



A Study on Marketing Strategies of Yamaha with Reference to RK Enterprises, Tirupati

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ABSTRACT:

CRM is short for customer relationship management. The ideas behind customer relationship management are by no means new. Today it's widely acknowledged that how you understand and treat your customers, goes a long way to determining your future success and profitability, and companies are making bigger and bigger investments to do just that. The concepts of customer relationship management have been in the air ever since people started exchanging things, but CRM as a term came into existence in the mid-1990s. Companies are already pouring billions of dollars into CRM solutions—software and services designed to help businesses more effectively, manage customer relationships through any direct or indirect channel a customer might use. That's why, the market for CRM technology is exploding.

Keywords: Brand, Brand Image, Brand Value, customer-oriented organization, Customer's perception

Introduction:

Marketing is the business function that identifies customer needs and wants. Creating customer value and satisfaction are the heart of modern marketing thinking and practice. Marketing is the delivery of customer satisfaction at a profit.

Marketing means managing markets to bring about profitable customer relationships. However, creating these relationships take work. Sellers must search for buyers, identify must create a need – satisfying marketing offer (product). It must decide how much it will charge for the offers (price) and how it will make the offer available target customer s (place). Finally, it must communicate with the target customers about the offer and persuade them of its merits (promotion). The concepts of exchange and relationships lead to the concept of market. A market is the use of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships.

Customer relationship is a tool for identifying way to create more customer value& satisfaction. Every firm is a synthesis of activities that are performed to design, produce, and market, deliver and support its product.

Many companies are intent on developing stronger bonds with their customers called **Customer relationship management** (CRM). This is the process of managing detailed information about individual customer and carefully managing all the customers “touch points “with aim of maximizing customer loyalty

Marketing Strategy:

Marketing strategy is a long-term, forward-looking approach and an overall game plan of any organization or any business with the fundamental goal of achieving a sustainable competitive advantage by understanding the needs and want of customers.

Definition:

A marketing strategy refers to a business's overall [game plan](#) for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key Marketing Strategies messaging, data on target customer demographics, and other high-level elements.

A marketing strategy refers to the methods you implement to promote your products and services to your target audience. It can include website content, television and radio advertising, and content launched on social media platforms. Developing an effective marketing strategy for your business is the key to growth, expansion, and long-term success. The challenge, however, is that developing the right marketing strategy can involve a lot of hit or miss, and for small businesses, the costs related to misunderstanding your market can be catastrophic.

NEED FOR THE STUDY

Research in common parlance refers to search for knowledge. Research is an common activity and as such it is used in a technical sense. According to Clifford woody, research comprises defining and redefining problems, formulating hypothesis or suggesting solutions, collecting, organising and evaluating data, making deductions and research conclusions to determine whether they fit the formulating hypothesis. Data which is collected from the primary source that must analyze. Study must give information to take corrective action for the organization. It helps to find out the problem in the organization.

Through this study organization will find out the how much their relationship with customer in comparison with other brand. In will help the organization find out the need and demand of the customer in two wheeler.

SCOPE OF THE STUDY:

1. The study focuses on marketing strategies of YAMAHA motor co. Pvt ltd only.
2. The study covers the responses of RK ENTERPRISES consumers only.
3. The findings of the study is purely based on consumers perceptions.

LIMITATIONS OF THE STUDY:

- 1.A sample size of about 200 samples were taken in this project for the sample based on this samples only we cant estimate the behavior of different consumers.
- 2.The study is conducted in tirupati region only.
- 3.The limited time, that is only 45 days, it not sufficient to collect sufficient data.
- 4.The seriousness of the respondent and the ability to justify the answers were also one among the limitations.

OBJECTIVES OF THE STUDY:

- 1.To study the marketing strategies adopted by R.K.Enterprises
 - 2.To study the advertising effectiveness R.K.Enterprises on customer
 - 3.To analyze the awareness of consumer regarding R.K.Enterprises.
- To help the company for further changes in the quality, pricing, and policies.

