

**A STUDY ON CONSUMER PURCHASE DECISIONS FOR  
YAMAHA TWO-WHEELERS: THE ROLES OF PRODUCT  
QUALITY, LIFESTYLE, AND OTHER INFLUENTIAL FACTORS**

**Project Report**

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By

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## DECLARATION

I, Akshay A R, hereby declare that the project report entitled “**A STUDY ON CONSUMER PURCHASE DECISIONS FOR YAMAHA TWO-WHEELERS: THE ROLES OF PRODUCT QUALITY, LIFESTYLE, AND OTHER INFLUENTIAL FACTORS**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of the requirement for the award of **Master of Business Administration**, is a record of original work done by me under the supervision of **Nayana S**, Assistant Professor, Naipunnya Business School, Pongam, Koratty E., Thrissur

I also declare that project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place: Koratty East, Thrissur

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Date:

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**CHAPTER I**  
**INTRODUCTION**

## **1.1 INTRODUCTION**

In today's competitive market landscape, understanding consumer purchase decisions is paramount for companies aiming to align their products with consumer preferences effectively. This study focuses on examining the factors influencing consumer purchase decisions for Yamaha two-wheelers, with a specific emphasis on product quality, lifestyle considerations, and other influential determinants. By delving into these aspects, the study aims to provide Yamaha with valuable insights that can inform strategic decisions and improve market positioning.

The purchase decision process for two-wheelers involves multifaceted considerations that extend beyond mere functionality. Consumers often weigh factors such as product quality, brand reputation, design aesthetics, fuel efficiency, and after-sales service quality when making their purchasing choices. Additionally, lifestyle factors play a crucial role, influencing preferences and perceptions regarding two-wheeler ownership.

Recognizing the significance of these factors, this study seeks to explore their impact comprehensively across diverse demographic segments, including different age groups, genders, income levels, and educational backgrounds. It encompasses urban, suburban, and rural settings to capture varied consumer perspectives and behaviours effectively. By employing a mixed-method approach involving quantitative surveys and qualitative interviews, the research aims to provide a nuanced understanding of how these factors interplay in shaping consumer decisions.

Moreover, this study is timely, conducted over a defined period to capture current market trends and dynamics. It aims to offer Yamaha actionable insights into enhancing their marketing strategies, refining product offerings, and strengthening customer relationships. Ultimately, the findings are expected to contribute significantly to Yamaha's efforts in meeting consumer expectations and maintaining competitiveness in the dynamic two-wheeler market.



## **1.2 STATEMENT OF THE PROBLEM**

This study aims to analyse the factors influencing consumer purchase decisions for Yamaha two-wheelers, with a focus on the roles of product quality, lifestyle, and other significant determinants. Recognizing the importance of these factors in shaping consumer behaviour, the study seeks to provide Yamaha with insights to enhance their product alignment with consumer preferences.

## **1.3 OBJECTIVES OF THE STUDY**

1. To identify the factors that influence the purchase decision of Yamaha two wheelers.
2. To study whether product quality influence the consumer buying decision of Yamaha two wheelers.
3. To determine the effect of lifestyle on consumer purchase decision of Yamaha two wheelers.

## **1.4 SCOPE OF THE STUDY**

The scope of this study encompasses a comprehensive analysis of the factors influencing consumer purchase decisions for Yamaha two-wheelers, focusing on product quality, lifestyle, and other significant variables. Geographically, it includes diverse regions such as urban, suburban, and rural areas, and demographically spans various age groups, genders, income levels, and educational backgrounds. The research covers different Yamaha two-wheeler models and targets both existing and potential customers. Conducted over a defined period to capture current market trends, the study employs a mixed-method approach with quantitative surveys and qualitative interviews to identify and analyse key factors, including price, brand reputation, technological features, marketing efforts, and after-sales service. The goal is to provide Yamaha with actionable insights to enhance their marketing strategies and product offerings.

## **1.5 RESEARCH METHODOLOGY**

The research employs a Descriptive Research Design to delve into the consumer buying decision activities at Vijayagiri Yamaha, specifically within the Ernakulam district. Over a 56-day period, comprehensive data were collected from customers who visited Yamaha showrooms, providing a robust foundation for the study. The primary data collection involved administering structured questionnaires via Google Forms, which efficiently captured detailed information about consumer profiles and the key factors influencing their vehicle choices. This approach ensured that the data reflected real-time consumer interactions and decisions. In addition to primary data, secondary data were sourced from the internet and the company's official website, enriching the study with broader contextual insights.

A sample size of 121 respondents was determined through convenience sampling, a practical method that facilitated timely and effective data collection directly from the target audience. While convenience sampling provided ease of access to participants, it also ensured that the sample was representative of the actual consumer base frequenting the showrooms during the study period. To present and analyse the collected data, various statistical tools were employed. Pie charts, tables, and bar diagrams were used to visualize the data, making it easier to identify trends and patterns. Percentage analysis was the primary method for interpreting the data, offering a clear and concise understanding of the distribution and significance of various consumer responses.

This methodology aims to offer a comprehensive understanding of the factors influencing consumer choices and satisfaction levels at Vijayagiri Yamaha. By integrating both primary and secondary data sources and employing robust statistical tools for analysis, the study seeks to provide valuable insights into consumer behaviour and decision-making processes. These insights are crucial for informing strategic decisions that can enhance customer engagement, improve satisfaction, and ultimately boost business performance at Vijayagiri Yamaha. The detailed examination of consumer preferences and the factors driving their purchasing decisions will help the company tailor its marketing strategies and product offerings to better meet the needs and expectations of its customers.

## **Research design**

A research design will typically outline how data will be gathered, the instruments that will be utilized, how they will be used, and how the data will be analysed. It provides a thorough description of how an investigation will go. A research design is a road map for doing the study in the most efficient way possible. A specific framework for managing the collection is a research design. It is the fundamental strategy that directs the research's data gathering and analysis stage.

In this study Descriptive Research Design is adopted because consumer buying decision activities are studied with reference to Vijayagiri Yamaha.

## **Sources of data collection**

Any form of research project needs to collect data, thus this is an essential step. Inaccurate data collecting can affect a study's findings and eventually provide unrealisable findings. Two sorts of data are used in research:

- Primary Data
- Secondary Data

### **Primary Data**

- Questionnaires

### **Secondary Data**

- Internet
- Company website

### **Statistical tool**

- Pie chart
- Tables
- Bar diagram

### **Tools of Data Analysis**

- Percentage analysis

### **Period of the study**

The study was conducted for 56 days.

### **Sample size**

The number of observations or people included in a sample for a research study is referred to as the sample size. To draw conclusions and make statistical inferences about a bigger population, it includes the total number of participants or data points that researchers choose and gather information from. Choosing the right sample size is essential since it influences the study results, accuracy, reliability and generalizability. Although a bigger sample size typically yields more accurate and representative results, it also necessitates more time and resources to gather the data. In contrast, a smaller sample size might be more practical but could lead to estimations that are less accurate and have less generalizability. The sample size selected here for the study is 121.

### **Population of the study**

The population of the study here is the consumers of Yamaha in Ernakulam district.

### **Sample design**

A sample design is an established strategy for selecting a sample from a certain population. It describes the method a researcher uses to choose the items for a sample.

**Convenience sampling** is the sampling method used here.

## **1.6 LIMITATIONS OF THE STUDY**

- Information from consumers may have been provided for the study.
- Due to their hectic schedules, the responders lacked enthusiasm in answering the questions.
- The survey was restricted to Yamaha consumers.
- There was a strict time limit for collecting the sample.

## **1.7 INDUSTRY PROFILE**

The two-wheeler industry refers to the sector of the automotive industry that focuses on the production, manufacturing and sale of motorcycles, scooters, and other similar two-wheeled vehicles. The two-wheelers are popular modes of transportation worldwide,

offering an affordable and convenient means of commuting, especially in congested urban areas.

Historically, two-wheelers have played a significant role in providing mobility to people across different regions and socioeconomic backgrounds. They are known for their agility, fuel efficiency and affordability making them a popular choice for both personal and commercial use.

The two-wheeler industry encompasses various aspects, including design, engineering, manufacturing, marketing, sales, and after-sales service. It involves a wide range of companies, from established multinational manufacturers to smaller domestic players.

Motorcycles and scooters are the two primary categories within the two-wheeler industry. Motorcycles typically have larger engines, higher power output, and are designed for performance and long-distance travel. On the other hand, scooters are known for their smaller engines, ease of use, and practicality in urban environments, with features such as automatic transmissions and storage compartments.

The two-wheeler industry is influenced by several factors, such as consumer preferences, technological advancements, government regulations, and economic conditions. Environmental concerns have also led to the development of electric two-wheelers, offering a greener alternative to traditional internal combustion engine-powered vehicles.

India, China, Southeast Asian countries, and parts of Europe are among the largest markets for two-wheelers, with a significant portion of the population relying on these vehicles for their daily transportation needs. However, two-wheelers are popular worldwide, with varying degrees of popularity and cultural significance in different regions.

Overall, the two-wheeler industry plays a vital role in the global transportation landscape, providing millions of people with affordable and efficient means of travel. As technology continues to advance and consumer demands evolve, the industry is likely to witness further innovations, including the integration of electric and smart features to meet the changing needs of riders.

## **Introduction to two-wheeler industry**

The two-wheeler industry in India has been in existence since 1955. It consists of three segments viz., scooters, motorcycles, and mopeds. The increase in sales volume of this industry is proof of its high growth. Sales were approximately 0.1 million units annually in 1971. However, by 1998, this number had increased to 3 million units annually. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the late nineties.

The Industrial Policy Resolution of 1956 established the national industrial policy that governed the establishment of the two-wheeler sector in India. (See Indian Government 1980, 1985, 1992). This resolution divided the entire industrial sector into three groups, of which one contained industry whose development was the exclusive responsibility of the State, another included those industries in which both the State and the private sector could participate and the last set of industries that could be developed exclusively under private initiative within the guidelines and objectives laid out by the Five-Year Plans. Private investment was channelized and regulated through the extensive use of licensing giving the State comprehensive control over the direction and pattern of investment. Entry of firms, capacity expansion, choice of product and capacity mix and technology, were all effectively controlled by the State in a bid to prevent the concentration of economic power. However, due to lapses in the system, fresh policies were brought in at the end of the sixties.

The two-wheeler industry in India has to a great extent been shaped by the evolution of the industrial policy of the country. Regulatory policies like FERA and MRTP caused the growth of some segments in the industry like motorcycles to stagnate. Once foreign investments were allowed in 1981. The reforms in the eighties like „broad banding“ caused the entry of several new firms and products which caused the existing technologically outdated products to lose sales volume and or exit the market. Finally, with liberalization in the nineties, the industry witnessed a proliferation in brands. A description of the evolution of the two-wheeler industry in India is usefully split up into four ten-year periods. This division traces significant changes in economic policy making. The first time-period, 1960-1969, was one during which the growth of the two-wheeler industry was fostered through means like permitting foreign collaborations and phasing out of the Indian economy was faced with several problems at this time. A

foreign exchange reserve was down to two months imports, there was a large budget deficit, double digit inflation, and with India's credit rating downgraded, private foreign lending was cut off. Also, the Gulf war in 1990 brought about an increase in oil prices, and India had to import oil for over US\$ 2 billion (GATT Secretariat, 1993).

The two-wheeler industry in the nineties was characterized by an increase in the number of brands available in the market which caused firms to compete on the basis of fuel-efficiency which is improved by 60-100 % in the new vehicles. In the seventies, motorcycle mileage was on an average between 25 to 50 kmpl (kilometre per Liter), which had now improved to 50 to 80 kmpl. For mopeds it improved from 50 kmpl to 80 kmpl. Output of the engines also increased from 3-4 HP to 10 HP per 100 cc. In the scooter segment, models with features like self-starter facility, automatic transmission system, gear-less riding etc. were introduced that were traditionally not available in scooters. In the motorcycle segment, the new 100 cc models compared well against the existing heavier models of 250 cc, 350 cc etc as these were lighter and more fuel-efficient.

The two wheelers have played a vital role in the growth of the Indian automobile industry. Over the years the domestic sale of various brand of two wheelers have grown in large numbers. Even in the sphere of exports, the two wheelers have been able to maximize the profit margin of various two-wheeler manufacturers. In the recent years the two-wheeler industry has witnessed sea change.

During the previous years the scooters used to have about 50% of the market share and the rest were divided between the motorcycles and mopeds. But now the trend indicates that people are preferring motorcycles more than that of the scooters. At present there is a huge demand for the motorcycles in India.

There are several two-wheeler companies in India that produces vehicles of extremely high standard. Some of the leading two-wheeler manufacturers in India are Bajaj Auto, Hero Honda Motors, TVS Motors, Kinetic Motors, Suzuki Motor Corporation, Royal Enfield Motors India, Yamaha Motor India and LML India. Many of two wheelers manufactured by these companies are exported to countries in South East Asia, Africa and South America.

Motorcycles are usually priced higher than that of the scooters and mopeds. They are even equipped with more features for faster travel. Based upon the engine displacements

and power capacity motorcycles are further classified as: road bikes, trail bikes, racing bikes and touring bikes. Most of the motorcycles in India come with engine capacity of about 100 cc to 250 cc. The engine capacity of scooters usually vary between 100 cc to 150 cc. Mopeds have small engine capacity ranging between 50cc to 100 cc. Most of the automobile companies in this segment are always coming up with new variants of different models of two wheelers. To be in the long run these companies are even adding a greater number of features to these vehicles

The Indian two-wheeler industry has undergone a significant change over the past 10 years with the preference changing from scooters and mopeds to motorcycles. The scooters segment was the largest till 1998 accounting for around 42% of the two-wheeler sales (motorcycles and mopeds accounted for 37% and 21 % of the market respectively, that year). However, the motorcycles segment that had witnessed high growth since 1994 became larger than the scooter segment in terms of market share for the first time in 1999. Between 1996 and 2005, the motorcycles segment more than doubled its share of the two-wheeler industry to 79% even as the market shares of scooters and mopeds stood lower at 16% and 5%, respectively.

While scooter sales declined sharply by 28% in 2001, motorcycle sales reported a healthy growth. The marketing pitch of scooters has typically emphasized reliability, price, comfort and utility across various applications. Motorcycles on the other hand have been traditionally positioned as vehicles of power and style, which are rugged and more durable. These features have now been complemented by the availability of new designs and technological innovations. Moreover, higher mileage offered by the executive and entry-level models has also attracted interest of two-wheeler customer. Given this market positioning of scooters and motorcycles, it is not surprising that the new set of customers has preferred motorcycles to scooters. With better ground clearance, larger wheels and better suspension offered by motorcycles, they are well positioned to capture the rising demand in rural areas where these characteristics matter the most.

Scooters are perceived to be family vehicles, which offer more functional value such as broader seat, bigger storage space and easier ride. However, with the second-hand car market developing, a preference for used cars to new two-wheelers among vehicle buyers cannot be ruled out. Nevertheless, the past few years have witnessed a shift in



preference towards gearless scooters (that are popular among women) within the scooters segment. Motorcycles offer higher fuel efficiency, greater acceleration and more environment friendliness. Given the declining difference in prices of scooters and motorcycles in the past few years, the preference has shifted towards motorcycles. Besides a change in demographic profile, technology and reduction in the price difference between motorcycles and scooters, another factor that has weighed in favour of motorcycles is the high re-sale value they offer. Thus, the customer is willing to pay an up-front premium while purchasing a motorcycle in exchange for lower maintenance and a relatively higher resale value.

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### **Top motorcycle companies in India**

- Hero Honda
- Bajaj
- Yamaha
- Kinetic
- TVS
- Honda
- LML
- Suzuki
- Royal Enfield
- Ducati

- MV Augusta
- Triumph
- Harley Davidson
- Kawasaki

## **Product profile**

The various companies manufacture motorcycle of different types. Every motorcycle manufactured will be different from each other containing various features. The various models of these motorcycles are as follows.

### 1. Hero Honda

- Splendor plus
- Passion plus
- Karizma
- Glamour
- Ambition
- CBZ Extreme
- Achiever
- CD Dawn
- Xpulse

### 2. Bajaj

- Pulsar
- Discover
- Wind
- Boxer
- Caliber
- Avenger
- CT-100
- Platina
- Eliminator

### 3. Yamaha

- Enticer
- Gladiator
- Grux
- Libero G5
- Alba 106
- RX-100
- RX-135
- MT-15
- AeroX-155
- Fascino
- Yamaha FZ-FI
- R15
- R3

### 4. Kinetic

- Aquila
- Boss
- Challenger
- Comet
- Stryker
- Velocity

### 5. TVS

- Victor
- Fiero
- Apache
- Star
- Centra
- Flame
- Taurus

### 6. Honda

- Unicorn

- Shine
- Dio
- CBR
- Honda Navi
- Active
- Hornet

## 7. LML

- Adreno FX
- Beamer
- Energy FX
- Freedom
- Graptor
- Star

## 8. Suzuki

- Access 125
- Heat
- Zeus
- GSX
- V-Strom
- Gixxer

## 9. Royal Enfield

- Electra
- Classic
- Standard
- Machismo
- Bullet Machismo 500
- Thunderbird
- Hunter
- Continental GT
- Meteor

## 10. Ducati

- Panigale V4/V2
- SuperSport
- Monster
- Streetfighter V4
- DesartX
- Daivel 1260
- XDiavel

## 11. MV Augusta

- F4
- F3
- Brutale
- Dragster
- Turismo Veloce
- Superveloce
- Reparto Corse
- AGO

## 12. Triumph

- Boneville T100/T120
- Street Twin
- Thruxton RS
- Scrambler 900/1200
- Tiger 900/1200
- Tiger Sport 660
- Trident 660
- Bonneville Speedmaster

## 13. Harly Davidson

- Sportster S
- Softail Standard
- Street BIB
- Fat Bob

- Fat Boy
- Heritage Classic
- Road King
- Street Glide
- Road Glide
- Pan America 1250
- Freewheeler

#### 14. Kawasaki

- Ninja H2/H2R
- Ninja ZX-10R
- Ninja ZX-6R
- Ninja 400

Motorcycle industries have a wide variety of motorcycles. So, the customers have many varieties of motorcycles selections to make as per their convenience, so that their needs and wants will be satisfied. Following is some of the highly used motorcycles.

### **History of two-wheeler industry**

The two-wheeler industry has a rich and diverse history that spans over centuries, from its humble beginnings in the late 19th century to its current status as a vital component of transportation systems worldwide. This industry's evolution has been shaped by technological innovations, economic fluctuations, and changing consumer preferences.

In the late 19th century, the invention of the bicycle marked the beginning of the two-wheeler industry. Pedal-driven bicycles provided individuals with newfound mobility and freedom, facilitating travel over short to medium distances. Brands like Humber, Raleigh, and Peugeot were among the pioneers in manufacturing bicycles during this period, laying the foundation for what would later become the two-wheeler industry.

The transition from pedal-driven bicycles to motorized two-wheelers occurred in the early 20th century with the invention of motorized bicycles, also known as motorbikes. These vehicles featured small engines attached to the frame, offering increased speed and convenience compared to traditional bicycles. Companies like Indian Motorcycle and Harley-Davidson emerged as leaders in the United States, producing iconic models that captured the imagination of riders across the country.

The interwar period witnessed further advancements in two-wheeler technology, as manufacturers experimented with different engine configurations and designs. In Europe, companies like BMW and Vespa began producing motorcycles and scooters, respectively, catering to a growing demand for affordable and reliable personal transportation. These vehicles were well-suited for navigating the narrow streets of European cities, offering commuters a practical alternative to traditional automobiles.

The post-World War II era marked a period of rapid expansion for the two-wheeler industry, driven by economic prosperity and increased mobility. In countries like Japan, companies such as Honda, Yamaha, and Suzuki emerged as dominant players, introducing innovative designs and manufacturing techniques that set new standards for the industry. These Japanese manufacturers capitalized on the growing demand for affordable and reliable transportation, producing a wide range of motorcycles and scooters that appealed to consumers worldwide.

