



## **A Study on Customer Purchase Behaviour Towards Yamaha Vehicles at Surya Prakash Motors in Pollachi**

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### **ABSTRACT:**

This study investigates the buying behavior of customers towards Yamaha vehicles at Surya Prakash Motors in Pollachi. It examines key factors such as brand image, product features, promotional offers, pricing, and after-sales service that influence purchase decisions. Data was collected through structured questionnaires from 105 respondents. The findings indicate a strong correlation between customer demographics and brand preference, with income and age being significant factors. Although promotional schemes have a general influence, they are not significantly impacted by age or income levels. The study concludes with strategic recommendations to enhance dealership performance and customer engagement through localized marketing and improved service experiences.

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### **INTRODUCTION**

India's two-wheeler industry is growing rapidly, with brands like Yamaha earning consumer trust through performance, design, and technology. Yamaha's reputation among youth and middle-income groups, especially in semi-urban areas like Pollachi, makes it a prominent choice. Surya Prakash Motors, an authorized Yamaha dealership in Pollachi, plays a vital role in connecting Yamaha to the local customer base. Consumer choices are influenced by factors including vehicle design, fuel efficiency, dealer reputation, peer influence, and financial options. As competition intensifies with other brands like Hero, Honda, TVS, and Bajaj, understanding local customer behavior becomes essential for customer retention and satisfaction. This study focuses on the purchase behavior of Yamaha customers at Surya Prakash Motors and aims to provide actionable insights for both the dealership and Yamaha Motors.

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### **AIM OF THE STUDY**

- To analyze buying preferences of Yamaha vehicle customers at Surya Prakash Motors, Pollachi.
- To identify the influence of factors such as brand image, price, and promotional offers on customer behavior.
- To recommend improvements for better customer engagement and dealership performance.
- By systematically analyzing these variables, the study intends to generate actionable insights that can support strategic decision-making for enhancing customer satisfaction, optimizing marketing efforts, and improving sales performance within the dealership's operational framework.

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### **REVIEW OF LITERATURE**

- Khan & Rao (2018) examined the impact of customer satisfaction on motorcycle purchasing behavior and found demographic variables significantly influence consumer decisions.
- Vanlalhriati (2015) studied advertising effectiveness and found Yamaha scooters to be highly preferred among youth due to brand recall and persuasive promotions.
- Laran (2017) discussed behavioural tendencies triggered by brand slogans, showing that consumer behavior can shift based on brand identity and message alignment.
- Leuenberger (2015) distinguished between needs and wants in purchase decisions, stating that two-wheeler purchases often fulfill both.
- Kotler et al. (2014) emphasized post-purchase communication as a critical factor in maintaining customer satisfaction and loyalty.
- Kumar (2013) highlighted issues of consumer exploitation due to limited information, emphasizing the need for transparent communication in marketing.
- Bordley (2011) and Aaker (2008) underscored the symbolic value of brands and the role of customer loyalty in sustaining market position.

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## 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 to innovation, sustainability, and quality, Yamaha integrates advanced technologies like 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.

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## Statement of the Problem

In an increasingly competitive automobile market, understanding customer purchase behaviour is essential for sustaining and growing a business. Yamaha, a well-established brand in the two-wheeler segment, faces significant competition from other manufacturers. Surya Prakash Motors, a key dealership for Yamaha vehicles, aims to better understand the factors influencing customer decisions to purchase Yamaha vehicles over competitors. However, there is limited localized data on consumer preferences, brand perception, and satisfaction levels specific to this dealership. This study seeks to bridge that gap by analyzing the purchasing behaviour of customers at Surya Prakash Motors, identifying the key factors influencing their decisions, and offering insights that could help improve marketing strategies, customer engagement, and overall sales performance.

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## Objectives of the Study

1. To analyze the key factors influencing customer purchase decisions regarding Yamaha vehicles at Surya Prakash Motors.
2. To assess customer perception and satisfaction towards Yamaha's product features, pricing, quality, and brand image.
3. To examine the role of promotional strategies, showroom experience, and sales personnel in influencing customer buying behaviour.
4. To identify the demographic profile of customers and its impact on their purchase preferences.
5. To evaluate the post-purchase experience and customer loyalty towards Yamaha vehicles.
6. To provide suggestions for improving customer engagement and enhancing sales performance at Surya Prakash Motors.

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## Scope of the Study

The study is limited to analyzing customer purchase behaviour specifically towards Yamaha vehicles at Surya Prakash Motors. It focuses on understanding the various factors that influence buying decisions, such as brand perception, product features, pricing, promotional efforts, and customer service. The research includes feedback from existing and potential customers of Yamaha two-wheelers who have visited or purchased from Surya Prakash Motors. The study aims to provide actionable insights to help the dealership improve customer satisfaction, refine marketing strategies, and boost overall sales. The findings are expected to be beneficial for both the dealership and Yamaha in tailoring their offerings to better meet customer expectations in the local market.

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## Limitations of the Study

1. The study is limited to customers of Surya Prakash Motors and may not reflect the behaviour of Yamaha customers in other regions or dealerships.
2. The sample size is restricted and may not represent the entire customer base due to time and resource constraints.
3. Responses collected through questionnaires or interviews may be subject to personal bias or social desirability, affecting the accuracy of the data.
4. The study focuses only on Yamaha two-wheelers and does not consider customer behaviour towards other brands in detail.
5. External factors such as economic conditions, fuel prices, or new product launches during the study period are not accounted for, though they may influence customer decisions.
6. The study is conducted within a specific timeframe, and customer preferences may change over time.

