority (85.7%) of the respondents are Age between 18 to 24 years.
- The Majority (75%) of the respondents are Students.
- The Majority (83.9%) of the respondents are Less than 1,20,000.
- The Majority (46.4%) of the respondents are purchased the model of R15.
- The Majority (76.8%) of the respondents are paid cash to Purchase.
- The Majority (55.4%) of the respondents are Above 45 mileage per litre.
- The Majority (69.6%) of the respondents are go to Showroom to service your vehicle.
- The Majority (51.8%) of the respondents are Rarely Break down of your Bike.
- The Majority (37.5%) of the respondents are High Price in Any Major Problem after purchasing Yamaha bike.

II. CONCLUSION

Consumer perception is a crucial aspect of marketing and plays a significant role in shaping the success of a brand or product. For Yamaha bikes in Tiruchirappalli, understanding how customers perceive the brand is essential for enhancing customer satisfaction, improving loyalty, and maintaining a competitive edge in the market. Key factors influencing consumer perception, such as product quality, brand image, pricing,

advertising, customer experience, and after-sales service, need to be continuously monitored and optimized.

The positive perception of Yamaha bikes, based on attributes like reliability, performance, and design, has allowed the brand to establish a strong presence in the Indian market. However, factors like pricing, service availability, and customer expectations must be managed carefully to address any concerns that could affect the overall perception of the brand.

In conclusion, Yamaha has the potential to further strengthen its position in Tiruchirappalli by aligning its products and services with consumer preferences, ensuring exceptional customer experiences, and adapting to market trends. By maintaining a strong brand image, delivering quality products, and enhancing after-sales services, Yamaha can continue to build long-term customer relationships and sustain its success in the region.

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