The 1960s and 1970s witnessed a surge in motorcycle culture, particularly in Western countries, as films, music, and popular media celebrated the image of the rebellious biker. This cultural phenomenon, coupled with advancements in motorcycle engineering, led to the production of powerful and iconic models like the Honda CB750 and the Kawasaki Z1. However, the motorcycle industry also faced challenges during this period, including concerns over safety and environmental impact.

In response to increasing safety regulations and consumer demand for more environmentally friendly vehicles, manufacturers began incorporating new technologies and design features into their products. Anti-lock braking systems (ABS), electronic fuel injection (EFI), and catalytic converters became standard features on many motorcycles, improving both performance and emissions.

The oil crises of the 1970s further shaped the two-wheeler industry, prompting a shift towards smaller, more fuel-efficient vehicles such as mopeds and scooters. Manufacturers responded to this demand by producing lightweight and economical models that appealed to urban commuters and cost-conscious consumers.

The late 20th and early 21st centuries witnessed the globalization of the two-wheeler industry, with companies expanding their reach into emerging markets like India, China, and Southeast Asia. India emerged as a major hub for two-wheeler production, with

companies like Hero MotoCorp and Bajaj Auto dominating the domestic market and exporting vehicles worldwide.

In recent years, the two-wheeler industry has been shaped by trends such as electrification, connectivity, and sustainability. With increasing concerns over pollution and climate change, manufacturers are investing in electric and hybrid technologies, offering consumers a cleaner and more environmentally friendly alternative to traditional gasoline-powered vehicles.

As the two-wheeler industry continues to evolve, it remains poised for further innovation and growth, driven by changing consumer preferences and emerging technologies. Whether it's the development of electric motorcycles, the integration of autonomous riding systems, or the adoption of sustainable manufacturing practices, the future of the two-wheeler industry is full of promise and potential.

One notable trend in recent years is the increasing popularity of two-wheelers among urban commuters, particularly in congested cities where traffic congestion and limited parking space are significant challenges. Motorcycles and scooters offer a practical solution for navigating through traffic and accessing tight spaces, making them a preferred choice for many city dwellers.

Furthermore, the rise of ride-sharing and last-mile delivery services has created new opportunities for the two-wheeler industry. Companies like Uber, Lyft, and DoorDash have integrated motorcycles and scooters into their platforms, allowing users to hail rides or order deliveries conveniently through mobile apps. This trend has not only increased the demand for two-wheelers but also transformed the way people perceive and use these vehicles in urban environments.

Another significant development in the two-wheeler industry is the emergence of electric mobility. With advancements in battery technology and declining costs of production, electric motorcycles and scooters have become increasingly viable alternatives to traditional gasoline-powered vehicles. Electric two-wheelers offer numerous advantages, including lower operating costs, reduced emissions, and quieter operation, making them an attractive option for environmentally conscious consumers and urban commuters alike.



In addition to electrification, connectivity has become a key focus area for two-wheeler manufacturers. Smart features such as Bluetooth connectivity, touchscreen displays, and integrated mobile apps are now standard offerings on many motorcycles and scooters, enhancing the overall riding experience and providing riders with access to a range of digital services and information. These connected technologies not only improve convenience and safety but also pave the way for new business models and revenue streams in the two-wheeler industry.

Furthermore, the growing emphasis on sustainability and corporate social responsibility (CSR) has prompted many two-wheeler manufacturers to adopt environmentally friendly practices throughout their supply chains and production processes. From sourcing sustainable materials to implementing energy-efficient manufacturing techniques, companies are increasingly mindful of their environmental impact and are taking proactive steps to reduce their carbon footprint. This commitment to sustainability not only benefits the environment but also enhances brand reputation and consumer trust in the long run.

Looking ahead, the two-wheeler industry is poised for continued growth and innovation, driven by technological advancements, changing consumer preferences, and global trends such as urbanization and environmental awareness. Key areas of focus for future development include further advancements in electric mobility, the integration of autonomous riding technologies, and the expansion of digital services and connectivity features.

In conclusion, the two-wheeler industry has undergone a remarkable transformation since its inception in the late 19th century. From humble beginnings as pedal-driven bicycles to the sophisticated and interconnected vehicles of today, two-wheelers have played a crucial role in shaping transportation systems and urban mobility worldwide. As the industry continues to evolve, it remains at the forefront of innovation, offering consumers new ways to experience the thrill of riding while addressing the challenges of an increasingly urbanized and environmentally conscious world.

## **Technological Advancements and Innovations:**

### **Engine Technology:**

The evolution of engine technology has been a driving force behind the development of two-wheelers. From simple single-cylinder engines to sophisticated multi-cylinder configurations, manufacturers have continuously improved engine efficiency, power output, and reliability. Innovations such as electronic fuel injection (EFI), variable valve timing (VVT), and cylinder deactivation have optimized fuel consumption and performance, enhancing the overall riding experience for consumers.

### **Chassis and Suspension Systems:**

Advances in chassis design and suspension technology have significantly improved handling, stability, and rider comfort. The transition from traditional steel frames to lightweight aluminium and composite materials has reduced weight and improved agility. Additionally, the adoption of advanced suspension systems, including telescopic forks, monoshock absorbers, and electronically adjustable damping, has enhanced ride quality and stability, allowing riders to tackle a variety of road conditions with confidence.

### **Safety Features:**

Safety has always been a top priority in the two-wheeler industry, driving the development of innovative safety features and technologies. Anti-lock braking systems (ABS), traction control systems (TCS), and electronic stability control (ESC) systems help prevent wheel lock-up and skidding during braking and cornering manoeuvres, reducing the risk of accidents. Additionally, advanced rider assistance systems (RAS) such as blind-spot detection, adaptive cruise control, and collision mitigation systems provide riders with added confidence and protection on the road.

### **Connectivity and Infotainment:**

With the proliferation of smartphones and digital devices, connectivity and infotainment have become key areas of focus for two-wheeler manufacturers. Integrated Bluetooth systems, touchscreen displays, and smartphone connectivity allow riders to access navigation, music, and communication features while on the go. Furthermore, the

integration of voice control and gesture recognition technology enables hands-free operation, enhancing safety and convenience for riders.

### **Electric and Hybrid Technologies:**

The emergence of electric and hybrid technologies represents a significant paradigm shift in the two-wheeler industry. Electric motorcycles and scooters offer several advantages over traditional gasoline-powered vehicles, including lower operating costs, zero emissions, and quieter operation. Advances in battery technology, regenerative braking systems, and charging infrastructure have overcome many of the limitations associated with electric vehicles, making them increasingly viable alternatives for urban commuters and environmentally conscious consumers.

### **Autonomous Riding Systems:**

The integration of autonomous riding systems represents the next frontier in two-wheeler technology. Advanced sensor technology, artificial intelligence, and machine learning algorithms enable motorcycles and scooters to detect and respond to road hazards, traffic conditions, and other vehicles autonomously. While fully autonomous two-wheelers are still in the experimental stage, partial autonomy features such as adaptive cruise control and lane-keeping assistance are already available on some models, offering a glimpse into the future of riding.

### **Materials and Manufacturing Processes:**

Advances in materials science and manufacturing processes have revolutionized the design and production of two-wheelers. Lightweight materials such as carbon fiber, titanium, and magnesium offer superior strength-to-weight ratios, allowing manufacturers to create lighter and more agile vehicles without compromising durability or safety. Furthermore, advanced manufacturing techniques such as 3D printing, laser cutting, and robotic assembly have streamlined production processes, reduced lead times and production costs while improving quality and precision.

Technological advancements and innovations have played a pivotal role in shaping the evolution of the two-wheeler industry. From engine technology and chassis design to safety features and connectivity, manufacturers continue to push the boundaries of what is possible, offering consumers an ever-expanding array of options and capabilities. As the industry embraces new technologies and responds to changing consumer demands,

the future of two-wheeled transportation promises to be both exciting and transformative.

## **Overview of Indian two-wheeler industry**

The India two-wheeler vehicle market was estimated at around USD16,007.84 million in 2022 and is estimated to reach USD 26,638.49 million in 2028, registering a CAGR of 9.88%. With the introduction of electric vehicles and rising demand for two-wheelers are due to its low maintenance, fuel efficiency and easy handling.

In the two-wheeler market, motorcycle is bought more than the scooter/moped because of its high fuel efficiency, cost-effective mode of transport, high engine capacity, and advanced gear technology. Motorcycles are more versatile than scooters. Motorcycles outsell scooters in terms of aesthetics, as the younger generation is more focused on appearance. One of the factors of the rising demand for two-wheelers is the e-commerce industry. Now a days, e-commerce companies use two-wheeler for the purpose of delivering products because of the durability of the vehicle, better wheel stability, and its ability to carry heavy baggage with it. Even the demand of shared mobility, which is used to commute on daily basis to the workplace is also one of the factors in increase in demand of two-wheeler.

The two wheelers are light in weight, have a sleek design and are easier to manoeuvre. They are easy to commute in heavy traffic or in congested lanes, which enables you to reach the destination on time. Owing to its manoeuvrability, it is easier to park the vehicle and it also occupies less space. The speed at which one can commute is faster due to its pickup; it also provides a thrill quotient and is more adventurous. Thus, during the forecast period, the expansion of the two-wheeler segment is anticipated to be aided by the speed and manoeuvrability provided by two wheelers.

The main factor driving the increasing demand for two wheelers is that it is more affordable than other vehicle types. The ease of the financing option attracts customers with lower income levels, and the dream of owning a vehicle can now be easily fulfilled. Apart from affordability, another factor driving the increase in two-wheeler purchases is cost-effectiveness; with fuel prices on the rise, the two-wheeler will remain affordable for Indian families. Moreover, the cost of maintenance of two wheelers is also much lower as compared to passenger cars, and they also provide better mileage than

passenger cars. Even The exemption from the toll tax on two wheelers adds to its cost effectiveness factor.

With the advancement in technology, the two wheelers are upgraded time-to-time to beat their competitor. The anti-braking system technology which was introduced in India in 2019 that help vehicles from skidding in panic braking. It also improves the vehicle steerability while braking and reduces stopping distance. The slippery clutch technology ensures that your vehicle does not shake or lose traction while slowing down, and it also protects the gear box of motorcycles. The connectivity feature is also attracting a lot of customers. Features such as navigation, Bluetooth, and mobile charging port enables the two wheelers to be smarter. Based on vehicle type, transmission type, propulsion type, geography, and competition, the India two-wheeler market is divided into segments. The market is divided into two segments based on the kind of vehicle: motorcycles and scooters/mopeds. The market is further divided into manual and automatic segments based on the type of transmission. Based on the kind of propulsion, the market is further divided into electric and internal combustion engine segments. The market is segmented into four regions: north, west, east, and south.

Hero MotoCorp Limited, Bajaj Auto Limited, TVS Motor Company, Honda Motorcycle & Scooter India Pvt. Ltd., Yamaha Motor India Pvt. Ltd., Eicher's Motor Limited, Piaggio Vehicles Pvt. Ltd., Hero Electric Pvt. Ltd., and Okinawa Autotech Pvt. Ltd. are some of the major companies in the market.

These players are investing in innovation and manufacturing that will meet the customer requirement and able to beat their competition with the uniqueness of their product. Additionally, advanced strategic moves, such as mergers and collaborations, also benefit key players by raising their customer base and expanding their sales and distribution networks in the Indian two-wheeler market. How the world's top brands provide quality product and service support Michel chevalier and Michel gutsatz.

## **1.8 COMPANY PROFILE**

### **Brief History of the Organization & Current Board of Directors**

Vijaygiri Auto Agencies Pvt Ltd is a Private incorporated on 20 December 1993. It is classified as non-govt company and is registered at Registrar of Companies, Ernakulam. Its authorized share capital is Rs. 10,000,000 and its paid-up capital is Rs. 2,500,000. It

is involved in Sale of motor vehicles [Includes wholesale and retail sale of new and used passenger motor vehicles and lorries, trailers and semi-trailers].

Vijaygiri Auto Agencies Pvt Ltd.'s Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2022.

Directors of Vijaygiri Auto Agencies Pvt Ltd are Anoop Chandran, Sishoy Gangadharan Karukampilly and Pananchickal Bhaskaran Gopi.

Vijayagiri Auto Agencies Pvt Ltd is the dealer of Yamaha motor co Ltd Nippon Gakki Co., Ltd (currently Yamaha Corporation) was founded by Torakusu Yamaha in 1887 to manufacture reed organs and pianos and became the largest Japanese manufacturer of musical instruments in the early 20th Century. During World War II, the Japanese government hired Yamaha to produce wooden and then metal airplane propellers. After the war, the firm faltered, and in the early 1950s, chairman Genichi Kawakami made the decision to turn its underused wartime buildings into a factory that would produce compact bikes for recreational use.

Genichi Kawakami was in charge of the motorcycle division of Yamaha when it was spun off in 1955 and incorporated in Japan on July 1, 1955. Yamaha's underlying item was a 125 cc (7.6 cu in) two-cycle, single chamber bike, the YA-1, which was a duplicate of the German DKW RT 125. The YA-1 was a cutthroat accomplishment at dashing all along, winning not just the 125cc class in the Mt. Fuji Ascent, but it also won the All-Japan Auto bike Endurance Road Race that same year, finishing first, second, and third, sweeping the podium. Yamaha's early success in racing set the tone for the company's long history of involvement in motorcycle racing competition, which was frequently fuelled by fierce rivalry with Honda, Suzuki, Kawasaki, and other Japanese manufacturers.

In 1956, Yamaha entered the Catalina Grand Prix again with the YA-1, and they finished sixth. This was their first international competition. The YA-1 was trailed by the YA-2 of 1957, another 125cc two stroke, however with fundamentally further developed casing and suspension. The YD-1 of 1957 was a 250cc two-stroke twin chamber cruiser, looking like the YA-2, yet with a bigger and all the more remarkable engine. The YDS-1, a performance version of this bike, had the first five-speed transmission on a Japanese motorcycle and housed the 250cc two-stroke twin in a double downtube cradle frame.

This period additionally saw Yamaha offer its most memorable detachable marine motor.

Yamaha Motor Company entered India in 1985. India Yamaha Motor Private Limited turned into a 100 percent subsidiary of YMC, Japan in 2001. The Indian subsidiary of YMC came into its present form in 2008, when it formed an agreement with Mitsui & Co., Ltd. and started to be known as 'Yamaha Motor India Pvt Ltd.'

Yamaha Motor Company and Yamaha Motor India Pvt. Ltd. have already reached towering heights in the automobile industry in India, Japan and all over the world; however, the company still strives hard to get better each day and provide their customers with the best they can possibly have. The President of Yamaha Motor Company Hiroyuki Yanagi has conveyed a message to the work force employed with Yamaha to work under its mission for excellence.

The YMC President says, "We will establish YAMAHA as the 'exclusive & trusted brand' of customers by 'creating Kando' (touching their hearts) - the first time and every time with world class products & services delivered by people having 'passion for customers'. In order to grow our customer base and establish enduring connections, we must be the only reliable and exclusive brand known for marketing and producing Yamaha products. We will do this by elevating our customers' lifestyles via superior performance, proactive design, and cutting-edge technology. Our creative ideas will consistently surpass our clients' evolving demands and offer value-added automobiles."

### **Mission, Vision Statement, & Quality Policy Followed**

#### **Mission**

Yamaha Motor strives to realize peoples' dreams with ingenuity and passion, and to always be a company people look to for the next exciting product or concept that provides exceptional value and deep satisfaction.

#### **Vision**

Yamaha Motor makes millions of people happy by consistently exceeding client demands and utilizing creativity and passion to improve people's lives.

- Quality Policy Followed
- Product and Service Safety and Quality Initiative

The Yamaha Group manages the quality and safety of its products and services and conducts appropriate disclosure of information with this regard to ensure its products and services can continue to satisfy customers.

- Quality Assurance
- Quality Management System

To direct quality management toward the continuous provision of satisfying customer experiences through products and services, the Yamaha Group developed the Group Quality Management Policies & Rules. Based on these policies and rules, a quality management system has been put in place to promote quality improvements.

The Quality Strategy Committee, led by an operating officer, discusses key quality-related initiatives and group-wide quality policies and objectives. After these discussions, the president will make decisions, and the head of Yamaha Corporation Quality Assurance Division will convey those decisions to business divisions and Group entities. Based on the group-wide quality rules and objectives, business divisions and Group entities establish their own goals. The Quality Strategy Committee receives updates on these subjects from Yamaha Corporation's Quality Assurance Division, which also performs quality audits and monitoring to verify the extent to which those goals are met.

Additionally, to strengthen Groupwide quality assurance governance, they have implemented laws that state that the head of Yamaha Corporation's Quality Assurance Division is to manage major quality issues and their answers in a concentrated manner.

### **Quality Management System Certification**

As of March 31, 2023, the following was the state of the quality management system certification at Yamaha Group locations. 77.4% of the Group's worldwide operations had certification as of this date (based on personnel count).

### **Quality Audits**

The Yamaha Corporation Quality Assurance Division's auditors perform quality audits of Group companies and business divisions to verify that their quality management systems, and consequently, the quality of their products and services, are enough to guarantee customer satisfaction. Quality audits check more than just the efficacy and



compliance of quality management systems; they also examine the primary goods sold by the Yamaha Group (about 20 products annually) for appropriateness, safety, and labelling. Business divisions and Group companies receive access to the problems and best practices found during quality audits, which help them enhance the efficiency of their quality management systems and, eventually, increase customer satisfaction. Quality audits are not only instituted in product businesses, as we also conduct quality audits targeting resort and other service businesses from the perspective of customer safety. Based on the results of these audits, improvements are implemented to Companywide quality management systems as deemed necessary.

At the same time, business product business divisions issue instructions to and perform audits of the factories they oversee, both inside and outside Japan, in pursuit of higher product quality.

### **Business Process of the Organization-Product Profile**

Yamaha Motor India offers a diverse range of products tailored to the needs of Indian consumers.

#### 1. Yamaha FZ Series:

- FZ-S FI: Stylish design, Fuel Injection engine for better fuel efficiency and performance, LED headlight, and digital instrument cluster.
- FZ V3: Sporty design, Fuel Injection engine with Blue Core technology for improved mileage, LED headlight, and LCD instrument cluster.

#### 2. Yamaha R Series:

- YZF R15 V4: Sporty full-faired design, VVA (Variable Valve Actuation) engine for enhanced performance across RPM range, Dual-channel ABS, and digital instrument cluster.
- YZF R3: Aerodynamic design, Twin-cylinder engine for smooth power delivery, ABS, and digital-analog instrument cluster.

#### 3. Yamaha MT Series:

- MT-15: Aggressive streetfighter design, VVA engine for improved low and mid-range torque, Dual-channel ABS, and negative LCD instrument cluster.

#### 4. Yamaha Fascino:

- Fascino 125 FI: Retro-modern design, Fuel Injection engine for better fuel efficiency and smoother performance, LED headlight, and digital-analog instrument cluster.

#### 5. Yamaha RayZR:

- RayZR 125 FI: Sporty design, Fuel Injection engine with Blue Core technology for improved mileage, LED headlight, and digital-analog instrument cluster.

#### 6. Yamaha Saluto:

- Saluto 125: Commuter-friendly design, Economical engine for high mileage, Unified Braking System (UBS), and analogue instrument cluster.

### **Strategies- Business, Pricing, Management**

#### **Business Strategies**

Yamaha Motors India has focused on several key strategies to strengthen its position in the Indian market. These include:

1. **Product Diversification:** Yamaha has diversified its product portfolio to cater to various segments of the Indian market, including motorcycles, scooters, and premium bikes.
2. **Innovation:** The company emphasizes innovation in design, technology, and features to attract customers and stay ahead of competitors.
3. **Marketing and Branding:** Yamaha has invested in marketing campaigns and brand building activities to create awareness and enhance its brand image in India.
4. **Distribution Network:** The company has established a wide distribution network across India to ensure its products are readily available to customers in both urban and rural areas.
5. **Customer Service:** Yamaha places a strong emphasis on providing excellent customer service to enhance customer satisfaction and loyalty.
6. **Partnerships and Collaborations:** Yamaha has collaborated with various stakeholders, including suppliers, dealers, and government agencies, to strengthen its presence and operations in India.

