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A Study on Buying Preference in Hameedha Autos with Reference to Yamaha Motors at Tirunelveli City

***Dr V Rajalakshmi, ** K. Mani mekala**

Head, Department of Management (PG), Rathinam CAS, Coimbatore-641021. Rajalakshmimanickam11@gmail.com

Department of Management (PG), Rathinam CAS, Coimbatore-641021

ABSTRACT:

This study investigates the buying preferences of customers purchasing Yamaha two-wheelers from Hameedha Autos, a leading dealership in Tirunelveli City. It explores how factors such as brand image, product features, pricing, after-sales service, and dealership reputation influence customer decisions. By using primary data collected through surveys and supported by literature review, the research provides insights into regional consumer behavior, offering recommendations for improved customer engagement and strategic growth for Yamaha Motors.

INTRODUCTION

India is one of the largest markets for two-wheelers globally, with companies constantly innovating to meet the dynamic preferences of consumers. Yamaha Motors has carved a niche through its combination of style, technology, and reliability. In the regional context of Tirunelveli, Tamil Nadu—a city experiencing rapid urbanization and evolving transport needs—two-wheelers remain the most practical and preferred mode of transportation.

Hameedha Autos, as an authorized Yamaha dealership in Tirunelveli, plays a crucial role in translating Yamaha's brand promise into customer experience. Consumer behavior in such semi-urban markets is influenced by various factors, including income levels, aspirations, commuting requirements, and service expectations. This study focuses on understanding what drives customers in this region to choose Yamaha over competing brands.

LITERATURE OF REVIEW

Khan and Rao's (2018) study on the subject of "Motorcycle Consumer Behavior, Customer Satisfaction." The main study specializes in the characteristics of the impact of customer satisfaction on consumer performance. Demographics that induce the impact of the independent variable selected in this survey on customer satisfaction.

Vanlalhriati (2015) this study focuses on finding the effectiveness of advertising among young people in college to buy motorcycles. According to research, advertising has a positive effect on young people, affecting even young people to make purchase decisions. In addition, Yamaha scooters are considered the most preferred medium for promoting motorcycles.

Juliano Laran (2017) in his study revealed the consumer's behavior of scooters. First, they explore situations in which brands activate a certain behavioral tendency in consumers, while those brands' slogans inspire the opposite tendency

Eric Leuenberger (2015) studied about buying behavior of consumers based on the needs and wants of the people. The simplest form consumers buy is to fulfill either a need or want. Needing and wanting, although slightly similar, are quite different if you look at the true emotional driver behind the word. Consumers that buy based on need are typically filling a void for something that is a necessity rather than anything else. Needing something usually indicates more than a desire.

Philip Kotler, Keller, Koshly and Jha (2014) the purchase depends on two factors. First, negative feedback from others and second the decision may be distributed due to the situation. And in the fifth stage, customers based on either being satisfied or dissatisfied will spread positive or negative feedback about the product. And at this stage, a company should carefully create positive post-purchase communication to engage customers.

Arvind Kumar (2013) explains consumer exploitation Consumers get exploited in the market. They respond to advertisements and buy goods. Generally, advertisements do not give all the information that a consumer needs to know or wants to know about a product. Methods of exploitation are Limited Information, Limited Supplies, and Limited Competition. Low Literacy. kutilya was one of the earliest to write in his Arthasastra about the need for Consumer awareness and protection.

ABOUT YAMAHA MOTORS

Yamaha Motor Co., Ltd., established in 1953, is a global leader in manufacturing motorcycles, marine products, recreational vehicles, and industrial machinery. Known for its commitment electronic fuel injection and lightweight materials into its products. With a strong global presence, the company operates manufacturing facilities worldwide and caters to a diverse market.

Yamaha's focus on employee development through extensive training programs ensures a highly skilled workforce, contributing to both productivity and innovation. Additionally, the company emphasizes environmental responsibility, integrating eco-friendly technologies and contributing to social initiatives. Yamaha's dedication to quality, research, and community welfare positions it as a key player in shaping the future of the motorized product industry

STATEMENT OF THE PROBLEM

In today's competitive two-wheeler market, consumer buying behavior is influenced by a multitude of factors, ranging from brand perception to dealership experience. Yamaha Motors, as a global brand with a strong presence in India, has built a reputation for performance, style, and innovation. However, in a localized context such as Tirunelveli City, customer preferences are shaped not only by the brand's national identity but also by regional expectations, income levels, and dealership engagement.