DATA ANALYSIS & INTERPRETATION

1) Which type of Yamaha Motor Company Ltd two wheeler do you have?

TABLE 1:

The below table shows the type of Yamaha Motor Company Ltd two wheeler the respondents have

TYPE	No OF RESPONDENTS	% OF RESPONDENTS
Gear	152	74%
With Out Gear	48	26%
TOTAL	200	100%

Most owned YAMAHA Bikes

INTERPRETATION:

Most of the customers is having two wheelers with gear.

2. Which type of advertising channel is best to reach today's customer?

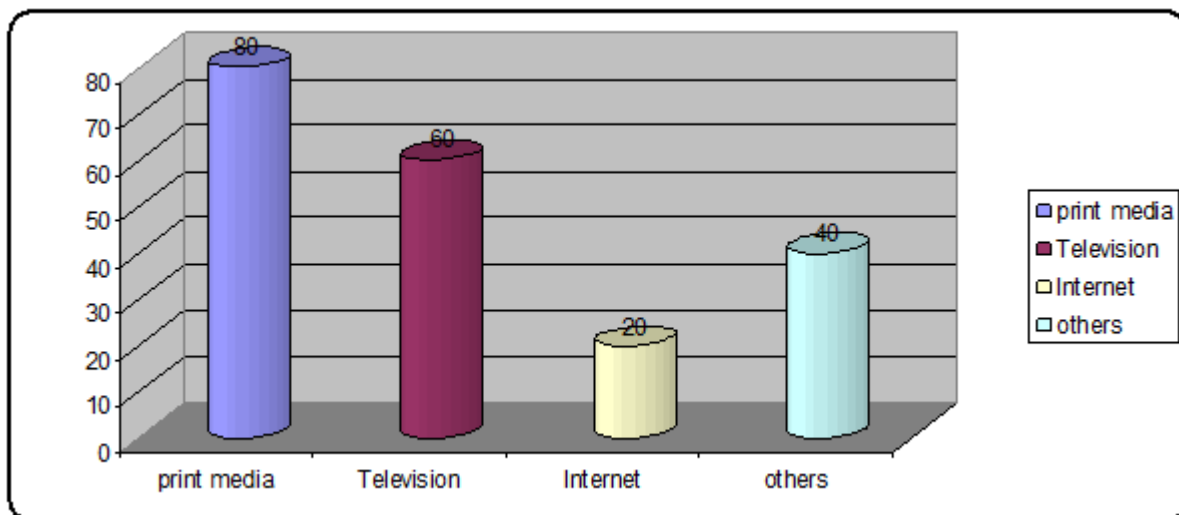
Table 2:

The below table shows that respondents towards best advertising channel to reach today's customer.

S.No	Source of Information	Number of respondents	% RESPONDENTS
1	print media	80	40
2	Television	60	30
3	Internet	20	10
4	Others	40	20
	Total	200	100

Interpretation:

Interpretation



INTERPRETAION

Most of the respondents are prefer towards print media.