Target market: Yamaha's target market in India is young and enthusiastic people aged 18-25.

### **Pricing Strategies**

Yamaha employs a competitive price strategy for its products. This is not at the expense of quality. Yamaha products have the best price-to-performance ratios in the world. The product price difference is based on the market leader, product's power, and type. With the pricing, some unique financing options are offered, thus psyching people to buy Yamaha.

Yamaha's pricing and marketing strategy is a well-orchestrated blend of market positioning, product value, and competitive dynamics, reflecting its status as a leader in diverse industries.

1. **Value-Based Pricing:** Central to Yamaha's pricing strategy is the value-based approach. Yamaha sets prices based on the product's intrinsic value to the customer, including factors like quality, durability, technology, and brand prestige. This is particularly evident in their musical instruments and high-end motorcycles.
2. **Competitive Pricing:** In highly competitive markets, such as motor vehicles and consumer audio equipment, Yamaha employs a competitive pricing strategy. They benchmark their prices against competitors while ensuring their products offer additional value in quality, features, or brand reputation.
3. **Premium Pricing for High-End Products:** Yamaha adopts a premium pricing strategy for its high-end products, like grand pianos and performance motorcycles. These products are positioned as luxury items, and their pricing reflects their superior quality, advanced technology, and the prestige associated with the Yamaha brand.
4. **Segmented Pricing:** Yamaha's diverse product range allows for segmented pricing. Different product lines and models are priced differently to cater to various customer segments, from entry-level to professional-grade products, ensuring a broad market appeal.
5. **Promotional and Seasonal Pricing:** Yamaha utilizes promotional pricing, including discounts, financing options, and seasonal sales, to drive sales and attract customers. This is especially common in consumer-focused segments like audio equipment and motorcycles.

6. Geographical Pricing Variations: Given its global presence, Yamaha's pricing strategy considers geographical variations. Prices may vary based on local market conditions, taxes, import duties, and currency exchange rates.
7. Price Skimming for New Innovations: Yamaha sometimes uses a price skimming strategy for newly launched products with significant innovations or advancements. They initially set higher prices to maximize returns from early adopters willing to pay more for the latest technology, followed by gradual price reductions.

### **Management Strategies**

Yamaha Motors India employs various management strategies to ensure operational efficiency, customer satisfaction, and sustainable growth. Some key aspects of their management strategy include:

1. Leadership: Yamaha India is led by experienced professionals who provide strategic direction and vision for the company's growth in the Indian market.
2. Talent Management: The company focuses on recruiting and retaining top talent, nurturing a culture of innovation and excellence within the organization.
3. Continuous Improvement: Yamaha Motors India emphasizes continuous improvement in processes, products, and services through feedback mechanisms, employee training, and benchmarking against industry best practices.
4. Quality Management: Yamaha maintains stringent quality control measures throughout its manufacturing processes to deliver high-quality products that meet or exceed customer expectations.
5. Customer Relationship Management: Yamaha places a strong emphasis on building long-term relationships with customers through personalized service, timely communication, and addressing customer feedback effectively.
6. Environmental Sustainability: Yamaha is committed to environmental sustainability and implements eco-friendly practices in its operations, including waste reduction, energy efficiency, and green manufacturing processes.

By focusing on these management strategies, Yamaha Motors India aims to maintain its position as a leading player in the Indian automotive market while ensuring sustainable business growth.

## **SWOT Analysis of the Company**

### **Strengths:**

#### **1.Brand equity:**

Yamaha has built a strong brand image that rests on great engineering and good quality products. It has always focused on building strong trust among its customers. This is why it is a trusted name of motorcycles throughout the world. High brand equity has led to a large customer base and strong customer loyalty. Strong brand equity also works to retain customers. It is also a reason behind Yamaha's consistent performance over years.

#### **2. Large and diversified product portfolio: -**

Yamaha has a large and diversified product portfolio. While it is mainly known as a brand of motorcycles, it makes and sells several other products too like industrial robots, marine products and power products. Apart from motorcycles, it makes other vehicles including ATVs, recreational off highway vehicles, snow mobiles and E-bike systems. Marine products made by Yamaha include wave runners, outboards and boats. Its proprietary technologies extend to a large variety of products.

#### **3.Financial strength: -**

Yamaha is in a financially strong position. For several years it has performed consistently.

Last year, despite the fluctuations in exchange rates, it retained its profitability which was because of the higher sales of its higher priced products. Its net sales in 2016 equalled 1502 billion Yen whereas its operating income reached 108.6 billion Japanese Yen. In order to retain its profitability, the brand is focusing on the Indian market and growing its product line there. Apart from that, it is also working on reducing costs and bringing more of lower and reasonably priced products to the market.

#### **4. Global presence: -**

Yamaha is a multinational brand. Its products sell in more than 180 countries. Its global presence and popularity are some critical strengths that have helped it retain its profitability. Yamaha operates a global development, production and sales network.

## **5. Focus on innovation: -**

The motorcycle industry is seeing competition grow at a very fast rate. This has resulted in overcrowding of products in the international market. Brands are investing aggressively in innovation. Yamaha has also retained its focus on innovation. While it is already known for smart engineering and great product quality it also invests a heavy sum each year in research and development. In 2016 it spent 94.9 billion Japanese yen on research and innovation.

Yamaha continuously focuses on bringing products that are safer and better for its customers.

### **Weakness**

#### **1. Low market penetration in key markets:**

Yamaha continues to have a low degree of market share in South America and the Asian regions outside of Japan. China saw a decline in sales in 2016, whereas India saw growth. These are Asia's two most significant marketplaces. But there is also a great deal of rivalry in these areas. Yamaha has competition from both domestic and foreign brands in these markets. Yamaha would need to introduce more items that fall into the reasonable price bracket in order to be successful in the Asian markets. Its penetration and market share in these markets can also be increased via regional alliances with local brands.

#### **2. Low brand awareness:**

Yamaha sells a large range of products apart from motorcycles. However, it is mainly known for its motorcycles. Around the world awareness regarding its other products is low. It also makes unmanned helicopters for agricultural use. Yamaha also produces industrial robots and several other vehicles. Except its motorcycle products, awareness regarding its other products is low in most corners of the world.

### **Opportunities:**

#### **1. AI and digital technology:**

AI and digital technology have brought several new opportunities for vehicle makers. Apart from marketing and promotions, digital technology also offers opportunities for engaging suppliers, customers and other stakeholders. Yamaha can use digital

technology to improve its brand recognition and awareness. It can also use AI to provide better customer experience and customer service.

## **2. Diversification:**

Yamaha apart from having exceptional technological capabilities also has great financial strength. It can diversify into new areas based upon its existing strengths to grow its market and customer base. Apart from extending its product line it can grow its customer base by bringing new lines of products.

## **3. Asian markets:**

Asian markets are among the fastest growing markets in the world. Both India and China are excellent markets that offer great opportunities of growth. Yamaha can use local partnerships in these markets to penetrate them deeper and grow its sales. It must also invest more in marketing in the Asian markets to find faster growth there.

## **Threats:**

### **1. Competitive pressure:**

Competitive pressure in the motorcycle industry is growing. There are several brands including both local and international that are competing for market share in the motorcycle industry. This has led to rising competitive pressure and higher expenditure on research and innovation as well as marketing and sales. In 2016, Yamaha saw its sales decline in several of the markets including China and Brazil. This was affected partly by competitive pressure.

### **2. Regulatory threats:**

Regulatory pressures on the technology industry have kept growing. Around the world government agencies are growing increasingly aggressive about oversight and control of the industry. This has led to compliance related pressures over the large businesses like Yamaha. operating in the international market requires complying with the local laws and regulations. Non-compliance can result in fines and losses.

### **3. Fuel costs:**

Rising fuel costs in certain markets have affected sales of cars and motorcycles. Rising fuel prices are always a threat for the sales of motorcycle brands like Yamaha.

#### **4. Rising prices of raw material and labour:**

Rising prices of labour and raw material are driving the operational costs of brands like Yamaha higher. It has led to higher expenditure on manufacturing as well as supply chain management and the human resources.

#### **YAMAHA**

Torakusu Yamaha founded Yamaha Enterprise, formerly known as Nippon Gakki Co., in 1887 to manufacture pianos and reed organs. By the middle of the 20th century, it had grown to become the largest instrument manufacturer in Japan. During The Second Great War, the Japanese government granted Yamaha an agreement to make plane propellers made of wood and at last metal. In the mid-1950s, executive Genichi Kawakami pursued the choice to reuse the organization's underutilized wartime offices to deliver little cruisers for relaxation use as the business battled after the conflict. When Yamaha was spun off in 1955 and incorporated in Japan on July 1, 1955, Genichi Kawakami was in charge of the motorcycle division. Yamaha's first product was the YA-1, a two-cycle, single-cylinder motorcycle with 125 cc that was a copy of the German DKW RT 125. The YA-1 was a ferocious achievement at running from the beginning, winning not simply the 125cc class in the Mt. Fuji Ascent won the All-Japan Auto bike Endurance Road Race in the same year, finishing first, second, and third, sweeping the podium. However, Fuji Ascent also won that event. Yamaha's initial hustling achievement set the vibe for the organization's future, as the organization has sought after extreme rivalry with Honda, Suzuki, Kawasaki, and other Japanese makers in an assortment of cruiser dashing disciplines. In 1956, Yamaha entered the Catalina Fantastic Prix again with the YA-1, and they completed 6th. This was their most memorable global rivalry. The YA-1 was followed by the YA-2 of 1957, another 125cc two stroke, but with generally further created packaging and suspension. The 1957 YD-1 was a 250cc two-stroke twin chamber cruiser with a larger and more impressive engine that resembled the YA-2. The YDS-1, a presentation form of this bicycle, had the initial five-speed transmission on a Japanese bike and housed the 250cc two-stroke twin in a twofold downtube support outline. Yamaha also introduced its first outboard marine engine at this time. By 1963 Yamaha's obligation to both the two-cycle engine and running paid off with their most critical victory in worldwide challenge, at the Belgian GP, where they won the 250cc class. Even more impressive was Yamaha's success in



the sales department, which led to the opening of its first overseas subsidiaries in Thailand in 1964 and the Netherlands in 1968. The 305cc two-stroke twin was the company's most popular model when it was introduced in 1965. It had a separate oil supply that directly injected oil into the gasoline before burning it. The 350cc two-stroke twin R-1 was the name of another larger dislodging model that was added to the lineup in 1967. The XS-1, Yamaha's initial four-stroke bike, was presented in 1968. The Yamaha XS-1 was a 650cc four-stroke twin, a greater and even more noteworthy machine that equalled the movement and execution of the notable English bikes of the time, similar to the Triumph Bonneville and BSA Gold Star. While other Japanese producers were progressively pushing toward four-chamber four-stroke machines, drove by Honda in 1969 with the famous CB-750 four-stroke four-chamber cycle, Yamaha went on with both the two-stroke line and the four-stroke twins. The twin-chamber RD and single-chamber RS families, with variations in various limits, were delivered by Yamaha in mid-1969 by integrating reed-valve acceptance into its beforehand cylinder ported plans. Regardless of being fanciful, there was a relentless talk that "RD" implied race created. Truly, "R" appears to have shown reed valved, "D" the twin (or twofold) chamber models and "S" the single-chamber models. Strong wheels, water-cooling, YPVS, and other more up to date innovation were added to the RD family all through the 1970s and 1980s, to the place where they shared little for all intents and purpose with the first models (prior to being supplanted by the TZR). Without losing any of its resemblance to its predecessors, Yamaha and Escorts Restricted continued to produce the RS family in numerous iterations for a considerable amount of time in India. Despite the RD and RS standards, Yamaha moreover manufactured little rules with ventured steel housings and rotational plate valved motors like the Yamaha FS1, and step-through V-50 and V-80 plans. The DT models replaced its Enduro off-road bicycles. With their own multi-chamber four-stroke, Yamaha would not respond to the other Japanese brands until 1976. The XS-750 (and later 850) a 750cc triple chamber machine with shaft last drive was introduced practically seven years after Honda's state of the art bike. In 1978, Yamaha presented the XS-1100, its most memorable model with four chambers and shaft drive. It won numerous endurance races despite being heavier and more geared toward touring than its rivals.

During the 1970s, Yamaha arose as a spearheading force in rough terrain bike innovation, presenting huge developments for both dashing and sporting purposes. A

champion accomplishment was the presentation of their "Monoshock" back suspension framework in 1973, which reformed bike plan. This pivotal innovation was first executed on the 1974 Yamaha YZ-250, a model that has kept up with persistent creation, making it Yamaha's longest-running model under a similar name. The system framework withdrew from conventional twin-shock arrangements by coordinating a solitary safeguard midway situated underneath the seat. This advancement offered a few benefits, including further developed taking care of, improved steadiness, and better command over harsh landscape. Yamaha not only improved performance but also established a new standard for off-road motorcycle engineering by making the bike's structure lighter and simpler. The motorcycle design philosophy was fundamentally altered by the Monoshock system's introduction, which influenced subsequent industry-wide advancements in suspension technology. The getting through presence of the Yamaha YZ-250 highlights its importance in bike history, proceeding to advance with current advances while keeping up with its standing for execution and unwavering quality. Throughout the 1960s and 1970s, Yamaha raced with increasing success in a variety of formats. The ten years of the 1970s was covered by the XT500 winning the main Paris-Dakar Rally in 1979. By 1980 the blend of shopper inclination and ecological guideline made four strokes progressively well known. In 1977, Suzuki stopped making the GT two-stroke series, which included the GT-750, their most popular water-cooled two-stroke. In 1980, Kawasaki, whose two-stroke triples of 250cc, 350cc, 400cc, 500cc, and 750cc saw significant success in the 1970s, stopped making road-going two strokes. Yamaha avoided this pattern and proceeded to refine and sell two-strokes for the road into the 1980s. These bicycles were execution situated, water-cooled twin chamber machines, intended to accomplish amazing execution exploiting the lower weight of two strokes. The RZ-250 from 1980 was the first model in this line. The largest-displacement model of the RZ-350 was a well-liked hot-rod motorcycle in the 1980s and was still sold in some countries into the early 1990s.

During the 1980s, the bike business went through a groundbreaking period, developing from an emphasis on flexible models to an expansion of specific machines intended for unmistakable specialties. Yamaha, an unmistakable player in the business, exemplified this shift through a different scope of developments and models that took care of different riding styles and inclinations. At the beginning of the decade, motorcycles were largely characterized by Universal Japanese Motorcycles (UJMs), which were general-

purpose bikes designed to serve multiple roles. These bikes were known for their reliability, affordability, and versatility, making them popular choices among riders worldwide. However, as the decade progressed, consumer demands and technological advancements spurred the development of more specialized motorcycles, each tailored to excel in specific areas such as racing, touring, off-road riding, and cruising.

Yamaha, keen to capitalize on these evolving trends, expanded its product lineup significantly throughout the 1980s. One notable introduction was the XV750 in 1981. This model marked Yamaha's entry into the cruiser motorcycle segment, which was gaining popularity in the United States and other markets. The XV750 featured an air-cooled V-twin four-stroke engine, classic cruiser styling, and a comfortable riding position ideal for long-distance touring or leisurely cruising.

By the late 1980s, Yamaha had established itself as a formidable player in the cruiser market, offering a wide array of models across various engine displacements and configurations. These cruisers not only appealed to riders looking for a laid-back riding experience but also showcased Yamaha's engineering prowess and ability to adapt to changing market demands.

In addition to cruisers, Yamaha made significant strides in the realm of high-performance motorcycles. One of the standout models of the era was the RZV500, introduced as a "repli-racer." This term referred to motorcycles that closely resembled their racing counterparts, allowing enthusiasts to experience the thrill of racing on public roads. The RZV500 was inspired by Kenny Roberts' competition GP bike and featured a liquid-cooled 500cc two-stroke V4 engine, advanced perimeter frame construction, and aerodynamic full fairing. This combination of cutting-edge technology and racing pedigree made the RZV500 a sought-after model among sportbike enthusiasts.

Another milestone for Yamaha during the 1980s was the introduction of the FZ750 in 1985. This model represented Yamaha's commitment to high-performance street bikes and innovation in engine design. The FZ750 featured a groundbreaking 750cc four-stroke inline four-cylinder engine equipped with Yamaha's unique five-valve cylinder head technology. This configuration aimed to enhance engine efficiency, power delivery, and overall performance compared to traditional four-valve designs.

The FZ750 also boasted a distinctive cylinder block layout, tilted forward at a 45-degree angle, which contributed to a lower centre of gravity and improved handling

characteristics. Furthermore, Yamaha employed a robust box-section steel perimeter frame for optimal chassis rigidity and stability at high speeds. These engineering innovations not only differentiated the FZ750 from its competitors but also established Yamaha as a leader in advanced motorcycle design and engineering.

Production of the FZ750 continued until 1991, during which time it garnered praise for its blend of performance, reliability, and technological sophistication. The model's success highlighted Yamaha's ability to innovate and adapt to the evolving demands of motorcycle enthusiasts, solidifying its reputation as a forward-thinking manufacturer in the industry.

Beyond cruisers and high-performance models, Yamaha's product lineup in the 1980s encompassed a diverse array of motorcycles designed for various purposes. This included models tailored for motocross racing, enduro competition, and recreational off-road riding. These bikes featured lightweight construction, rugged suspension systems, and powerful engines optimized for navigating challenging terrain and demanding conditions.

For instance, Yamaha continued to refine its off-road lineup with advancements in suspension technology and engine performance. Models like the YZ series, originally introduced in the 1970s, evolved to incorporate state-of-the-art features such as monoshock rear suspension systems, lightweight aluminium frames, and potent two-stroke or four-stroke engines. These advancements not only enhanced the bikes' off-road capabilities but also contributed to Yamaha's success in competitive racing circuits worldwide.

In motocross and enduro disciplines, Yamaha's commitment to performance and durability was evident in models like the YZ series. These bikes were engineered to withstand the rigors of off-road racing while delivering superior handling, traction, and acceleration. The success of Yamaha's off-road motorcycles in professional racing events further cemented the brand's reputation for reliability and performance in demanding environments.

Throughout the 1980s, Yamaha's innovation extended beyond individual models to encompass advancements in motorcycle technology and design. The company continued to push the boundaries of what was possible in terms of engine performance, chassis dynamics, and rider ergonomics. This dedication to innovation was exemplified

by Yamaha's introduction of the five-valve cylinder head technology on models like the FZ750, which aimed to optimize combustion efficiency and power output.

In addition, Yamaha's touring and sport-touring motorcycles demonstrated the company's emphasis on rider comfort and ergonomic design. To achieve a balance between performance and long-distance comfort, these models combined powerful engines with ergonomic seating positions, aerodynamic fairings, and advanced suspension systems. Yamaha offered a wide range of motorcycles to meet the needs and preferences of riders, whether they were looking for off-road adventures, leisurely cruises, or adrenaline-pumping thrills on the track. The Yamaha RX-Z, a two-stroke naked sport bike introduced in 1985, was another performance-oriented bike that borrowed its chassis and platform from the Yamaha RX-135 and RD-135. Initially furnished with a five-speed transmission and a strong front plate brake rotor with back drum brakes, it was well known in Malaysia and Singapore. After a few years on the market, the engine was upgraded with a six-speed transmission, newer instrument panel and handlebar switches, a front disc brake rotor with cross-drilled holes, and drum brakes in the rear. The plan was unaltered until it was refreshed in 2004, with the back lights being acquired by the Yamaha Y125Z and another front lamp. It was likewise introduced with an exhaust system, which decreased its drive to 19bhp.