OBJECTIVES OF THE STUDY

1. To study the impact of Yamaha's brand image on customer buying preference.
2. To analyze how product features such as performance, design, and safety influence purchase decisions.
3. To identify how the reputation and service experience at Hameedha Autos affect customers' preference for Yamaha bikes.
4. To study the effectiveness of promotional schemes and offers in motivating customers to choose Yamaha.

SCOPE OF THE STUDY

The scope of this study is limited to understanding the buying preferences of customers who choose Yamaha motorcycles from Hameedha Autos in Tirunelveli city. It focuses on various factors such as brand image, product features, price, after-sales service, fuel efficiency, resale value, and promotional offers. The study covers the opinions and experiences of existing and potential Yamaha customers in this region. It aims to provide valuable insights for Hameedha Autos to improve customer satisfaction and sales strategies. The study is also useful for Yamaha Motors to identify customer needs and expectations specific to the Tirunelveli market. However, it does not cover other brands or dealerships outside this area.

LIMITATION OF THE STUDY

This study has certain limitations. It is restricted to customers of Hameedha Autos in Tirunelveli city only, and the findings may not reflect the preferences of Yamaha customers in other regions. The data is collected from a limited number of respondents, so the results may not represent the views of all Yamaha buyers. Some customers may not have provided accurate or complete responses due to lack of time or interest. Also, the study focuses only on Yamaha two-wheelers and does not compare with other competing brands. Market conditions and customer preferences may also change over time, which could affect the relevance of the findings in the future.

RESEARCH METHODOLOGY

The present paper is ascertained to study the effectiveness of training and development programs and their impact on employee performance at Hameedha Autos, with reference to Yamaha Motors in Tirunelveli. Descriptive research design and simple random sampling were used. Statistical tools applied include descriptive statistics, chi-square tests, and correlation analysis.

The survey method adopted in the present study is simple random sampling, focusing on employees of Hameedha Autos. The research design has been framed in such a way that it reflects the existing training practices, perceived benefits, and challenges faced by employees within the context of the two-wheeler automobile industry.

Sample size and data

The target respondents of the study are the employees of Yamaha motors at Tirunelveli region. The sample size is 105

Primary data

Primary data will be collected through a structured questionnaire and interviews with the employees of Yamaha motors. The questionnaire will include multiple-choice, Likert scale, and open-ended questions to gather detailed insights.

Secondary Data

Secondary data will be gathered from company reports, market research studies, industry publications, and relevant academic literature to support the analysis.

Method: - Sample method used is Random sampling method

DATA ANALYSIS AND INTERPRETATIONS

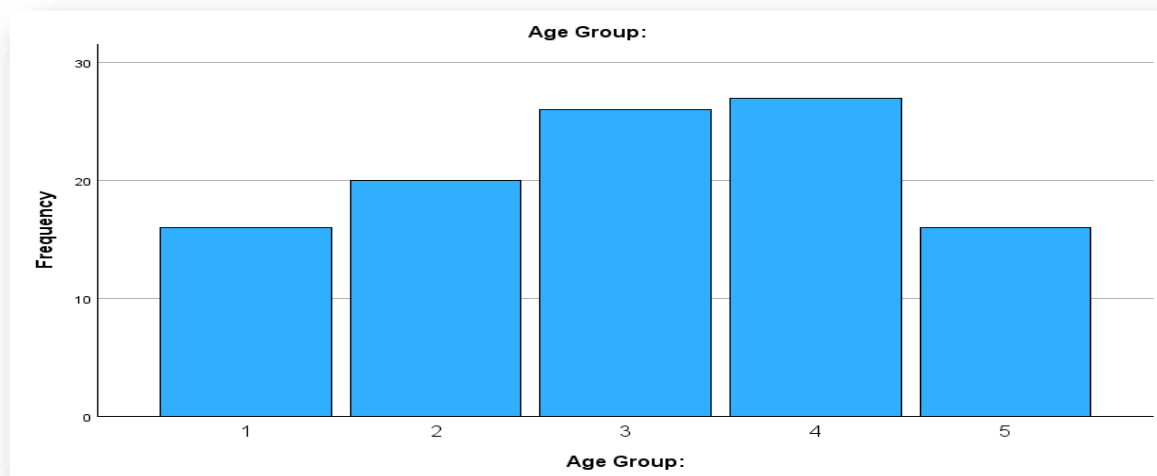
I CHI-SQUARE TESTS

TABLE no 1 Age of the Respondents

Age of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	15.2	15.2	15.2
	2	20	19.0	19.0	34.3
	3	26	24.8	24.8	59.0
	4	27	25.7	25.7	84.8
	5	16	15.2	15.2	100.0
	Total	105	100.0	100.0	