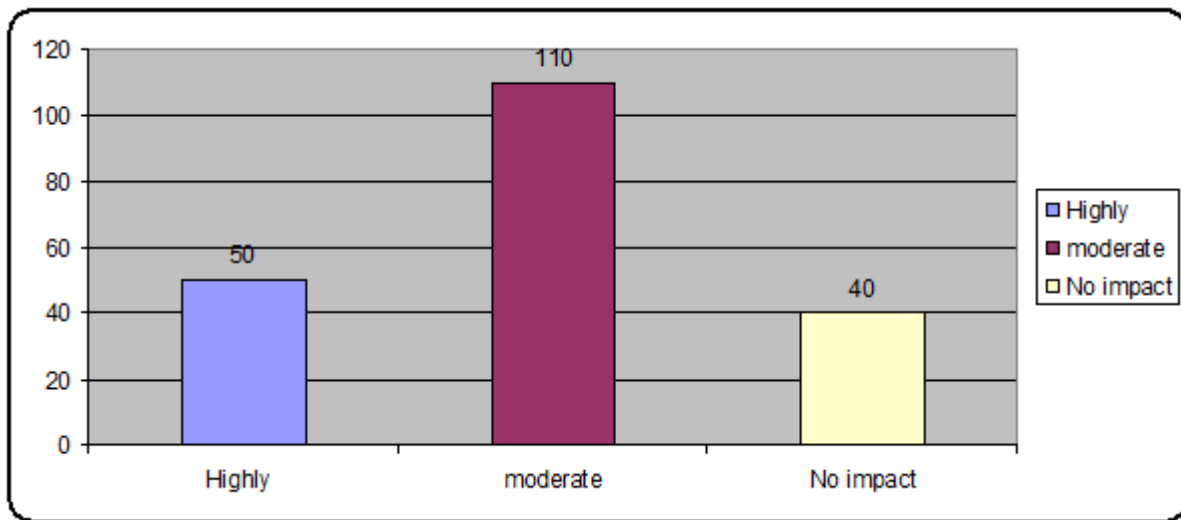
3. How effective do you think is the advertisement?

Table 3:

the below table shows that how effective do you think is the advertisement by the respondents

S.No	How effective is Yamaha Motor Company Ltd advertisements' are?	Number of Respondents	% RESPONDENTS
1	Highly	50	25
2	Moderate	110	55
3	No impact	40	20
	Total	200	100

Graph:



Interpretation:

Most of the respondents are moderately influenced by the advertisements.

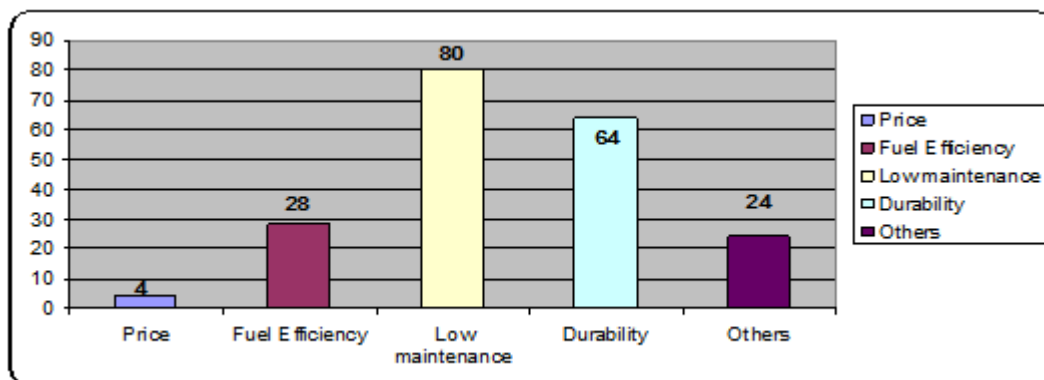
4) What is the unique feature ?

TABLE 4

The following table represents the opinions of the respondents regarding the unique feature of this Marketing Strategies.

FEATURE	NO OF RESPONDENTS	% OF RESPONDENTS
Price	4	2
Fuel Efficiency	28	14
Low maintenance	80	40
Durability	64	32
Others	24	12
Total	200	100