Nonetheless, the greatest force stayed unaltered, yet the low-end force was worked on contrasted with the early models. A few proprietors of the prior RX-Z bikes might have issues during take-off because the motor will in general slowdown when an unpractised rider attempts to take off in the principal gear. The new model, on the other hand, solved the issue. This bike appeared in numerous Malay films and was associated with street racers in Malaysia. After 26 years, it was discontinued in 2011. The YZF "R1" was a 1000cc four-cylinder road bike that Yamaha released in 1998. This model featured a new style of gearbox design that reduced the overall length of the motor/gearbox case to make it smaller. The motor could then be positioned further forward in the frame, which was intended to improve handling in a short wheel-based frame. Star Motorcycles, a new brand name for Yamaha's cruiser series of motorcycles for the American market, was announced in 1995. Star motorcycles are still sold under the Yamaha brand in other markets. This was an endeavour to make a brand character all the more firmly lined up with the cruiser market portion, one of the biggest and most rewarding in the US. Yamaha Motor Philippines, Inc. is one of more than 20 worldwide

subsidiaries that operate on all continents. In 2007, Yamaha established operations in the Philippines and distributes Yamaha motorcycles under the corporate name of Yamaha Motor Philippines, Inc. In October 2017, Subaru sold small engine manufacturer Subaru Industrial Power Products to Yamaha. The engines that drove lawnmowers, generators, and water pumps used by Subaru are now known as Yamaha.

### **Motorcycle Racing Highlights**

Yamaha has achieved significant success in motorcycle racing, securing a total of 39 world championships. This includes seven championships in MotoGP, as well as 10 titles in the former 500 cc two-stroke class, along with two championships in World Superbike competition. Furthermore, Yamaha boasts an impressive record at the Isle of Man TT, claiming 210 victories, and holds the top spot for victories at the Sidecar TT with 40 wins. Past Yamaha riders include: Jarno Saarinen, Giacomo Agostini, Bob Hannah, Heikki Mikkola, Bruce Anstey, Kenny Roberts, Eddie Lawson, Wayne Rainey, Jeremy McGrath, Stefan Merriman, Dave Molyneux, Ian Hutchinson, Phil Read, Chad Reed, Ben Spies, Jorge Lorenzo, and nine-time world champion Valentino Rossi. The Yamaha YZ450F won the AMA Supercross Championship two years in a row, in 2008 with Chad Reed, and 2009 James Stewart. Yamaha was the first to build a production monoshock motocross bike (1975 for 250 and 400, 1976 for 125) and one of the first to have a water-cooled motocross production bike (1977 in works bikes, 1981 in off-the-shelf bikes). Yamaha's first Motocross competition four-stroke bike, the YZ400F, won the 1998 USA outdoor national Championship with factory rider Doug Henry. Since 1962, Yamaha made production road racing Grand Prix motorcycles that any licensed road racer could purchase. In 1970, non-factory privateer teams dominated the 250 cc World Championship with Great Britain's Rodney Gould winning the title on a Yamaha TD2. Yamaha also sponsors several professional ATV riders in several areas of racing, such as cross-country racing and motocross. Yamaha has had success in cross country with their YFZ450, ridden by Bill Ballance, winning 9 straight titles since 2000. Yamaha's other major rider, Traci Cecco, has ridden the YFZ450 to 7 titles, with the first in 2000. In ATV motocross, Yamaha has had success with Dustin Nelson and Pat Brown, both who race the YFZ450. Pat Brown's best season was a 3rd place title in 2007, while Nelson has had two 1st place titles in the Yamaha/ITP Quadcross, one in 2006 and the other in 2008.

In 2021, Yamaha clinched victories in various competitions, including the British Superbike Championship with Tarran Mackenzie, Moto America with Jake Gagne, MFJ Superbike Championship with Katsuyuki Nakasuga, and WorldSSP with Dominique Aegerter, among others. For the 2022 MotoGP season, Yamaha's lineup features Fabio Quartararo and Franco Morbidelli, while Toprak Razgatlıoğlu and Andrea Locatelli represent Yamaha in the World Superbike Championship. Since 2016, Yamaha's Superbike World Championship team has been managed by Crescent Racing.

Yamaha Motor is a highly diversified company which produces products for many industries and consumer market segments:

- Motorcycles: Sport bikes, Star Cruiser bikes, trail bikes, road racers and motocross racers.
- All-terrain vehicles
- Snowmobiles
- Commuter vehicles, including scooters
- Boats: Powerboats, sailboats (e.g. Yamaha 26, a sailboat produced in the 1970s), utility boats and custom boats.
- Marine engines: Outboard motors, electric marine motors, marine diesel engines and stern drives.
- Personal watercraft – Wave Runner
- Electric bicycles
- Automobile engines
- Industrial use unmanned helicopters
- Golf cars
- Power products: generators, multipurpose engines, water pumps and snow throwers
- Swimming pools, water-sliders and pool-related equipment
- Intelligent machinery, including compact industrial robots
- Electric wheelchairs and wheelchair electric drive units
- Yamaha parts and accessories, apparel, cycle helmets and motor oil
- Industrial robots and surface mounters Partners

## **1. Akrapovic**

Akrapovic is a market-leading manufacturer of premium exhaust systems for motorcycles and performance cars, based in Slovenia. It is a pioneer in the innovative use of super-alloys and at the forefront of carbon components. Akrapovic exhaust systems are renowned for increasing performance, unmistakable sound, innovative design, lightweight construction, quality workmanship, and durability.

## **2. Shark Helmets**

Experience the cutting-edge style and safety of Shark helmets on the MT Tour.

## **3. TomTom**

TomTom provides leading independent location technology to riders, businesses, and professionals to seamlessly navigate our connected world.

## **4. Yamaha Music**

Defined by the same passion for quality and emotional experience. With our unique expertise and sensibilities, gained from our devotion to sound and music, we are committed to creating excitement and cultural inspiration together with people around the world.

## **5. Yamalube**

Our Yamaha engineers consider oil as a liquid engine component that is one of the most important parts of your Yamaha engine. Choosing Yamalube really does make a difference. By always using Yamalube you can be sure that your engine has the potential. Competitors Yamaha Motors, the section for motorcycles of Yamaha Corporation, faces strong competition in the motorcycle industry. Some of its main competitors include:

- Honda Motor Co., Ltd.

Honda is one of the largest motorcycle manufacturers globally and a dominant player in various motorcycle segments.

- Suzuki Motor Corporation

Suzuki is another significant competitor known for producing a wide range of motorcycles, including sport bikes, cruisers, and off-road motorcycles.



- Kawasaki Heavy Industries, Ltd.

Kawasaki is renowned for its high-performance motorcycles, especially in the sport and adventure segments.

- BMW Motorrad

BMW's motorcycle division is known for producing premium motorcycles, often targeting the touring and adventure segments.

- Harley-Davidson, Inc.

Harley-Davidson is a prominent brand, particularly in the cruiser motorcycle category, with a strong following in the United States and other markets.

- KTM AG

KTM is a leading motorcycle manufacturer known for its off-road and adventure motorcycles, as well as high-performance sport bikes.

- Ducati Motor Holding S.p.A.

Ducati is a well-known Italian motorcycle manufacturer famous for its high-performance sport bikes and stylish motorcycles.

- Triumph Motorcycles Limited

Triumph is a British motorcycle manufacturer with a diverse lineup of classic, modern classic, adventure, and cruiser motorcycles.

- Royal Enfield (Eicher Motors Limited)

Royal Enfield is an Indian motorcycle manufacturer known for producing classic- styled motorcycles and has seen global popularity in recent years.

### **Vision**

Kando - "Offer new excitement and a more fulfilling life for people all over the world."

### **Slogan**

"Revs your heart"

## VALUE OF THE COMPANY

### ➤ High-Quality Vehicles:

- Yamaha Motorcycles are renowned for their exceptional quality, delivering superior goods and services that consistently satisfy customers' needs and exceed their expectations.
- With a legacy of craftsmanship and engineering excellence, Yamaha upholds strict quality control procedures throughout the manufacturing process to ensure that each motorcycle meets the highest standards of reliability, durability, and performance.
- From the iconic YZF-R series sport bikes to the versatile MT series naked bikes and the rugged WR series off-road motorcycles, Yamaha motorcycles are built to last, providing riders with dependable and long-lasting vehicles that they can trust.

### ➤ Innovation:

- Yamaha is committed to innovation and continuous improvement, constantly striving to create new technology, designs, and features that enhance the performance, safety, and efficiency of its motorcycles.
- The company invests heavily in research and development to develop innovative solutions in sustainability, connectivity, efficiency, and safety, pushing the boundaries of engineering and design in the motorcycle industry.
- Examples of Yamaha's innovation include advanced engine designs, electronic rider aids, connectivity features, and electric propulsion systems, all aimed at improving the riding experience and reducing environmental impact.

### ➤ Customer Focus:

- Yamaha prioritizes understanding the needs and preferences of its customers, striving to deliver excellent customer experiences and cultivate close relationships with riders.
- Through feedback mechanisms, customer surveys, and engagement initiatives, Yamaha listens to consumer input and continuously enhances its goods and services to better serve its customers' evolving needs.
- Whether through customer support programs, warranty coverage, or rider training courses, Yamaha provides riders with the support and resources they need to enjoy their motorcycles to the fullest.

➤ Integrity and Ethics:

- Integrity and ethical conduct are fundamental values at Yamaha, guiding its business practices and relationships with stakeholders.
- The company upholds principles of decency, openness, and ethical behaviour in all facets of its operations, including dealings with clients, vendors, staff members, and the public.
- By adhering to high ethical standards and fostering a culture of transparency and accountability, Yamaha builds trust and credibility with its customers and stakeholders, strengthening its reputation as a responsible corporate citizen.

➤ Environmental Stewardship:

- Yamaha recognizes the importance of sustainability and environmental responsibility in its operations and product lifecycle.
- The company employs environmentally friendly manufacturing techniques, implements fuel-efficient technologies, and supports recycling programs to minimize its negative environmental impact.
- Through initiatives such as reducing carbon emissions, conserving natural resources, and supporting renewable energy sources, Yamaha demonstrates its commitment to environmental stewardship and sustainability for future generations.

➤ Employee Empowerment and Diversity:

- Yamaha values its employees as its most valuable asset and places a high priority on creating a positive workplace culture that fosters diversity, inclusion, and professional development.
- The company offers opportunities for career advancement, training, and skill development, empowering employees to reach their full potential and contribute to the company's success.
- By recognizing the unique talents and contributions of each individual and promoting diversity and inclusion, Yamaha builds a dynamic and innovative workforce that drives innovation and growth.

## **Yamaha Motors 5C Marketing Analysis**

5C marketing framework is a tool to analyse the situational forces that form the business environment. The analysis emphasizes micro and macro environmental factors that exert a strong influence on the organizations' business operations. Marketing managers can conduct the 5C analysis to timely identify the strengths and weaknesses in the internal environment, and possible risks and opportunities present in the external environment.

### **1. Company:**

- Yamaha Motors is a leading manufacturer of motorcycles, scooters, ATVs, marine outboard engines, and other motorized vehicles.
- The company has a rich heritage of innovation, performance, and reliability, with a strong focus on quality craftsmanship and engineering excellence.
- Yamaha Motors is committed to environmental responsibility and sustainability, integrating eco-friendly practices throughout its operations and product lifecycle.
- The company's brand values include innovation, performance, reliability, and customer satisfaction, which guide its business strategies and decision-making processes.

### **2. Customers:**

- Yamaha Motors serves a diverse customer base, including recreational riders, urban commuters, professional racers, and outdoor enthusiasts.
- The company's motorcycles and other vehicles cater to a wide range of customer needs and preferences, from sporty performance bikes to fuel-efficient scooters and rugged off-road vehicles.
- Yamaha Motors emphasizes understanding and meeting the evolving needs of its customers, striving to deliver excellent customer experiences and cultivate close relationships with riders.

### **3. Competitors:**

- Yamaha Motors faces competition from various domestic and international competitors in the motorcycle and motorized vehicle industry.
- Major motorcycle manufacturers such as Honda, Kawasaki, Suzuki, and others, together with smaller specialized companies and up-and-coming electric vehicle startups, are the main competitors.

- Competition is intense in terms of product offerings, pricing, marketing strategies, technological innovation, and customer service, requiring Yamaha Motors to continuously innovate and differentiate itself in the market.

#### **4. Collaborators:**

- Yamaha Motors collaborates with various stakeholders, including suppliers, dealerships, distributors, and aftermarket service providers, to bring its products to market and support its customers.
- The company relies on a network of authorized dealers and service centers to distribute its motorcycles and provide maintenance, repairs, and aftermarket accessories to customers.
- Yamaha Motors also collaborates with industry partners, research institutions, and regulatory agencies to develop new technologies, improve safety standards, and address environmental challenges.

#### **5. Context:**

- Yamaha Motors operates in a dynamic and competitive business environment characterized by rapid technological advancements, changing consumer preferences, and regulatory requirements.
- Market trends such as electrification, connectivity, urbanization, and sustainability are shaping the future of the motorcycle and motorized vehicle industry, presenting both opportunities and challenges for Yamaha Motors.
- Global economic conditions, geopolitical factors, and industry disruptions, such as the COVID-19 pandemic, also influence Yamaha Motors' business operations, supply chain management, and market demand.

### **Sales promotion activities**

#### **1. Dealer Incentive Programs:**

Yamaha Motors implements dealer incentive programs to motivate its network of authorized dealerships to promote and sell its motorcycles. These programs often include volume-based discounts, sales targets, bonuses, and rewards for achieving specific sales goals or performance metrics. By incentivizing dealerships to meet sales targets and actively promote Yamaha motorcycles, the company can increase its market share and maintain strong relationships with its distribution partners.

## 2. Consumer Rebates and Cash Back Offers:

Consumer rebates and cash back offers are commonly used by Yamaha Motors to encourage sales and stimulate demand. These promotions involve providing customers with a rebate or cash back incentive when they purchase a qualifying Yamaha motorcycle within a specified promotional period. Rebates and cash back offer incentivize customers to make a purchase by providing them with a tangible financial benefit, such as a discounted purchase price or a cash refund after the sale.

## 3. Promotional Financing and Low APR Deals:

Yamaha Motors frequently provides promotional financing options and low annual percentage rate (APR) deals to make its motorcycles more affordable and accessible to consumers. These financing promotions may include special financing rates, zero-percent APR offers, or extended payment terms for qualified buyers. By offering attractive financing options, Yamaha Motors can reduce the financial barriers to purchasing a motorcycle, making it easier for customers to afford their dream bike and driving sales volume.

## 4. Trade-In Programs and Loyalty Incentives:

Trade-in programs and loyalty incentives are effective tools for Yamaha Motors to promote recurring business and client retention. Trade-in programs allow customers to trade in their old motorcycles for a credit towards the purchase of a new Yamaha motorcycle, providing them with added value and convenience. Loyalty incentives may include discounts, special offers, or exclusive benefits for existing Yamaha customers who purchase another Yamaha motorcycle, rewarding their loyalty and encouraging brand loyalty.

## 5. Limited-Time Promotions and Seasonal Sales Events:

Yamaha Motors frequently runs limited-time promotions and seasonal sales events to create urgency and drive immediate sales. These promotions may coincide with holidays, special occasions, or the launch of new motorcycle models, offering customers exclusive discounts, special offers, or bundled packages for a limited time only. By leveraging the power of scarcity and urgency, Yamaha Motors can generate excitement and anticipation among customers, prompting them to take advantage of the promotional offer before it expires.

#### 6. Product Bundling and Value-Added Packages:

Product bundling and value-added packages are effective sales promotion tactics employed by Yamaha Motors to increase perceived value and incentivize purchases. These bundles may include accessories, gear, or service packages that enhance the customer's ownership experience and provide additional value at no extra cost. By offering bundled packages, Yamaha Motors can differentiate its products from competitors, attract price-sensitive customers, and increase the overall value proposition of its motorcycles.

#### 7. Event Sponsorships and Brand Activations:

Yamaha Motors sponsors events, rallies, races, and exhibitions to increase brand visibility, engage with customers, and showcase its motorcycles in action. These sponsorships may include signage, branding, product displays, demonstrations, and test rides, allowing Yamaha to connect with enthusiasts and potential customers in a meaningful way. By participating in events and brand activations, Yamaha Motors can create memorable experiences, generate buzz, and foster a sense of community among riders, ultimately driving brand awareness and consideration.

#### 8. Digital Marketing and Online Promotions:

Yamaha Motors leverages digital marketing channels and online promotions to reach a wider audience of potential customers and drive online sales. These promotions may include email campaigns, social media contests, digital ads, and website promotions that offer discounts, incentives, or exclusive deals to online shoppers. By embracing digital marketing strategies, Yamaha Motors can engage with tech-savvy consumers, target specific demographics, and track the effectiveness of its promotional efforts in real-time, optimizing its marketing spend and maximizing ROI.

#### 9. Customer Engagement and Test Ride Events:

Yamaha Motors organizes customer engagement activities and test ride events to allow potential customers to experience its motorcycles firsthand and make informed purchasing decisions. These events may include demo days, test ride tours, dealer open houses, and community rides that give riders the opportunity to try out different Yamaha models in a controlled environment. By facilitating test rides and customer interactions,

Yamaha Motors can build trust, address customer concerns, and overcome objections, increasing the likelihood of conversion and driving sales.

#### 10. Referral Programs and Word-of-Mouth Marketing:

Yamaha Motors implements referral programs and incentivizes customers to refer their friends, family, or acquaintances to purchase a Yamaha motorcycle. These programs may offer rewards, discounts, or incentives to both the referrer and the referee when a successful referral results in a sale. By harnessing the power of word-of-mouth marketing and customer advocacy, Yamaha Motors can leverage existing relationships and networks to reach new customers, build brand loyalty, and drive incremental sales.



**CHAPTER II**  
**REVIEW OF LITERATURE & THEORETICAL**  
**FRAMEWORK**

## 2.1 REVIEW LITERATURE

- **Mufida Alfian Prasetya, Resti Hardini and Kumba Digdowiseiso(2014)** The Influence of Product Quality, Brand Image, and Lifestyle on The Purchase Decision of Yamaha NMAX Motorcycles at Yamaha Mega Utama Motor Depok Dealer. The study investigates the influence of product quality, brand image, and lifestyle on the purchase decision of Yamaha Nmax motorcycles using primary data collected from a sample of one hundred users. Employing multiple linear regression and the SPSS program for analysis, the findings reveal positive effects between product quality and purchase decision, brand image and purchase decision, and lifestyle and purchase decision. The simultaneous impact of these variables is significant, with lifestyle demonstrating the most substantial effect. While these results offer valuable insights for Yamaha, future research could explore additional factors, and it's essential to consider potential limitations, such as respondent biases. The findings underscore the importance of enhancing product quality to positively influence purchase decisions and suggest avenues for further research and strategic development. Keywords: Product Quality, Brand Image, Lifestyle, Purchase Decision.
- **Dr. K. Srinivasa Krishna and Shaik Salman Basha (2014)** A Study on Various Purchase Factors of Yamaha Scooters and Its Impact on Buying Behavior A study on various purchase factors of Yamaha scooter and its impact on buying behavior that influence consumer's buying behavior when considering a Yamaha scooter. Yamaha is a prominent brand in the two-wheeler industry, particularly known for its range of scooters offering performance, style, and reliability. Understanding the key factors that influence consumer decision-making can help Yamaha and other similar companies develop effective marketing strategies and enhance customer satisfaction. The research will employ a mixed-methods approach, combining qualitative and quantitative research techniques. The qualitative phase will involve in-depth interviews and focus group discussions to explore consumers' perceptions, attitudes, and preferences regarding Yamaha scooters. These qualitative findings will provide valuable insights into the underlying motivations and considerations that influence their purchasing decisions Based on the qualitative findings, a structured questionnaire will be designed for the quantitative phase. This phase will aim to quantify the importance of various purchase factors, such as price, design,

features, brand reputation, fuel efficiency, after-sales service, and peer influence. The questionnaire will be administered to a diverse sample of potential Yamaha scooter buyers, ensuring representation across different demographic segments. Statistical analysis techniques, including factor analysis and regression analysis, will be employed to identify the significant purchase factors and examine their impact on buying behavior. The findings will enable Yamaha to prioritize the factors that strongly influence consumers' purchasing decisions and tailor their marketing strategies accordingly. Additionally, the study will contribute to the existing body of knowledge on consumer behavior in the two-wheeler industry. Keywords: Yamaha scooter, purchase factors, buying behavior, consumer preferences, marketing strategies, qualitative research, quantitative research.