Source: Primary

Chart no 1 Age of the Respondents



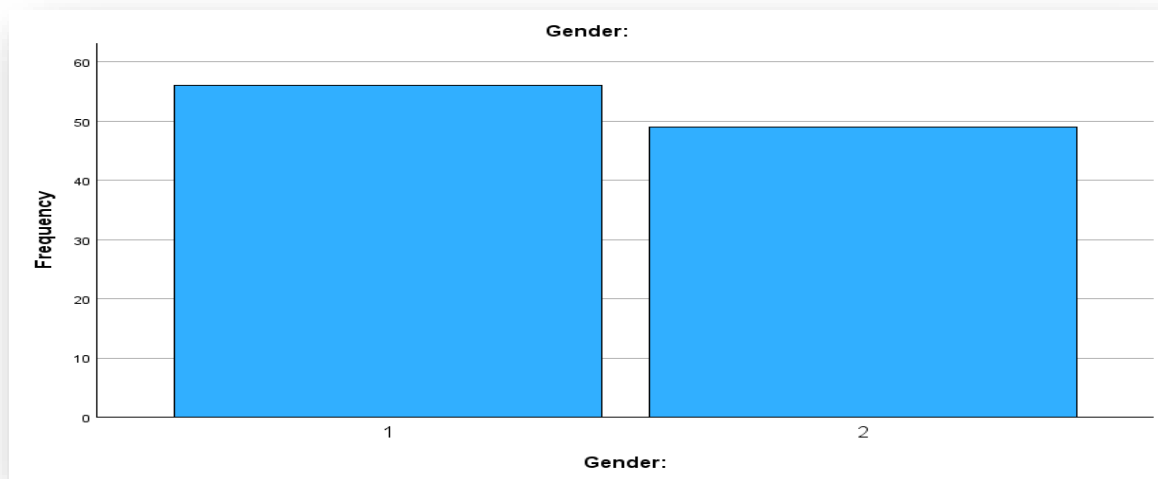
Interpretation

The data consists of 105 respondents categorized into five age groups. Age Group 4 has the highest number of respondents, with 27 individuals. Age Groups 1 and 5 have the least representation, with 15.2% each. The cumulative percentages increase as age groups are included, reaching 100%.

Table:1.2 Gender of the Respondents

Gender of the Respondents					
Table:1.2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	53.3	53.3	53.3
	2	49	46.7	46.7	100.0
	Total	105	100.0	100.0	

Source: Primary

Chart no:1.2 Gender of the Respondents**Interpretation**

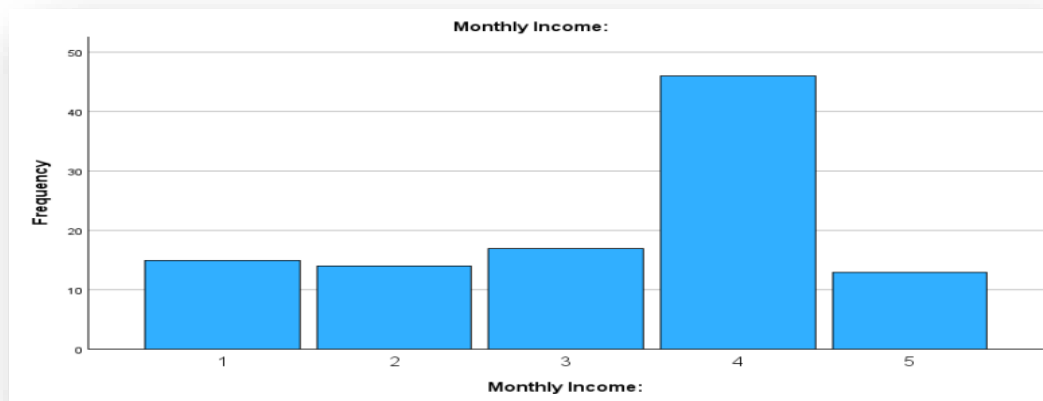
The gender distribution shows that 53.3% of the respondents are male (represented by code 1), while 46.7% are female (represented by code 2). This indicates a slightly higher representation of males in the sample compared to females, but the difference is not substantial. The total sample size is 105, with all responses being valid, as the cumulative percentage reaches 100%. This suggests that the study's gender composition is fairly balanced, though males have a marginally higher presence.