GRAPH:-



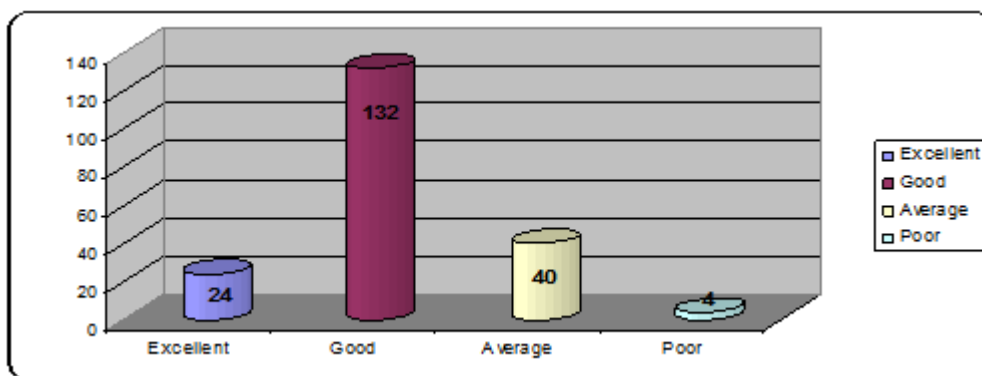
INTERPRETATION:

Majority of the respondents are of the opinion that low maintenance is the unique feature of Yamaha Motor Company Ltd.

5) How do you compare the Yamaha Motor Company Ltd with other two wheeler?**TABLE 5:-**

The below table shows the rating given by the respondents with respect to comparison of this Marketing Strategies with other Marketing Strategies.

RANKS	NO OF RESPONDENTS	% OF RESPONDENTS
Excellent	24	12
Good	132	66
Average	40	20
Poor	04	2
Total	200	100

GRAPH:-**INTERPRETATION:**

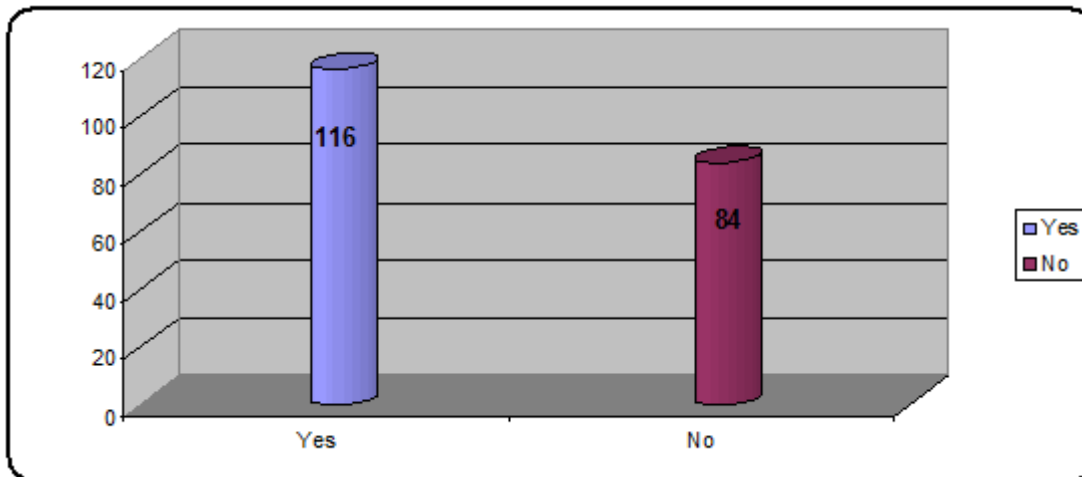
Most of the customers responded that Yamaha Motor Company

6. Do you think the Yamaha Motor Company Ltd two wheeler is mostly sold on its Marketing Strategies?**TABLE 6:**

The following table shows the opinion regarding the sales of Yamaha Motor Company Ltd two wheelers based on its Marketing Strategies

PARAMETER	NO OF RESPONDENTS	% OF RESPONDENTS
Yes	116	58
No	84	42
Total	200	100

GRAPH



INTERPRETATION:

Majority of the customers responded that sales of Yamaha Motor Company Ltd two wheelers are mostly based on its Marketing Strategies.