- **Wensy Rantung, David P.E Saerang and Peggy Adeline Mekel (2014)** The Influence of Brand Loyalty, Brand Awareness, And Perceived Quality on Consumer Buying Decision of Yamaha Vixion Motorcycle in Manado in the modern society brand not only represent the product or company but also have a strong association with perceived quality, consumers' lifestyle, consumer loyalty. The goal of this study is to provide a more thorough analysis of the potential effects that brand awareness, brand loyalty, and perceived quality may have when consumers are making purchases or selecting between various brands, particularly for private vehicles like motorcycles. This study also attempts to investigate the relationship between consumer decision-making while purchasing a motorbike in Manado and brand loyalty, brand awareness, and perceived quality. The research method associates with multiple linear regression analysis technique with 100 respondents as sample of the research taken from people in Manado as consumers of motorcycle. According to the survey, consumers are impacted by brand loyalty, brand awareness, and perceived quality when they decide to buy a motorbike of a particular brand. Additionally, this survey shows that consumers have a high regard for branded motorcycles and prefer to choose well-known brands when making a motorbike purchase. Keywords: brand loyalty, brand awareness, perceived quality, buying decision.
- **Aprilia Maharani (2017)** The Influence of Product Innovation and Brand Image On Decisions Purchase Of Yamaha Mio m3 125 Bluecore automatic Motorcycle (Study At Yamaha Dealer South Surabaya) The current business development is

colored by various kinds of competition. Seeing these conditions cause businesspeople increasingly required to have the right strategy in meeting sales targets. Yamaha make new innovations on Mio Bluecore Mio is a fuel efficient that is expected to increase sales. With this bluecore technology Mio was once impressed as a motor with wasteful fuel to be more efficient, which will impact on purchasing decisions. This study aims to analyze and discuss the effect of product innovation and brand image on the purchase decision mio m3 125 Bluecore. This research was conducted at south Surabaya dealer use such data with 210 respondents. Sampling method in use right is judgmental sampling. Instrument used for data collection in research was that have been analyzed using such likert scale. Statistical analysis used is multiple linear regression. The results showed that the variable of product innovation had positive and significant effect to decision of mio m3 125 Bluecore. Brand image variables have positive and significant influence on decision of Mio m3 125 Bluecore. Keywords: product innovation, brand image, purchase decision.

- **Sonal Subhash Chahande (2020)** A Study of Various Purchase Factor of Yamaha Scooter and Its Impact on Buying Behavior vis-à-vis Other Competition in The Segment explores the factors influencing consumer purchasing decisions for Yamaha scooters and compares these with competitor brands. Conducted as part of a summer internship at Vasant Automobile (Yamaha) for the academic year 2020-21, the study aimed to understand customer mind flow, including awareness, interest, action, comparison, purchase, use, loyalty, and referral. It utilized surveys, field visits, and competitor analysis to gather data. Key objectives included analyzing marketing strategies in the automobile sector, understanding customer behavior, and providing recommendations to improve sales and customer retention. The research highlighted the importance of factors such as after-sales service, product quality, and brand loyalty in influencing consumer choices in the competitive two-wheeler market. Keywords: Purchase Factor, consumer purchasing decision, marketing strategies.
- **S. Diwakar Raj and Dr. N. Kannan (2020)** Factors Influencing Purchase of Two-Wheeler - A Study with Reference to Chennai City The present study is consumer-oriented in nature, pertaining to the preference of the consumers in Chennai City. It focusses on certain objectives and bases on survey method. The main purpose of

the study is to know the Factors Influencing the Purchase the Two-Wheeler and Expectation of the Consumers in Purchase of Two-wheeler. Majority of the consumers prefer comfort, good after sales service, and smooth suspension. Based on these factors, consumers prefer the two wheelers. Therefore, the research survey suggests that businesses should regularly perform research surveys to learn about the preferences of their customers. Businesses may simply compete and increase sales if they know the preference variables. Keywords: Purchase, Factors, Influence, Two-Wheeler.

- **Galih Pamungkas and Hamdan Hamdan (2021)** The Influence of Lifestyle, Design and Price Perceived on Purchase Intention Yamaha NMAX Motorcycles in Tangerang City This research sought to ascertain the Tangerang City's interest in purchasing a Yamaha NMAX motorcycle through an analysis of lifestyle, design, and price perception. 180 respondents that were selected using a quantitative manner were the study's sample. The data collection method used is a questionnaire and using Accidental Sampling for sampling. This study uses SEM data analysis techniques and data processing using Partial Least Square (PLS). From the results of the study, it was found that Lifestyle, Design and Price Perception had a positive and significant effect on Purchase Interest of Yamaha NMAX Motorcycles. Keywords: Lifestyle, Design, Price Perceived, Purchase Intention.
- **Lidya Martha and Dinet Maini (2022)** Influence of Celebrity Endorsers, Brand Image, And Trust Brands on Yamaha Nmax Motorcycle Purchase Decisions at CV. Tjahaja New Surantih This study aims to determine the effect of celebrity endorser, brand image, and brand trust on purchasing decisions for Yamaha Nmax motorcycles at CV. Tjahaja Baru Surantih. This research is quantitative research, the sampling method using purposive sampling technique with the number of respondents 53 people. The data analysis technique used in this study was multiple regression analysis. The results of this study indicate that celebrity endorser has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and brand trust has a positive and significant effect on purchasing decisions. Keywords: celebrity endorser, brand image, brand trust, purchase decision.

- **Bakhtiar Tijjang (2023)** Product Innovation and Brand Image on Yamaha Motorcycle Purchasing Decisions The purpose of this research was to empirically determine the effects of product innovation and brand image on purchasing decisions. This research was quantitative in nature. There were 160 respondents who taken unreservedly to partake in this concentrate by finishing up a survey. Hypothetically, a system was expected to show the connection among free and subordinate factors. SPSS was used to test the data thoroughly. In this study, validity, reliability, partial, and simultaneous tests were used for data analysis. Product Innovation and Brand Image had a positive impact on purchasing decisions, both partially and simultaneously, according to the study's findings. The ramifications of the examination were 160 respondents addressing the populace. It was known from the consequences of examination that item development and brand picture factors affected buying choices. Likewise, item development was the main figure buying choices for Yamaha motorbikes in Makassar. Keywords: Product innovation, brand image, purchase decision.
- **Beny Wahyudi, Henni Noviasari, Tengku Firli Musfar and Prima Andreas Siregar (2023)** The Impact of Celebrity Endorsers, Price, and Product Quality on Purchase Decision of Yamaha Maxi Motorcycles in Pekanbaru City: An Exploratory Study This exploration means to analyze the impact of VIP endorsers, cost and item quality on buying choices for Yamaha Maxi motorbikes in the city of Pekanbaru. The sort of information utilized in the exploration is quantitative. The populace in this study remembers all Yamaha Maxi motorbike customers for Pekanbaru City. The testing procedure utilized a non-likelihood inspecting strategy which was purposive examining, adding up to 128 respondents. A questionnaire was used to collect the data, which was then processed using SPSS version 22 software for multiple linear regression analysis. 1) The study's findings demonstrated that Pekanbaru's purchase decisions for Yamaha Maxi motorcycles were significantly influenced by a celebrity endorser. 2) Cost affects buying choices for Yamaha Maxi motorbike items in the city of Pekanbaru. 3) Item quality affects buying choices for Yamaha Maxi motorbike items in the city of Pekanbaru. 4) Yamaha Maxi motorcycle purchases in Pekanbaru are significantly influenced by celebrity endorsement, price, and product quality at the same time. Keywords: Celebrity Endorser, Price, Product Quality, Purchase Decision.

- **Nurwin Sjoekri , Herry Krisnandi , Kumba Digdowiseiso and Monizaihasra Mohamed (2024)** The Influence of Brand Image, Celebrity Endorser and Price Perception on The Purchase Decision of Yamaha Mio Motorcycles This research was aimed at knowing: (1) the influence of brand image towards the buying decision of the brand Yamaha Mio Motorcycle, (2) the influence of celebrity endorsers on the buying decision of the brand Yamaha Mio Motorcycle, (3) the influence of price perception towards buying decision of brand Yamaha Mio Motorcycle and (4) the influence of brand image, celebrity endorser and price perception towards buying decision of brand Yamaha Mio Motorcycle. This research used a quantitative approach by applying a survey method. This research used purposive sampling or took the samples based on specific characteristics. The samples of this research were 100 buyers of Yamaha Mio Motorcycle Branch Tanah Kusir Jakarta. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used to answer the hypothesis is multiple regression. Yamaha is expected to keep attention to the level of consumer confidence in Selebiriti as a representative of Yamaha Mio. To increase consumer confidence for example by increasing the use of celebrities who have credibility and high popularity and are favored by many consumers, so that later will form a good image in the minds of consumers of the product and make purchasing decisions. Keywords: Brand Image, Celebrity Endorser, Price Perception, Purchase Decision.

## **2.2 THEORITICAL FRAMEWORK**

The theoretical framework for this study on consumer purchase decisions for Yamaha two-wheelers incorporates several key components essential for a comprehensive analysis. These components include consumer behaviour theories, which help in understanding the psychological and social factors influencing buying decisions; product quality assessment models, which evaluate the attributes and performance of Yamaha two-wheelers; and the technology acceptance model (TAM), which examines consumers' acceptance and usage of advanced features in Yamaha products. By integrating these theories, the framework aims to thoroughly analyse consumer preferences, the impact of lifestyle on purchasing behavior, and other influential factors contributing to overall satisfaction with Yamaha two-wheelers.

## **Consumer behaviour theories**

The consumer buying theory for Yamaha two-wheelers can be understood through a detailed exploration of various consumer behaviour theories. This comprehensive approach provides insights into the multifaceted factors that influence consumer purchase decisions.

Theory of Planned Behaviour (TPB):

- The TPB is a crucial framework for understanding how consumer attitudes, subjective norms, and perceived behavioural control influence purchasing decisions. According to TPB:
- **Attitudes:** Consumers' positive or negative evaluations of Yamaha two-wheelers play a significant role. For instance, perceptions of Yamaha's reliability, fuel efficiency, and design aesthetics can create a favourable attitude towards purchasing.
- **Subjective Norms:** Social influences from family, friends, and peers can impact consumer decisions. If a consumer's social circle holds Yamaha in high regard or if Yamaha two-wheelers are popular within the community, this can encourage the consumer to choose Yamaha.
- **Perceived Behavioural Control:** This refers to consumers' perceptions of their ability to purchase and use Yamaha two-wheelers. Factors such as affordability, availability of financing options, and ease of maintenance contribute to this perception. A high level of perceived control makes it more likely for the consumer to proceed with the purchase.

Maslow's Hierarchy of Needs:

This theory explains consumer motivation based on a hierarchy of needs:

- **Physiological Needs:** At the basic level, Yamaha two-wheelers fulfill the need for transportation, providing a means to commute and perform daily activities.
- **Safety Needs:** Yamaha's reputation for durability and safety features such as advanced braking systems and robust build quality addresses consumers' safety concerns.



- **Social Needs:** Owning a Yamaha can enhance social status and provide a sense of belonging. Participating in Yamaha owner clubs or group rides can fulfill social needs.
- **Esteem Needs:** High-quality design, performance, and brand prestige of Yamaha two-wheelers can elevate a consumer's self-esteem and confidence.
- **Self-Actualization Needs:** For some consumers, owning a Yamaha is a form of self-expression and achieving personal goals, such as adventurous touring or performance biking.

The Consumer Decision-Making Process Model:

This model outlines the stages consumers go through before making a purchase:

- **Problem Recognition:** The need for reliable and efficient transportation triggers the decision to explore two-wheeler options.
- **Information Search:** Consumers gather information from various sources including online reviews, advertisements, and word-of-mouth recommendations to evaluate Yamaha's offerings.
- **Evaluation of Alternatives:** Consumers compare Yamaha with other brands like Honda, Suzuki, and Bajaj based on criteria such as price, performance, features, and after-sales service.
- **Purchase Decision:** After thorough evaluation, the consumer decides on purchasing a specific Yamaha model based on their preferences and needs.
- **Post-Purchase Behaviour:** Post-purchase evaluation determines consumer satisfaction. Positive experiences with Yamaha two-wheelers can lead to brand loyalty and recommendations to others.

Innovation Diffusion Theory:

This theory helps in understanding how new technologies and features in Yamaha two-wheelers are adopted by consumers:

- **Innovators and Early Adopters:** These consumers are crucial in the initial uptake of new Yamaha models featuring advanced technologies such as hybrid engines, smart connectivity, and enhanced safety systems.
- **Early Majority:** Following the early adopters, this group starts adopting the new models once they see the benefits and hear positive feedback.

- Late Majority and Laggards: These consumers are more cautious and adopt new models only after they become well-established in the market and have proven reliability.
- By integrating these consumer behaviour theories, the study aims to provide a detailed understanding of the factors influencing consumer purchase decisions for Yamaha two-wheelers. This framework highlights the roles of product quality, lifestyle, social influences, and technological advancements in shaping consumer preferences and satisfaction.

### **Product Quality Assessment Model for Yamaha Two-Wheelers**

A comprehensive product quality assessment model for Yamaha two-wheelers can be structured around several key dimensions: performance, features, reliability, durability, aesthetics, serviceability, and perceived quality. Each dimension can be evaluated using specific criteria to form a holistic view of the product quality.

#### Performance:

- Engine Efficiency: Assess the power output, fuel efficiency, and smoothness of the engine. Metrics include horsepower, torque, and mileage.
- Handling and Stability: Evaluate the ease of manoeuvring, stability at high speeds, and responsiveness of the two-wheeler. Test through various riding conditions and road types.
- Braking System: Measure the effectiveness and reliability of the braking system, including stopping distance and brake responsiveness under different conditions.

#### Features:

- Technological Innovations: Analyse advanced features such as ABS (Anti-lock Braking System), traction control, digital instrument clusters, smart connectivity, and ride modes.
- Comfort and Ergonomics: Assess seat comfort, riding posture, and ease of controls. Consider adjustable features like seat height and handlebar positioning.
- Safety Features: Review safety features such as lighting (LED headlamps), reflectors, and crash protection elements.

### Reliability:

- **Consistency of Performance:** Evaluate how consistently the two-wheeler performs over time and under various conditions. This includes starting reliability, performance during long rides, and handling in adverse weather.
- **Maintenance Frequency:** Measure the frequency and extent of maintenance required. Look into common issues reported by users and the general reliability of components.

### Durability:

- **Build Quality:** Assess the strength of the materials used and the overall construction of the two-wheeler. This includes frame integrity, quality of plastics and metals used, and resistance to wear and tear.
- **Longevity:** Evaluate the expected lifespan of the vehicle and its components. Consider warranty periods and the general reputation of the brand for long-lasting products.

### Aesthetics:

- **Design and Styling:** Analyse the visual appeal of the two-wheeler, including colour schemes, graphics, and overall design language.
- **Fit and Finish:** Evaluate the precision and quality of assembly, including the alignment of body panels, quality of paint, and finishing details.

### Serviceability:

- **Ease of Maintenance:** Assess how easy it is to perform regular maintenance tasks like oil changes, filter replacements, and brake adjustments. Consider the availability of service manuals and guides.
- **Availability of Spare Parts:** Measure the ease of obtaining spare parts and the breadth of the supply network. Consider the cost and availability of OEM parts versus aftermarket alternatives.
- **After-Sales Service:** Evaluate the quality of customer service provided by Yamaha dealerships and service centres. This includes service speed, quality of repairs, and customer support.

Perceived Quality:

- **Consumer Perceptions:** Gather feedback from existing Yamaha two-wheeler owners regarding their satisfaction and perceived value for money.
- **Brand Reputation:** Consider Yamaha's overall brand reputation and its impact on consumer confidence and perceived quality. This includes Yamaha's history, market position, and consumer trust.

### **Technology Acceptance Model (TAM) for Yamaha Two-Wheelers**

The Technology Acceptance Model (TAM) is a theoretical framework that helps in understanding how users come to accept and use a new technology. In the context of Yamaha two-wheelers, TAM can be applied to explore how consumers perceive and accept technological advancements such as smart connectivity features, advanced braking systems, and hybrid engines. TAM primarily focuses on two key factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which influence the Behavioural Intention (BI) to use the technology and ultimately actual usage behaviour. This model can be extended with external variables that indirectly affect these primary factors.

Key Components of TAM for Yamaha Two-Wheelers

#### **1. Perceived Usefulness (PU)**

Perceived usefulness is the degree to which a consumer believes that using a particular technology will enhance their performance or experience. For Yamaha two-wheelers, perceived usefulness can be examined through several dimensions:

Enhanced Safety:

**Advanced Braking Systems (ABS and Traction Control):** Consumers must perceive these technologies as significantly improving their riding safety, reducing the risk of accidents, and providing better control over the vehicle.

LED Lighting and Reflectors:

These features improve visibility and safety, especially during night rides or in adverse weather conditions.

Improved Performance:

**Hybrid Engines and Fuel Injection Systems:** These technologies enhance fuel efficiency, reduce emissions, and improve overall performance. Consumers need to see tangible benefits in terms of better mileage, increased power, and smoother rides.

**Enhanced Suspension Systems:** Advanced suspension technologies provide a more comfortable and stable ride, which is particularly useful for long-distance travel or rough terrains.

Convenience Features:

**Smart Connectivity (Bluetooth, GPS, Onboard Diagnostics):** Integration with smartphones for navigation, music control, and vehicle diagnostics enhances the overall riding experience. Features such as ride tracking, turn-by-turn navigation, and real-time vehicle diagnostics are perceived as valuable additions.

Keyless Entry and Start:

These features add convenience by allowing riders to start their two-wheelers without the need for a physical key.

To measure PU within the framework of Yamaha two-wheelers, surveys and interviews can be conducted asking consumers how much they agree with statements such as:

"The advanced braking system makes me feel safer while riding."

"The hybrid engine technology improves my vehicle's fuel efficiency."

"The smart connectivity features make my rides more convenient and enjoyable."

## **2. Perceived Ease of Use (PEOU)**

Perceived ease of use is the degree to which a consumer believes that using a particular technology will be free of effort. For Yamaha two-wheelers, perceived ease of use can be explored through:

User Interface Simplicity:

- **Digital Instrument Clusters:** The ease with which riders can interact with digital displays, read information, and understand the functionality is crucial. An intuitive and user-friendly design significantly enhances the perception of ease of use.

- Smartphone App Integration: The app should be easy to navigate, with clear instructions and seamless connectivity to the vehicle's system.

Ease of Maintenance:

- Onboard Diagnostics: Technologies that alert users to potential issues before they become serious problems simplify maintenance. Consumers should feel that these technologies do not add complexity but rather make maintenance routines easier and more efficient.
- Maintenance Accessibility: The availability of self-diagnosis tools and easy access to service information ensures that riders can maintain their vehicles with minimal effort.

Learning Curve:

- Familiar Interfaces and Controls: The degree to which riders can quickly learn and adapt to new technologies without requiring extensive training or support is important. Technologies that resemble familiar interfaces and controls can improve the perceived ease of use.

User Manuals and Tutorials: Comprehensive and easy-to-understand manuals and tutorials can help users get acquainted with new features quickly.