Table no:1.3 Monthly Income of the Respondents

Monthly Income of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	14.3	14.3	14.3
	2	14	13.3	13.3	27.6
	3	17	16.2	16.2	43.8
	4	46	43.8	43.8	87.6
	5	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

Source: Primary

Chart no:1.3 Monthly Income of the Respondent



Interpretation

The monthly income distribution reveals that the majority of respondents fall into the higher income brackets, with **43.8%** of individuals in category 4 (likely higher-income group). The second largest group is category 3, comprising **16.2%** of the respondents. Categories 1 and 2, representing lower income groups, account for **14.3%** and **13.3%**, respectively, while the smallest group is category 5, which includes **12.4%** of the respondents. This suggests that a significant portion of the sample earns higher monthly incomes, with nearly **44%** falling into the top income category. The cumulative percentage reaches **100%**, indicating all data points are accounted for in the sample.

II DESCRIPTIVE STATISTICS

Table no: 2 Relationship between Age, Promotional Scheme and Monthly Income of the Respondents

Descriptive Statistics			
	Mean	Std. Deviation	N
Age Group:	3.07	1.295	105
How effective do you think promotional schemes are in influencing your purchase decision?	2.98	.796	105
Monthly Income:	3.27	1.258	105

Source: Primary Interpretation

The descriptive statistics provide insights into the distribution of the data for three variables. For the **Age Group**, the mean is **3.07** with a standard deviation of **1.295**, indicating that the respondents are generally concentrated around the middle age groups, with some variation. The response to the question on the effectiveness of **promotional schemes** has a mean of **2.98** and a standard deviation of **0.796**, suggesting that respondents generally find promotional schemes somewhat effective, with relatively low variability in opinions. Lastly, for **Monthly Income**, the mean is **3.27** with a standard deviation of **1.258**, implying that the majority of respondents fall into the mid to upper income categories, with moderate variability in income levels.

Hypothesis

Moderate Correlation Between Income and Promotional Scheme Effectiveness

- Higher income groups perceive promotional schemes as slightly more influential.
- Age group may influence perception of promotional schemes.
- Middle-aged respondents may find promotions more effective than younger or older age groups.

III CORRELATIONS TEST

Table no: 3.1 Relationship between Age, Monthly Income and Purchase frequency of the Respondents

RELATIONSHIP BETWEEN AGE, MONTHLY INCOME AND PURCHASE OF THE RESPONDENTS				
		Age Group:	How effective do you think promotional schemes are in influencing your purchase decision?	Monthly Income:
Age Group:	Pearson Correlation	1	.020	.803**
	Sig. (2-tailed)		.840	<.001
	N	105	105	105
How effective do you think promotional schemes are in influencing your purchase decision?	Pearson Correlation	.020	1	.072
	Sig. (2-tailed)	.840		.464
	N	105	105	105

Monthly Income:	Pearson Correlation	.803**	.072	1
	Sig. (2-tailed)	<.001	.464	
	N	105	105	105

Source: Primary

Interpretation

The correlation analysis shows that there is a **strong positive correlation** between **Age Group** and **Monthly Income** ($r = 0.803$, $p < 0.001$), indicating that as age increases, monthly income tends to increase as well, with this relationship being statistically significant. However, the correlation between **Age Group** and the effectiveness of **promotional schemes** is very weak ($r = 0.020$, $p = 0.840$), suggesting that age has little to no influence on how effective individuals perceive promotional schemes. Similarly, the correlation between **promotional schemes** and **Monthly Income** is also weak ($r = 0.072$, $p = 0.464$), indicating that monthly income does not have a significant impact on the perception of promotional schemes' effectiveness.

Hypothesis

- **H1:** There is a significant positive correlation between age and monthly income. (Supported)
- **H0:** There is no significant correlation between age and the effectiveness of promotional schemes. (Supported)
- **H0:** There is no significant correlation between monthly income and the effectiveness of promotional schemes. (Supported)

CONCLUSION

The study on buying preferences at Hameedha Autos for Yamaha Motors in Tirunelveli reveals that factors such as age, income, promotional offers, brand reputation, and after-sales service significantly influence customer decisions. Older and higher-income individuals tend to prefer premium Yamaha models, while younger and lower-income buyers opt for more affordable options. Promotional schemes, such as discounts and offers, were important in driving purchase decisions, and brand loyalty to Yamaha was strong due to its reputation for durability and reliability.

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