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## Research Methodology

### Research Design

The study adopts a **descriptive research methodology** to analyze customer purchase behavior towards Yamaha vehicles at **Surya Prakash Motors, Pollachi**. A **quantitative approach** is used, with data collected through a **structured questionnaire** from a sample of **100 respondents** selected via **convenience sampling**. The questionnaire captures demographic details, factors influencing purchase decisions (such as price, mileage, brand, and service), and customer satisfaction levels. **Primary data** is gathered directly from customers, while **secondary data** is sourced from Yamaha's official website, industry reports, and dealership records. Data analysis is conducted using tools like **Excel** or **SPSS**, employing descriptive and statistical techniques.

### Sample Size

- A sample size of **100 respondents** is targeted for this study.
- The sample includes a mix of **existing Yamaha vehicle owners, new buyers, and prospective customers** who visited the dealership

### Data Methods

#### a. Primary Data

Collected directly from respondents using:

- **Structured Questionnaire**, including:
  - Demographic questions (age, gender, income, occupation)
  - Multiple-choice and Likert scale questions (on factors like mileage, design, price, brand trust, etc.)
  - Customer feedback on after-sales service, dealer experience, and satisfaction levels.
- **Survey Method:**
  - Conducted **in-person** at Surya Prakash Motors or using **Google Forms/WhatsApp** for ease of access.

#### b. Secondary Data

Used to support the study with existing information from:

- Yamaha official website (specifications, brand vision, etc.)
- Previous research studies, journals, and articles on consumer behavior in the automobile sector.
- Sales reports and promotional materials from Surya Prakash Motors (if available).
- Auto industry databases (e.g., SIAM reports, CRISIL insights, AutoCar India).

### Sampling Method

**Sampling Technique: Convenience Sampling** – customers are selected based on availability and willingness to participate.

**Sampling Unit:** Individual customers who have either purchased Yamaha vehicles or shown interest by visiting Surya Prakash Motors.

**Sample Size:** 100 respondents

## DATA ANALYSIS AND INTERPRETATION

### I DESCRIPTIVE STATISTICS

**Table no 1 Relationship ship between Age, Gender and Monthly Income**

Statistics				
		Age Group:	Gender	Monthly Income:
N	Valid	105	105	105
	Missing	0	0	0
Mean		3.07	1.47	3.27
Median		3.00	1.00	4.00
Mode		4	1	4
Std. Deviation		1.295	.501	1.258
Skewness		-.126	.136	-.579
Std. Error of Skewness		.236	.236	.236

Source: Primary

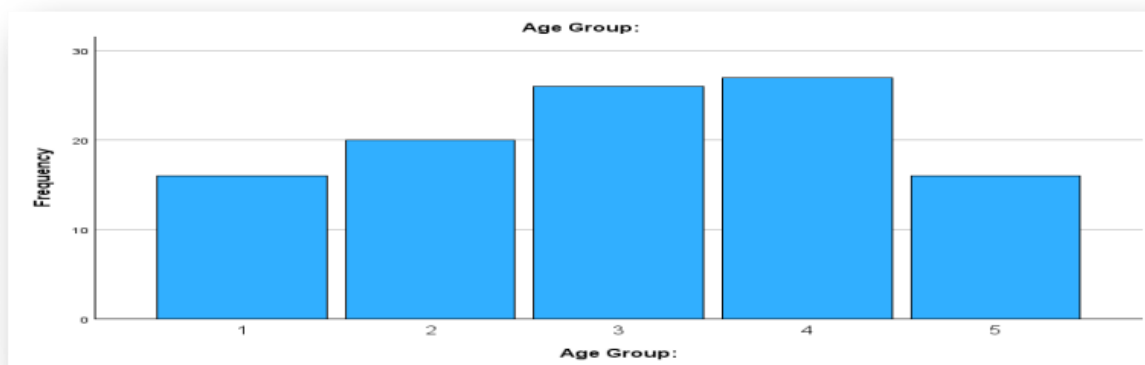
Table :1.1

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	

Age of the respondents

Source: Primary

Chart no 1 Age of the respondents



Source: primary data

**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%

**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.

**II CORRELATION METHOD**

Table:2 Promotional Schemes influence on Purchase decision

Descriptive Statistics			
	Mean	Std. Deviation	N
Age Group:	3.07	1.295	105
Degree of Promotional Schemes influence on Purchase decision	2.98	.796	105
Monthly Income:	3.27	1.258	105

Source: primary data 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 Cor

relation 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 Chi-Square tests

**Table:3 Brand Preference of Yamaha over other two-wheeler brands**

Brand Preference of Yamaha over other two wheeler brands								
		Brand Preference of Yamaha over other two-wheeler brands						Total
			1	2	3	4	5	
Occupatio n:	1	1	2	6	13	4	1	27
	2	0	1	5	15	10	3	34
	3	0	3	3	15	14	2	37
	4	0	0	2	3	2	0	7
Total		1	6	16	46	30	6	105

Source: primary data

### HYPOTHESES TESTING

H<sub>01</sub>: No significant correlation between income and promotional scheme perception → *Accepted*

H<sub>02</sub>: No significant correlation between age and promo scheme perception → *Accepted*

H<sub>1</sub>: Significant correlation between age and income → *Accepted*

### CONCLUSION

The study finds that income and age influence Yamaha buyers at Surya Prakash Motors, while promotional effectiveness is perceived similarly across demographic groups. Brand reputation and service quality remain critical to customer satisfaction. The dealership should focus on personalized marketing, explore new financing offers, and improve service responsiveness to maintain competitive advantage in Pollachi's two-wheeler market.

### RECOMMENDATIONS

- Tailor promotional campaigns to resonate with mid-income segments.
- Improve awareness and customer education about value-added services.
- Diversify marketing approaches to appeal to both youth and older buyers.
- Use qualitative feedback (interviews/focus groups) for deeper insights.

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