To measure PEOU, consumers can be asked how much they agree with statements such as:

"The digital instrument cluster is easy to read and understand."

"I find the smartphone app for my Yamaha two-wheeler intuitive to use."

"Using the advanced features of my Yamaha two-wheeler does not require much effort."

### **3. Behavioural Intention (BI)**

Behavioural intention refers to the degree to which a consumer plans to use or continue using the technology. In the context of Yamaha two-wheelers, BI is influenced by both PU and PEOU. If consumers perceive the technologies as useful and easy to use, they are more likely to have a positive behavioural intention towards adopting and using these technologies.

To measure BI, questions can be framed to gauge the likelihood of continued use and the intention to recommend the technology to others, such as:

"I intend to use the smart connectivity features regularly."

"I would recommend Yamaha two-wheelers with advanced braking systems to my friends and family."

"I am likely to choose a Yamaha two-wheeler with a hybrid engine for my next purchase."

#### **4. External Variables**

External variables are factors that can indirectly influence PU, PEOU, and BI. These variables provide a broader context for understanding consumer behaviour and can include:

Demographic Factors:

- **Age:** Younger consumers might be more tech-savvy and open to adopting new technologies compared to older consumers who might be more resistant to change.
- **Gender:** There may be differences in technology adoption based on gender, influenced by social norms and individual preferences.
- **Income Level:** Higher income levels can make it easier for consumers to afford new technologies, thereby affecting their adoption rates.
- **Educational Background:** Educated consumers might be better equipped to understand and appreciate the benefits of advanced technologies.

Experience:

- **Previous Experience with Technology:** Consumers who have previously used advanced technologies in other contexts (e.g., in cars or other gadgets) may find it easier to adopt similar technologies in two-wheelers.
- **Riding Experience:** Experienced riders might have specific preferences and may value certain technologies (like advanced suspension systems) more than novice riders.

### Social Influence:

- Recommendations and Opinions: Friends, family, and peers can significantly impact consumer decisions. Positive feedback from trusted individuals can enhance the likelihood of adopting new technologies.
- Social media and Online Reviews: Online platforms where users share their experiences and reviews can shape consumer perceptions and influence their behavioural intentions.

### Facilitating Conditions:

- Availability of Resources: Access to resources such as training programs, customer service, and repair facilities can impact the ease with which consumers adopt new technologies.
- Infrastructure: The presence of a supportive infrastructure (e.g., charging stations for hybrid engines) can facilitate the acceptance of novel technologies.

To assess these external variables, surveys can include questions like:

"How experienced are you with using advanced technologies in vehicles?"

"How much do the opinions of your friends and family influence your decision to use new features in your Yamaha two-wheeler?"

"How satisfied are you with the support and resources provided by Yamaha for using advanced technologies?"

## **Lifestyle theories**

- Max Weber's Social Class Theory:

Weber argued that lifestyle is closely linked to social class, which is determined by factors such as wealth, power, and prestige. People from different social classes tend to adopt different lifestyles, which are manifested through their consumption habits, leisure activities, and social interactions. For instance, the upper class might include luxury goods, exclusive social clubs, and high culture, while the working class might focus more on practicality and affordability in their lifestyle choices. Weber also noted that status groups form based on shared lifestyles, creating a sense of social cohesion and identity among members of the same class.



- Pierre Bourdieu's Theory of Habitus:

Bourdieu's theory of habitus suggests that our dispositions, perceptions, and actions are shaped by our social backgrounds. Habitus is a set of deeply ingrained habits and dispositions that we acquire through our life experiences. These dispositions guide our lifestyle choices, such as preferences in food, clothing, and leisure activities. Cultural capital, which includes education, skills, and knowledge, also has a big impact on how a person lives. For example, someone with high cultural capital might prefer classical music and fine art, while someone with lower cultural capital might favor popular culture.

- Postmodern Theory:

Postmodern theorists argue that in contemporary society, lifestyle has become a form of self-expression and identity construction. Unlike traditional views that see lifestyle as determined by social class, postmodernism emphasizes individual agency and the fluidity of identity. People choose lifestyles that reflect their personal tastes, beliefs, and desires, often using consumption to create and communicate their unique identities. This approach highlights the role of media and consumer culture in shaping lifestyle choices, where brands and products are used as symbols of personal identity.

- Consumer Culture Theory:

This theory explores how consumption patterns are influenced by cultural and social factors. It suggests that lifestyle choices are a way for individuals to communicate their identity and status within a consumer society. Consumer culture theory examines how people use goods and services not just for their functional value but also for their symbolic meanings. For instance, the choice of a particular brand of clothing or technology can signal one's social position, lifestyle preferences, and group affiliations.

- Psychological Theories:

Various psychological theories, such as Abraham Maslow's Hierarchy of Needs, suggest that lifestyle choices are driven by the need to fulfill certain psychological and emotional needs. Maslow's theory, for example, proposes that people are motivated by a hierarchy of needs, starting with basic physiological needs and moving up to safety, love and belonging, esteem, and self-actualization. Lifestyle

choices, such as diet, exercise, and leisure activities, are influenced by where individuals are in this hierarchy and their pursuit of personal growth and fulfilment.

- Sociodemographic Theories:

These theories emphasize the impact of sociodemographic factors on lifestyle choices. Different demographic groups tend to have distinct lifestyles based on their unique experiences and contexts. For example, younger people might prefer more adventurous and trend-driven lifestyles, while older individuals might prioritize stability and health. Gender roles can also influence lifestyle choices, with societal expectations shaping behaviours and preferences. Additionally, cultural backgrounds and geographic locations contribute to diverse lifestyle patterns, such as dietary habits, family structures, and leisure activities.

- Lifestyle Segmentation in Marketing:

In marketing, lifestyle segmentation involves categorizing consumers based on their activities, interests, and opinions. This approach helps marketers identify distinct consumer groups and target them with tailored products and messages. For instance, a company might segment its market into groups such as "health-conscious consumers," "tech enthusiasts," or "outdoor adventurers," each with specific lifestyle preferences and buying behaviours. By understanding these segments, marketers can develop more effective marketing strategies that resonate with each group's unique lifestyle.

- Health Behaviour Theories:

Theories such as the Health Belief Model and the Theory of Planned Behaviour explore how attitudes, beliefs, and intentions influence lifestyle choices related to health. The Health Belief Model suggests that people's perceptions of the severity of a health issue, their susceptibility to it, and the benefits and barriers to taking action affect their health-related behaviours. The Theory of Planned Behaviour posits that behaviour is driven by intentions, which are influenced by attitudes toward the behaviour, subjective norms, and perceived behavioural control. These theories help explain why individuals adopt certain health behaviours, such as regular exercise, healthy eating, or smoking cessation, and provide insights for designing effective health promotion interventions.

## Functions of lifestyle

### ➤ Health and Well-being:

- **Physical Health:** Includes diet choices, regular exercise, adequate sleep, and preventive healthcare practices like regular check-ups and vaccinations.
- **Mental Health:** Involves stress management techniques, seeking therapy or counselling when needed, and fostering healthy coping mechanisms.
- **Holistic Well-being:** Considers overall wellness, including emotional, social, and spiritual dimensions.

### ➤ Social Interaction:

- **Relationship Building:** Engaging in social activities, maintaining friendships, and fostering meaningful connections.
- **Support Systems:** Building a network of support that provides emotional, practical, and social support during challenging times.
- **Community Engagement:** Participating in community events, volunteering, or joining groups with shared interests.

### ➤ Personal Fulfilment:

- **Goal Setting:** Setting and achieving personal goals that align with values and aspirations.
- **Hobbies and Interests:** Pursuing hobbies, creative activities, and leisure pursuits that bring joy and fulfilment.
- **Self-Expression:** Expressing oneself authentically through art, writing, or other forms of creative expression.

### ➤ Work-Life Balance:

- **Time Management:** Effectively balancing work commitments with personal time for relaxation, hobbies, and social activities.
- **Boundaries:** Setting boundaries to prevent work from overwhelming personal life and vice versa.
- **Flexibility:** Adapting schedules and routines to accommodate personal needs and priorities.

➤ Financial Management:

- Budgeting: Managing income and expenses to achieve financial goals and maintain stability.
- Saving and Investing: Planning for the future through savings accounts, investments, and retirement planning.
- Financial Literacy: Understanding financial principles and making informed decisions about spending, borrowing, and saving.

➤ Cultural Identity:

- Traditions and Customs: Participating in cultural practices, celebrations, and rituals that connect individuals to their heritage.
- Language and Communication: Using language and communication styles that reflect cultural identity and values.
- Cultural Awareness: Appreciating diversity and respecting different cultural perspectives in daily interactions.

➤ Environmental Impact:

- Sustainable Practices: Adopting habits that reduce environmental footprint, such as recycling, using renewable energy sources, and conserving water.
- Consumer Choices: Making informed decisions about products and services that support eco-friendly and ethical practices.
- Advocacy and Activism: Supporting environmental causes and advocating for policies that promote sustainability and conservation.

➤ Emotional Well-being:

- Self-Care: Prioritizing activities that promote relaxation, stress relief, and emotional balance.
- Resilience Building: Developing coping skills to manage challenges and setbacks effectively.
- Emotional Intelligence: Understanding and expressing emotions in healthy ways, both personally and in relationships.

➤ Learning and Growth:

- Continuous Education: Pursuing formal education, professional development, or informal learning opportunities to expand knowledge and skills.
- Personal Development: Setting goals for self-improvement, such as learning new hobbies, acquiring new skills, or exploring new interests.
- Adaptability: Being open to change and embracing new experiences that contribute to personal growth and enrichment.

➤ Quality of Life:

- Life Satisfaction: Assessing overall happiness and contentment with one's life circumstances and choices.
- Health Indicators: Measuring factors such as life expectancy, access to healthcare, and physical well-being.
- Subjective Well-being: Evaluating individual perceptions of happiness, fulfilment, and purpose in life.

## **PORTERS 5 Forces Analysis of Yamaha Motors**

Porter's Five Forces framework helps analyse the competitive environment of an industry. For Yamaha Motorcycles, this analysis includes the examination of the competitive rivalry, the threat of new entrants, the threat of substitutes, the bargaining power of suppliers, and the bargaining power of buyers. Understanding these forces can provide insights into the strategic positioning and competitive landscape for Yamaha.

### **1. Competitive Rivalry**

Competitive rivalry is high in the motorcycle industry, driven by several factors:

➤ Established Competitors:

Yamaha faces significant competition from well-established brands such as Honda, Suzuki, Kawasaki, Harley-Davidson, and Ducati. These competitors have strong brand loyalty and extensive product ranges.

➤ Product Differentiation:

The motorcycle industry features a high degree of product differentiation with various types of motorcycles such as cruisers, sportbikes, touring bikes, and off-road

motorcycles. Yamaha must continually innovate and diversify its product offerings to maintain a competitive edge.

➤ **Market Saturation:**

In developed markets, the motorcycle industry is relatively saturated, leading to intense competition for market share. Companies compete on various factors including price, technology, and customer service.

➤ **Brand Loyalty:**

Brand loyalty plays a crucial role in this industry. Companies invest heavily in marketing and brand-building activities to foster loyalty among consumers. Yamaha's established reputation helps but it must continually engage with its customer base to maintain loyalty.

➤ **Technological Advancements:**

Rapid technological advancements require continuous investment in research and development. Competitors are quick to adopt new technologies, and Yamaha must keep pace to remain relevant.

## **2. Threat of New Entrants**

The threat of new entrants in the motorcycle industry is moderate due to several barriers to entry:

➤ **High Capital Requirements:**

Establishing a motorcycle manufacturing business requires significant capital investment in production facilities, technology, and R&D. These high costs deter many potential entrants.

➤ **Economies of Scale:**

Established players like Yamaha benefit from economies of scale, allowing them to produce motorcycles at a lower cost per unit. New entrants would struggle to match these cost efficiencies initially.

➤ Brand Recognition and Loyalty:

Strong brand recognition and customer loyalty among existing companies create a significant barrier for new entrants. New players need substantial marketing investments to build brand awareness.

➤ Regulatory Compliance:

The motorcycle industry is subject to strict safety and environmental regulations. Compliance with these regulations requires significant investment in technology and processes, posing a challenge for new entrants.

➤ Distribution Network:

Established manufacturers have extensive distribution networks and strong relationships with dealers and suppliers. Building a comparable network would be challenging for new entrants.

### **3. Threat of Substitutes**

The threat of substitutes in the motorcycle industry is moderate, with several factors influencing this threat:

➤ Alternative Modes of Transportation:

Motorcycles face competition from other forms of transportation such as cars, public transit, bicycles, and increasingly, electric scooters and ride-sharing services. These alternatives offer varying degrees of convenience, cost, and safety.

➤ Changing Consumer Preferences:

Preferences for transportation can shift due to factors such as urbanization, environmental concerns, and technological advancements. Electric vehicles, for example, are becoming more popular as consumers seek environmentally friendly options.

➤ Price Sensitivity:

In some markets, motorcycles are seen as an affordable mode of transportation. Price-sensitive consumers might opt for cheaper alternatives like bicycles or public transit if the cost of ownership for motorcycles rises.

➤ Technological Substitutes:

Technological advancements in electric vehicles and autonomous transportation pose a long-term substitute threat. Yamaha must innovate to remain competitive in the face of these emerging technologies.

#### **4. Bargaining Power of Suppliers**

The bargaining power of suppliers in the motorcycle industry is moderate, influenced by several factors:

➤ Number of Suppliers:

The motorcycle industry relies on a range of suppliers for components such as engines, electronics, tires, and raw materials. While there are many suppliers, some components may be sourced from a limited number of specialized manufacturers, giving those suppliers more power.

➤ Supplier Specialization:

Suppliers who offer specialized or high-tech components, such as advanced braking systems or electronic control units, have higher bargaining power due to their unique offerings.

➤ Switching Costs:

Switching suppliers can be costly and time-consuming due to the need for compatibility and quality assurance. This gives existing suppliers some leverage over manufacturers.

➤ Vertical Integration:

Some manufacturers mitigate supplier power by vertically integrating, producing key components in-house. Yamaha's ability to produce certain components internally can reduce its dependency on external suppliers.

#### **5. Bargaining Power of Buyers**

The bargaining power of buyers in the motorcycle industry is moderate to high, influenced by the following factors:

➤ Consumer Knowledge:



With the availability of information online, consumers are well-informed about product features, prices, and alternatives. This increases their bargaining power as they can easily compare different models and brands.

➤ **Product Differentiation:**

High product differentiation in the motorcycle industry allows buyers to choose based on their specific preferences for style, performance, and technology. Yamaha needs to continuously innovate to cater to these preferences.

➤ **Price Sensitivity:**

Buyers in certain segments are highly price-sensitive, particularly in emerging markets where motorcycles are primarily used for daily transportation. Competitive pricing and financing options are crucial in these markets.

➤ **Brand Loyalty:**

While strong brand loyalty exists, consumers can switch brands if they perceive better value or features elsewhere. Yamaha must maintain high levels of customer satisfaction and loyalty through quality products and excellent after-sales service.

➤ **Bulk Purchasing:**

Commercial buyers, such as fleet operators or rental services, purchase motorcycles in bulk, giving them more bargaining power. Yamaha must negotiate effectively to secure large orders from such buyers.

## **Strategic Implications and Recommendations**

Based on Porter's Five Forces analysis, Yamaha Motorcycles should consider the following strategic actions:

➤ **Innovation and Differentiation:**

Continuously invest in R&D to develop new technologies and innovative features that differentiate Yamaha motorcycles from competitors. Focus on electric and hybrid models, smart connectivity, and safety features.

➤ Market Expansion:

Expand presence in emerging markets with high growth potential. Tailor products to meet the specific needs and preferences of these markets, such as affordable and fuel-efficient models.

➤ Cost Efficiency:

Implement cost efficiency measures to maintain competitive pricing. Optimize the supply chain, leverage economies of scale, and consider vertical integration where feasible.

➤ Strengthen Brand Loyalty:

Enhance brand loyalty through superior product quality, excellent customer service, and engaging marketing campaigns. Foster a strong community of Yamaha riders through events, social media, and loyalty programs.

➤ Supplier Relationships:

Build strong relationships with key suppliers to ensure a stable supply of high-quality components. Explore long-term contracts and collaboration on innovation to reduce supplier power.

➤ Adapt to Consumer Trends:

Monitor changing consumer preferences and adapt product offerings accordingly. Emphasize eco-friendly models, urban mobility solutions, and customizable options to meet diverse consumer needs.

➤ Regulatory Compliance:

Stay ahead of regulatory changes by investing in sustainable technologies and ensuring all products meet safety and environmental standards. Engage with policymakers to advocate for favourable regulations.

By addressing these strategic areas, Yamaha Motorcycles can strengthen its competitive position and navigate the dynamic challenges of the motorcycle industry effectively.

## **Consumer purchase decision making process for Yamaha motorcycle**

Understanding the consumer purchase decision-making process allows Yamaha to tailor its marketing strategies and improve customer satisfaction effectively. This comprehensive process includes five key stages: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behaviour. Let's delve into each stage in detail.

### **1. Problem Recognition**

Need Identification:

➤ **Functional Needs:**

- **Daily Commuting:** Consumers may recognize a need for efficient transportation for daily commuting. For example, urban residents might need a reliable and economical mode of transport to navigate traffic and reduce travel time.
- **Cost-Effective Travel:** Motorcycles are often more affordable than cars in terms of purchase price, fuel consumption, and maintenance costs. Consumers looking for cost-effective travel solutions might consider Yamaha motorcycles.
- **Performance and Utility:** Some consumers need a motorcycle for specific purposes, such as long-distance travel, off-road adventures, or carrying goods. Yamaha's range of models can cater to these diverse needs.

➤ **Emotional Needs:**

- **Sense of Freedom:** Motorcycles symbolize freedom and adventure. Many consumers are drawn to the idea of open-road travel and the thrill of riding.
- **Lifestyle and Image:** Owning a motorcycle can enhance one's lifestyle and social image. For example, sportbike enthusiasts might be attracted to Yamaha's high-performance models for their speed and design.
- **Community and Belonging:** Motorcyclists often feel a sense of belonging to a community. Yamaha's brand can create an emotional connection by fostering a sense of community among its riders.

### Triggering Events:

#### ➤ Life Changes:

- **New Job or Relocation:** A new job, especially in a different location, might necessitate the need for a new mode of transport. Urban environments might prompt the purchase of a motorcycle for ease of navigation and parking.
- **Financial Changes:** Increases in disposable income or changes in financial circumstances might prompt consumers to consider purchasing a motorcycle for leisure or upgrading to a premium model.
- **Lifestyle Changes:** Shifts in lifestyle, such as pursuing new hobbies or adventures, can also trigger the need for a motorcycle. Yamaha can target these consumers by highlighting how their motorcycles fit into various lifestyles.

#### ➤ External Stimuli:

- **Advertising Campaigns:** Effective advertisements can create awareness and spark interest in Yamaha motorcycles. Visual ads showcasing the thrill and freedom of riding can be particularly compelling.
- **Word-of-Mouth and Recommendations:** Recommendations from friends, family, or influencers can influence problem recognition. Positive testimonials and endorsements can prompt potential buyers to consider Yamaha.
- **Product Launches and Events:** New product launches, motorcycle shows, and promotional events can attract attention and create a buzz around Yamaha motorcycles.

## **2. Information Search**

### Internal Search:

#### ➤ Previous Experience:

- **Brand Loyalty:** Consumers with prior positive experiences with Yamaha are more likely to consider purchasing from the brand again. Loyal customers might recall the reliability and performance of their previous Yamaha motorcycles.
- **Familiarity with Product Range:** Past ownership or familiarity with Yamaha's product range can influence the decision-making process. Repeat customers often have established preferences and trust in the brand.

➤ Brand Perception:

- Quality and Reliability: Yamaha's reputation for high-quality and reliable motorcycles can influence consumers' internal search process. A strong brand image can install confidence in potential buyers.
- Innovative Features: Yamaha's history of innovation and advanced features can be a significant factor. Consumers aware of Yamaha's technological advancements might be more inclined to choose their motorcycles.