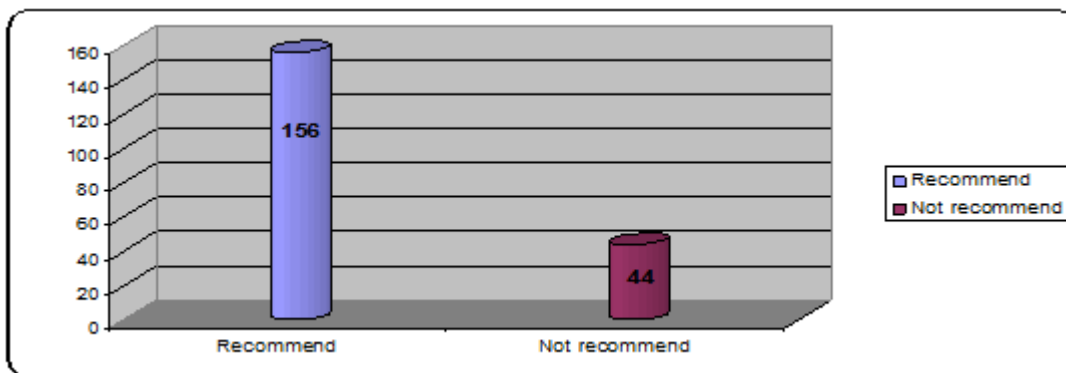
7. Will you recommend others Yamaha Motor Company Ltd two wheelers, if somebody seeks your suggestion?

TABLE 7:

The following table shows the respondents who suggests the Yamaha Motor Company Ltd Marketing to others and who do not

SUGGESTION	NO OF RESPONDENT	% OF RESPONDENT
Recommend	156	88
Not recommend	44	22
Total	200	100

GRAPH



INTERPRETATION:

Most of the customers suggested others to purchase the Marketing Strategies Yamaha Motor Company Ltd two wheeler.

FINDINGS:

1. Majority of the people are relying on friends and advertisements for getting information about the marketing.
2. Because of the quality and mileage people prefer the Yamaha Motor Company Ltd., nearly 69% of the population are purchasing because of these.
3. 60% of the customers preferred the Marketing because of the comfort they experience from the Marketing Strategies model design.
4. 67% of the customers have neither replaced nor exchanged their old Yamaha Motor Company Ltd bikes.
5. Only 33% of the customers have or exchanged their old Yamaha Motor Company Ltd bikes, out of which 30% of the customers have got satisfactory resale value.
6. Most of the customers consider mileage and outlook are the factors to assign positive Marketing Strategies to the Yamaha Motor Company Ltd...
7. Majority of the customers are having geared two wheelers of the Yamaha Motor Company Ltd.
8. Friends and relatives are the major means of getting information about the Yamaha Motor Company Ltd two wheelers.
9. Most of the customers preferred Yamaha Motor Company Ltd two wheelers because of their style and looks.
10. Bajaj is considered as the nearby competitor for Yamaha Motor Company Ltd followed by the TVS, Yamaha Motor Company Ltd. and Yamaha.
11. Yamaha Motor Company Ltd two wheelers are not good at mileage and price when compared to other Marketing like Yamaha Motor Company Ltd., Bajaj.
12. The sales of Yamaha Motor Company Ltd two wheelers is mostly based on its Marketing Strategies.

SUGGESTIONS

After completing our project I have concluded some recommendation for the R.K. Enterprises (Yamaha) company, which are following.

1. R.K. Enterprises (Yamaha) Company should try to emphasize more on providing their infrastructure in the market to facilitate their customers.
2. Marketing team should try to increase the availability of Yamaha in rural areas.
3. They should also focus the Young people.

CONCLUSION:

- Yamaha has a bright future in automobile industry by its technological improvement.
- Yamaha has less market share due to its less mileage perception in the mind of customer.
- Hero Honda & Bajaj sell more motorcycles rather than Yamaha.
- Motorcycles become trends among friends.
- The advertisement of Yamaha is good which influence the purchasing behavior of consumers.
- Yamaha has its loyal customers who own this brand since many years.
- The competition level is very high in automobile industry.

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