External Search:

➤ Online Research:

- Official Website: Yamaha's official website is a critical source of information. It should provide detailed specifications, features, pricing, and promotional offers for each model. A user-friendly website with high-quality images and videos can enhance the research experience.
- Review Websites and Forums: Potential buyers often visit review websites and online forums to read user reviews and expert opinions. Positive reviews and high ratings can significantly influence the decision.
- Comparison Tools: Online comparison tools that allow consumers to compare Yamaha motorcycles with competitors based on features, price, and performance are valuable. Yamaha should ensure their models stand out in such comparisons.

➤ Social Media and Forums:

- Engagement on social media: Platforms like Facebook, Instagram, and Twitter provide opportunities for Yamaha to engage with potential buyers. Sharing user-generated content, behind-the-scenes looks, and interactive posts can build a community and provide information.
- Influencer Collaborations: Collaborations with motorcycle influencers and bloggers can extend Yamaha's reach. Influencers can provide authentic reviews and demonstrate the motorcycles' capabilities to their followers.
- Discussion Forums: Participating in motorcycle enthusiast forums and discussion groups allows Yamaha to address queries, provide insights, and build credibility.

➤ Dealership Visits:

- Showroom Experience: Visiting Yamaha dealerships provides consumers with the opportunity to see the motorcycles in person, sit on them, and evaluate their comfort

and design. Dealerships should have well-displayed models and knowledgeable staff to assist customers.

- **Test Rides:** Offering test rides is crucial. Experiencing the motorcycle's performance, handling, and comfort firsthand can significantly influence the purchase decision.
- **Sales Representatives:** Trained and friendly sales representatives can provide detailed information, answer questions, and guide consumers through the decision-making process. Their expertise and service quality can enhance the buying experience.

### **3. Evaluation of Alternatives**

Criteria for Evaluation:

➤ **Performance and Features:**

- **Engine Power and Efficiency:** Consumers evaluate motorcycles based on engine power, acceleration, and fuel efficiency. Yamaha should highlight the superior performance and fuel economy of its models.
- **Technology and Features:** Advanced features such as ABS (Anti-lock Braking System), traction control, digital displays, connectivity options (Bluetooth, GPS), and customizable settings are important. Yamaha should emphasize the technological superiority of its motorcycles.

➤ **Price and Value:**

- **Affordability:** Price sensitivity varies among consumers. Yamaha should offer a range of models at different price points to cater to various segments, from entry-level to premium buyers.
- **Value for Money:** The perceived value for money, which includes aspects like warranty, maintenance costs, resale value, and included features, influences the purchase decision. Yamaha's marketing should highlight the long-term benefits and cost savings of owning their motorcycles.

➤ **Design and Aesthetics:**

- **Style and Appeal:** The design and aesthetics of a motorcycle can significantly impact consumer preferences. Yamaha's design philosophy and visual appeal should be a key focus in marketing materials.

- Customization Options: Offering customization options such as colour choices, accessories, and personalized features can attract consumers looking for unique motorcycles. Yamaha can provide a customization tool on their website and in dealerships.
- Brand Reputation:
  - Reliability and Trust: Yamaha's reputation for quality, reliability, and innovation can sway consumers during the evaluation stage. Testimonials, awards, and endorsements from satisfied customers and experts can reinforce this perception.
  - Heritage and History: Yamaha's long history and heritage in the motorcycle industry can be a strong selling point. Highlighting the brand's legacy and achievements can build trust and credibility.
- After-Sales Service:
  - Service Network: The availability and quality of after-sales service, including maintenance, repairs, and customer support, are crucial. Yamaha should highlight their extensive service network and high customer satisfaction rates.
  - Warranty and Support: Offering comprehensive warranties, service packages, and customer support can enhance the perceived reliability and value of Yamaha motorcycles. Clear communication of these benefits can reassure potential buyers.

#### **4. Purchase Decision**

Final Decision Factors:

- Test Rides and Demonstrations:
  - Experience the Ride: Test rides are a critical factor in the purchase decision. Experiencing the motorcycle's performance, comfort, and handling firsthand can significantly influence the final decision. Yamaha dealerships should offer test rides and ensure a positive experience.
  - Product Demonstrations: Demonstrations of key features and technologies, either in dealerships or through video content, can help consumers understand the benefits of Yamaha motorcycles.

➤ Promotions and Financing:

- **Attractive Offers:** Promotions, discounts, and special offers can sway the purchase decision. Yamaha should offer competitive financing solutions, trade-in programs, and promotional deals to attract buyers.
- **Flexible Financing:** Providing flexible financing options such as low-interest loans, instalment plans, and leasing options can make Yamaha motorcycles more accessible to a wider range of consumers.

➤ Dealer Experience:

- **Customer Service:** The experience at the dealership plays a significant role. Positive interactions with knowledgeable and friendly sales staff can enhance the overall purchase experience and confidence in the decision. Yamaha should invest in training their dealership staff to provide excellent customer service and personalized assistance.
- **Showroom Environment:** A well-organized, inviting showroom with a wide range of models on display can create a positive impression. Yamaha dealerships should focus on providing a pleasant and informative environment for potential buyers.

Post-Purchase Considerations:

➤ Purchase Assurance:

- **Satisfaction Guarantees:** Offering satisfaction guarantees, return policies, and post-purchase support can reassure buyers and reduce purchase anxiety. Yamaha should communicate these policies clearly to build trust and confidence.
- **Customer Support:** Providing robust customer support through various channels (phone, email, online chat) ensures that consumers have assistance readily available if they encounter any issues post-purchase.

## **5. Post-Purchase Behaviour**

Customer Satisfaction:

➤ Product Performance:

- **Reliability and Durability:** The actual performance of the motorcycle in terms of reliability, fuel efficiency, and overall satisfaction influences post-purchase behaviour. Yamaha should focus on delivering high-quality products that meet or exceed customer expectations.



➤ User Experience:

- Feedback Collection: Yamaha should actively collect feedback from customers through surveys, follow-up calls, and online reviews. This feedback helps identify areas of improvement and ensures that customer needs are being met.
- Continuous Improvement: Using customer feedback to make continuous improvements in product design, performance, and features is crucial. Yamaha's passion to creativity and quality should be communicated to customers.

Service Experience:

➤ Timely Maintenance:

- Scheduled Services: Providing timely and convenient maintenance services ensures that customers have a positive ownership experience. Yamaha's service centres should offer easy scheduling and quick turnaround times.
- Service Reminders: Sending reminders for scheduled maintenance and offering service packages can help customers keep their motorcycles in top condition.

➤ Availability of Spare Parts:

- Inventory Management: Ensuring the availability of genuine spare parts at all service centres is essential for maintaining customer satisfaction. Yamaha should have an efficient inventory management system to avoid delays.
- Quality Assurance: Using high-quality, genuine spare parts for repairs and maintenance builds trust and ensures the longevity of the motorcycles.

Customer Support:

➤ Responsive Assistance:

- Multiple Channels: Providing customer support through multiple channels such as phone, email, online chat, and social media ensures that customers can get help whenever they need it.
- Knowledgeable Staff: Having knowledgeable and trained support staff who can resolve issues quickly and effectively enhances the customer experience.

## Word-of-Mouth and Reviews:

### ➤ Encouraging Positive Reviews:

- **Customer Testimonials:** Encouraging satisfied customers to share their experiences through testimonials, reviews, and social media posts can generate positive word-of-mouth.
- **Review Platforms:** Actively managing reviews on platforms like Google, Yelp, and motorcycle forums helps maintain a positive brand image. Yamaha should respond to reviews, both positive and negative, to show that they value customer feedback.

### ➤ Building a community:

- **Motorcycle Clubs and Events:** Organizing and supporting motorcycle clubs, rides, and events helps build a sense of community among Yamaha owners. These events can create loyal brand advocates.
- **Online Communities:** Creating online communities and forums for Yamaha riders allows them to share experiences, tips, and advice. Yamaha can engage with these communities to strengthen brand loyalty.

## Repeat Purchases and Loyalty:

### ➤ Loyalty Programs:

- **Exclusive Benefits:** Implementing loyalty programs that offer exclusive benefits such as discounts on services, access to special events, and early access to new models can encourage repeat purchases.
- **Personalized Offers:** Using customer data to provide personalized offers and communication helps build a stronger relationship with customers. Yamaha can tailor promotions based on past purchase behaviour and preferences.

### ➤ Continuous Engagement:

- **Newsletters and Updates:** Regularly updating customers with newsletters, new product launches, and company news keeps Yamaha top-of-mind. These communications should be engaging and informative.
- **Personal Touch:** Personalizing communication, such as birthday wishes or service reminders, adds a personal touch and enhances the customer relationship.

### ➤ Customer Retention Strategies:

- Follow-Up: Following up with customers after their purchase to ensure satisfaction and address any concerns can help retain them. Yamaha should have a structured follow-up process in place.
- Customer Education: Providing educational content such as maintenance tips, riding techniques, and safety advice helps customers get the most out of their Yamaha motorcycles.

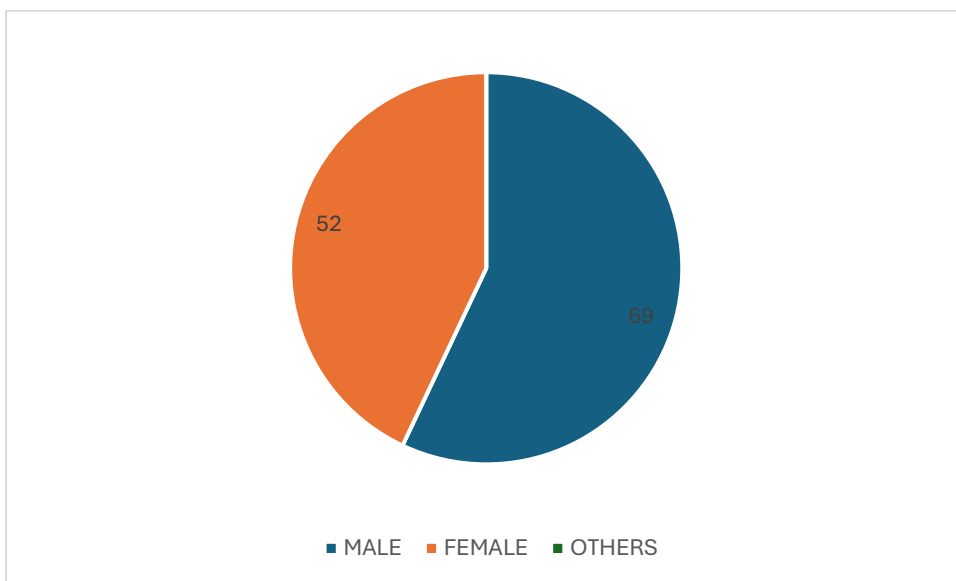
**CHAPTER III**  
**DATA ANALYSIS AND INTERPRETATION OF DATA**

**TABLE 3.1** the Gender of consumers

GENDER	RESPONDENT	PERCENTAGE
MALE	69	57.03
FEMALE	52	42.97%
OTHERS	0	0%
TOTAL	121	100%

(Source : Primary Data)

**Figure 3.1** the Gender of consumers



**Interpretation:**

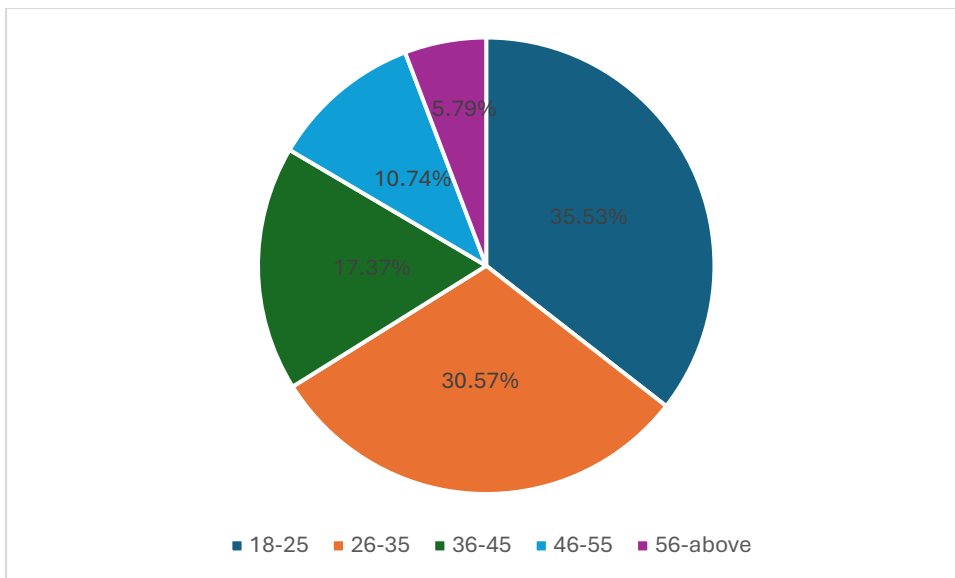
The data shows a significant gender imbalance among respondents, with 80.16% identifying as male and 19.84% as female out of a total of 121 individuals surveyed. No respondents identified as "others."

**TABLE 3.2** Showing the Age of the consumers

AGE GROUP	RESPONDENTS	PERCENTAGE
18-25	43	35.53%
26-35	37	30.57%
36-45	21	17.37%
46-55	13	10.74%
56-above	7	5.79%
Total	121	100%

(Source : Primary Data)

**FIGURE 3.2** Showing the age of the consumers



**Interpretation:**

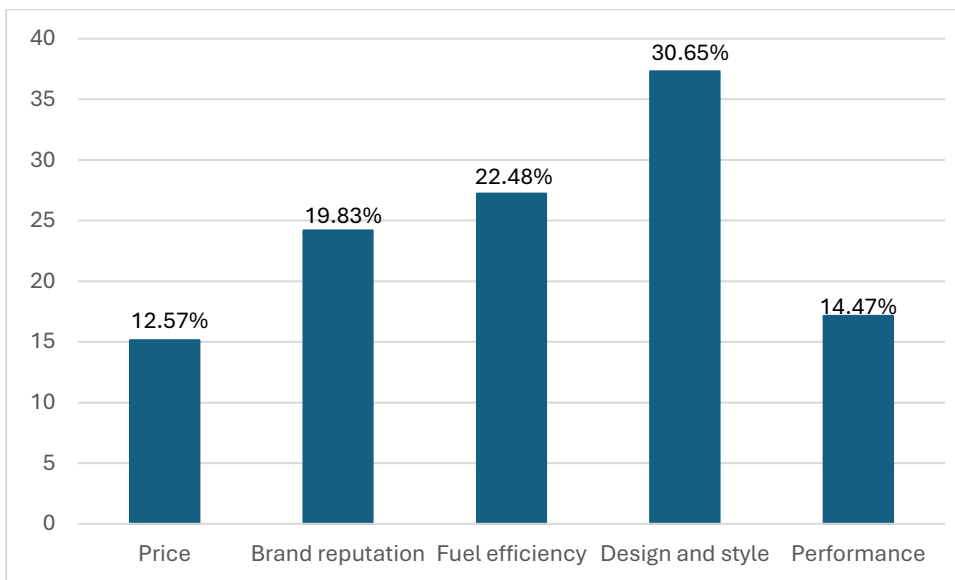
The data shows the age distribution among 121 respondents, with 35.53% falling in the 18-25 age group, indicating a significant representation of young adults. The 26-35 age group comprises 30.57% of respondents, followed by 17.37% in the 36-45 age range. Smaller proportions include 10.74% in the 46-55 age group and only 5.79% aged 56 and above.

**TABLE 3.3** Showing the primary reason that consider by the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Price	15	12.57%
Brand reputation	24	19.83%
Fuel efficiency	27	22.48%
Design and style	37	30.65%
Performance	17	14.47%

(Source : Primary Data)

**FIGURE 3.3** Showing the primary reason that consider by the respondents



**Interpretation:**

The data reveals that among respondents, fuel efficiency is the top priority in purchasing decisions, cited by 30.57%. Brand reputation closely follows at 28.92%, indicating strong influence. Price is a primary consideration for 16.52% of respondents, while performance and design/style are mentioned by 14.08% and 9.91%, respectively.

**TABLE 3.4**

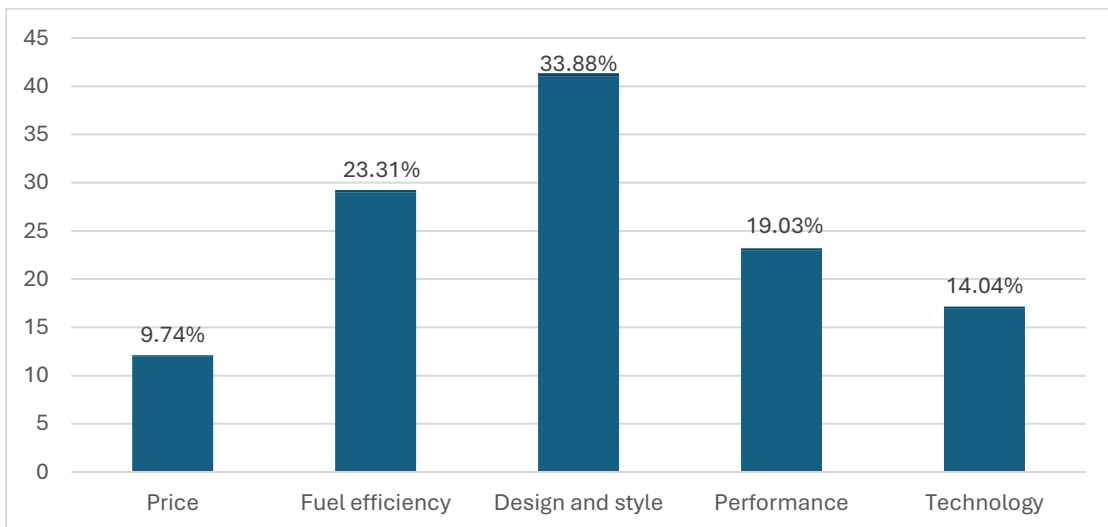
Table showing the feature of Yamaha two-wheeler that finds least appealing by the respondent

PARTICULARS	RESPONDENTS	PERCENTAGE
Price	12	9.74%
Fuel efficiency	29	23.31%
Design and style	41	33.88%
Performance	23	19.03%
Technology	17	14.04%

(Source : Primary Data)

**FIGURE 3.4**

Figure showing the feature of Yamaha two-wheeler that finds least appealing by respondent



**Interpretation:**

The data shows that among respondents, fuel efficiency is the least appealing feature of Yamaha two-wheelers, with 35.5% expressing dissatisfaction. Price follows closely at 25.63%, indicating significant concerns about affordability. Performance is cited by 18.2% as the least appealing, while design and style are mentioned by 14.87%.



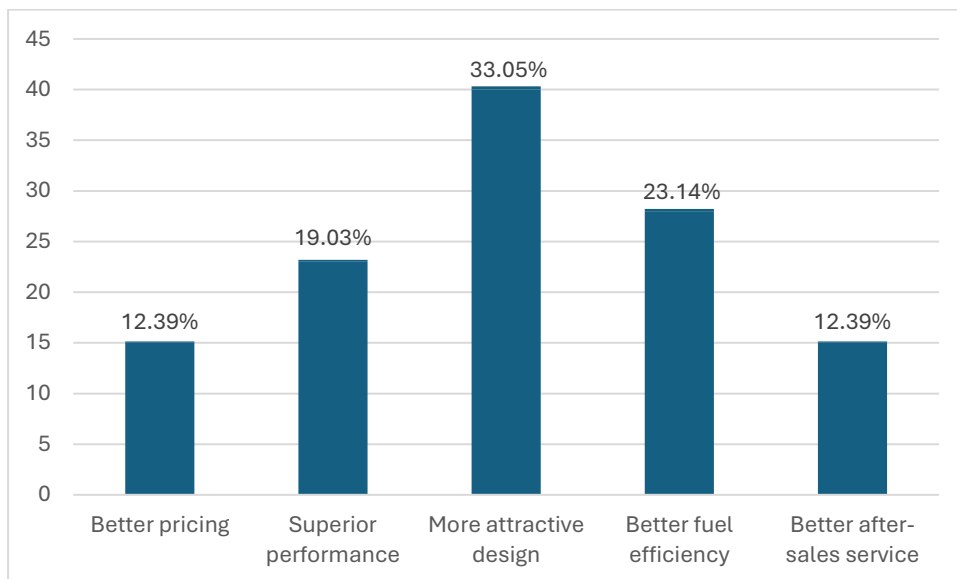
**TABLE 3.5**

Table showing the factor that most likely to choose another brand by the respondent

PARTICULARS	RESPONDENTS	PERCENTAGES
Better pricing	15	12.39%
Superior performance	23	19.03%
More attractive design	40	33.05%
Better fuel efficiency	28	23.14%
Better after-sales service	15	12.39%

(Source : Primary Data)

**FIGURE 3.5** showing the factor that most likely to choose another brand by the respondent



**Interpretation:**

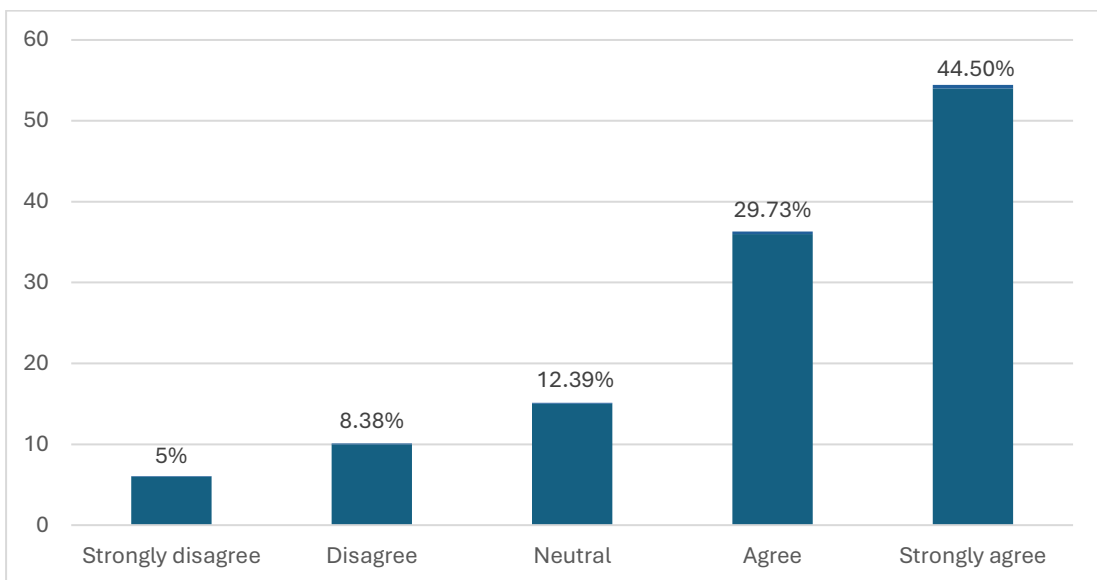
The data reveals that among respondents, better fuel efficiency is the most significant factor influencing purchase decisions, prioritized by 31.40%. Better pricing follows at 23.96%, indicating a strong emphasis on cost-effectiveness. Superior performance is important to 19.86% of respondents, while more attractive design and better after-sales service are valued equally at 12.39% each.

**TABLE 3.6** showing the important of resale value in purchase decision of respondent

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	6	5%
Disagree	10	8.38%
Neutral	15	12.39%
Agree	36	29.73%
Strongly agree	54	44.5%

(Source : Primary Data)

**FIGURE 3.6** showing the important of resale value in purchase decision of respondent



**Interpretation:**

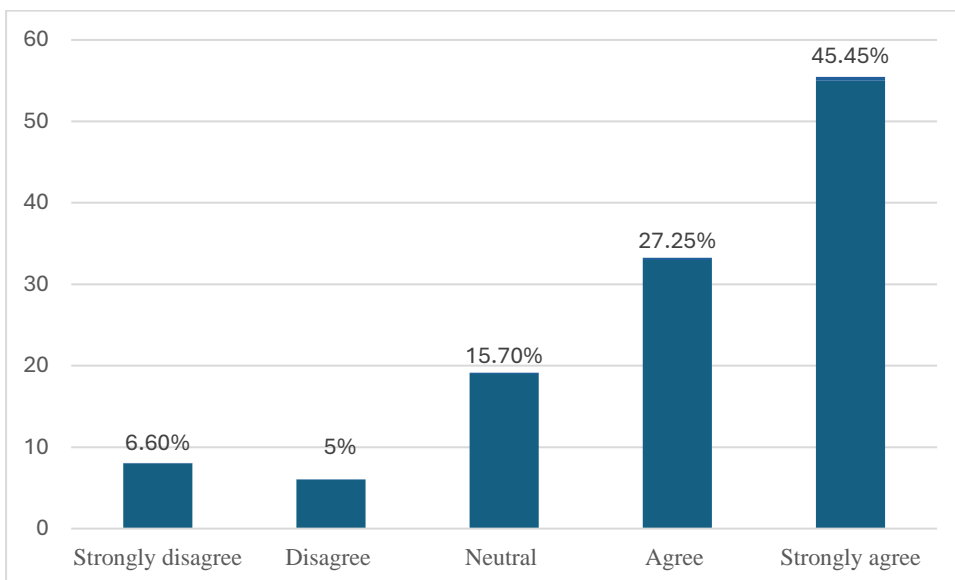
The data shows that among respondents, resale value is considered important to varying degrees: 44.6% find it "Slightly important," 29.7% view it as "Not important," 17.4% rate it "Moderately important," 8.3% find it "Very important," and 5% consider it "Extremely important."

**TABLE 3.7** Showing the importance of after sales service of Yamaha to respondent

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	8	6.6%
Disagree	6	5%
Neutral	19	15.70%
Agree	33	27.25%
Strongly agree	55	45.45%

(Source : Primary Data)

**FIGURE 3.7** Showing the importance of after sales service of Yamaha to respondent



**Interpretation:**

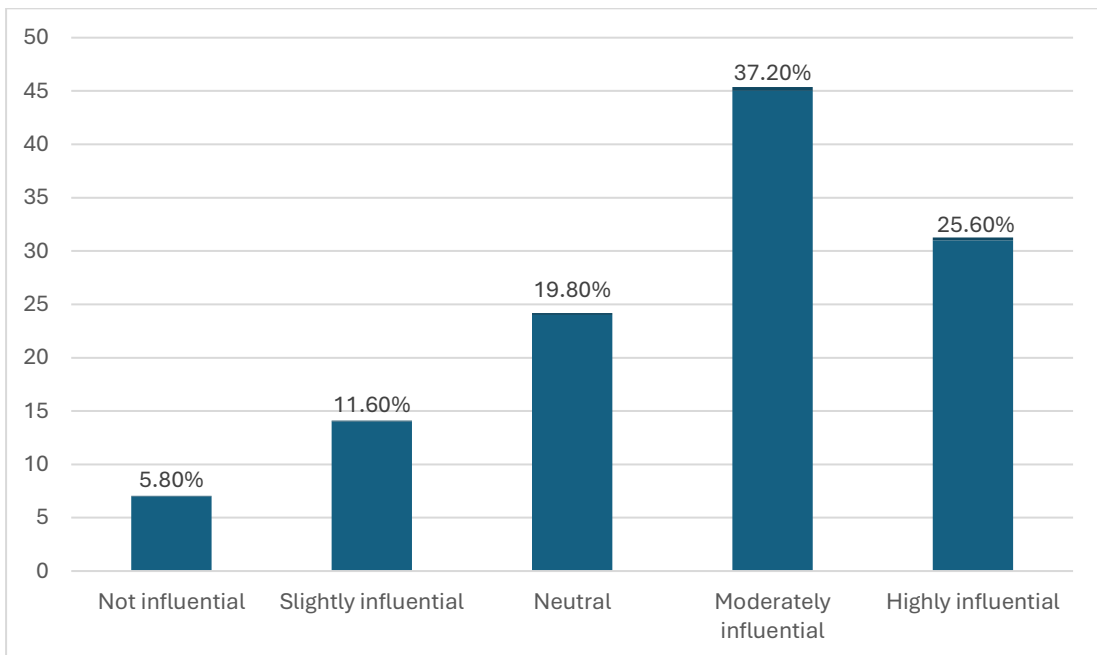
The data indicates varying opinions on the importance of resale value in purchase decisions: 33.1% consider it "Extremely important," 23.1% rate it as "Very important," 32.2% find it "Moderately important," 5% view it as "Slightly important," and 6.6% believe it is "Not important."

**TABLE 3.8** Showing the decision-making process while purchasing of the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Not influential	7	5.8%
Slightly influential	14	11.6%
Neutral	24	19.8%
Moderately influential	45	37.2%
Highly influential	31	25.6%

(Source : Primary Data)

**FIGURE 3.8** Showing the decision-making process while purchasing of the respondents



**Interpretation:**

The data shows that among respondents, the perceived level of influence varies: 37.2% find it "very influential," 25.6% consider it "moderately influential," 19.8% deem it "extremely influential," 11.6% perceive it as "slightly influential," and 5.8% believe it is "not influential at all."

**TABLE 3.9**

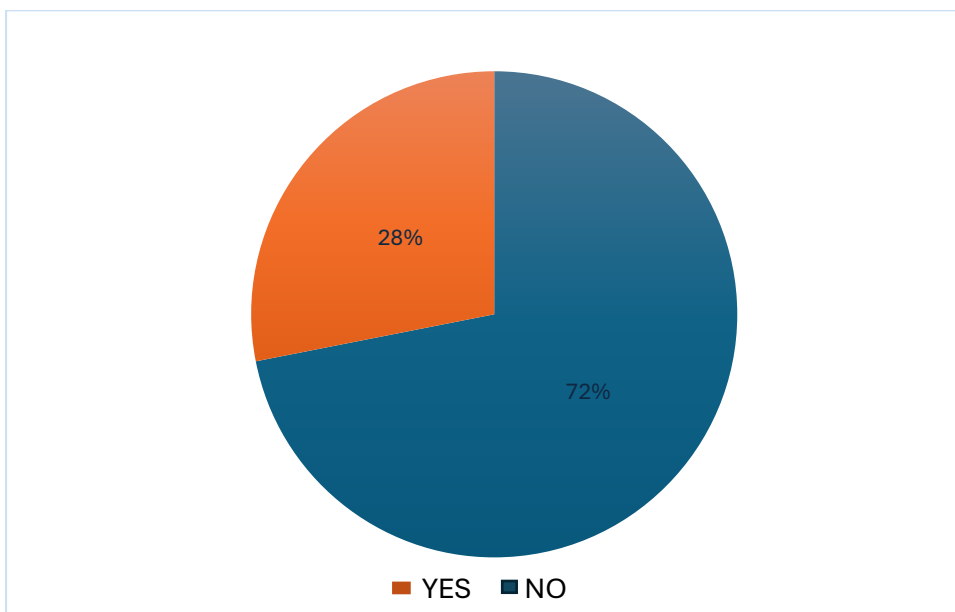
Table showing whether there is a switching of another brand to Yamaha of the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
YES	34	28.1%
NO	87	71.9%

(Source : Primary Data)

**FIGURE 3.9**

Figure showing whether there is a switching of another brand to Yamaha of the respondents



**Interpretation:**

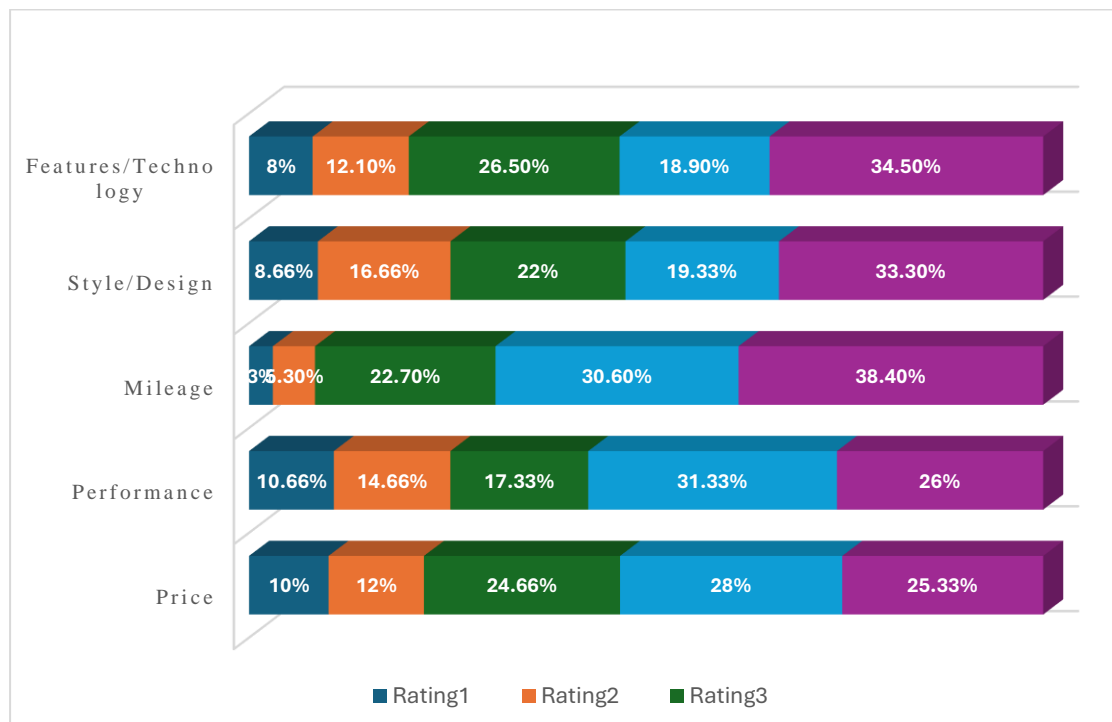
The data shows that 28.1% of respondents have switched from another brand to Yamaha due to dissatisfaction with their previous brand's product quality ("YES"). Conversely, 71.9% of respondents have not switched brands for this reason ("NO").

**TABLE 3.10** Showing the elements which impact on the purchasing decision of respondents

PARTICULARS	1	2	3	4	5
Price	10%	12%	24.66%	28%	25.33%
Performance	10.66%	14.66%	17.33%	31.33%	26%
Mileage	3%	5.3%	22.7%	30.6%	38.4%
Style/Design	8.66%	16.66%	22%	19.33%	33.3%
Features/Technology	8%	12.1%	26.5%	18.9%	34.5%

(Source : Primary Data)

**FIGURE 3.10** Showing the elements which impact on the purchasing decision of respondents



**Interpretation:**

The data shows that Respondents rank factors influencing Yamaha purchase decisions: Mileage (38.4% rated 5, 30.6% rated 4), Features/Technology (34.5% rated 5), 26.5% rated 3), Style/Design (33.3% rated 5, 22% rated 3), Performance (31.3% rated 4, 26% rated 5), and Price (28% rated 4). These factors collectively guide consumer choices.

**TABLE 3.11**

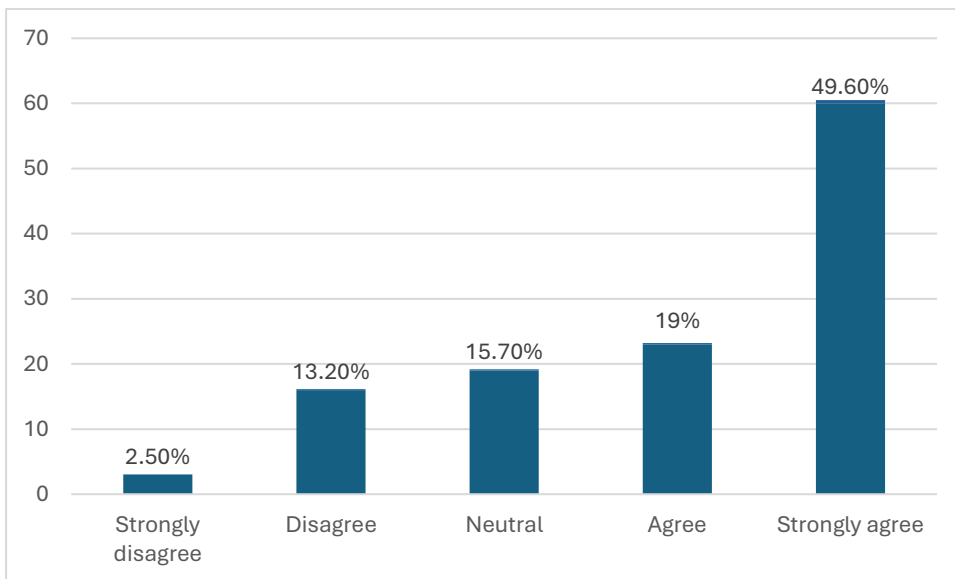
Table showing the importance of reliability and durability in purchase decision of respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	3	2.5%
Disagree	16	13.2%
Neutral	19	15.7%
Agree	23	19%
Strongly agree	60	49.6%

(Source : Primary Data)

**FIGURE 3.11**

Figure showing the importance of reliability and durability in purchase decision of respondents



**Interpretation:**

The data shows that 65.3% of respondents perceive the specific factor as either "Extremely important" or "Very important," indicating its high significance. Additionally, 19% consider it "Moderately important," while 13.2% find it "Slightly important." Only 2.5% regard it as "Not important at all."

**TABLE 3.12**

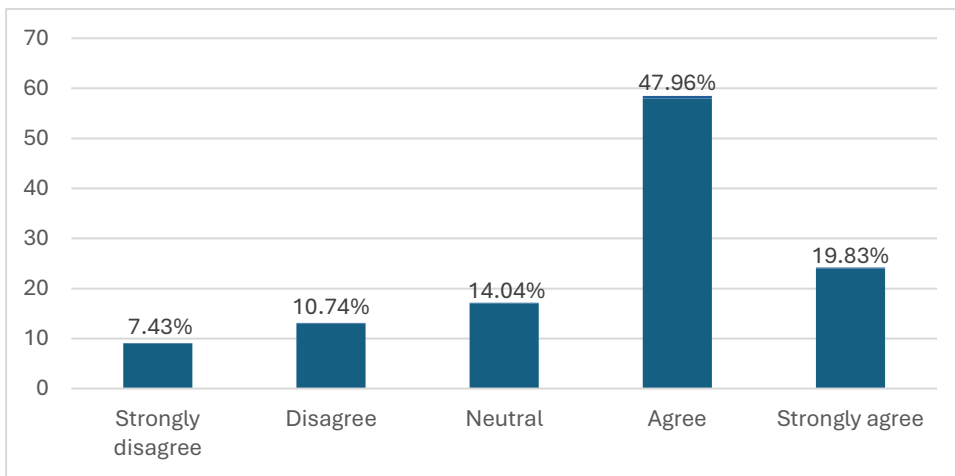
Table showing the lifestyles influence the preference of Yamaha motorcycles over other brands

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	9	7.43%
Disagree	13	10.74%
Neutral	17	14.04%
Agree	58	47.96%
Strongly agree	24	19.83%

(Source : Primary Data)

**FIGURE 3.12**

Figure showing the lifestyles influence the preference of Yamaha motorcycles over other brands



**Interpretation:**

The data shows that among respondents, the perceived influence of the factor varies: 65.3% acknowledge some level of influence, with 33.1% finding it "Slightly influential" and 32.2% considering it "Moderately influential." Additionally, 23.1% perceive it as "Very influential," while 5% find it "Extremely influential." Conversely, 6.6% of respondents believe the factor is "Not influential at all."



**TABLE 3.13**

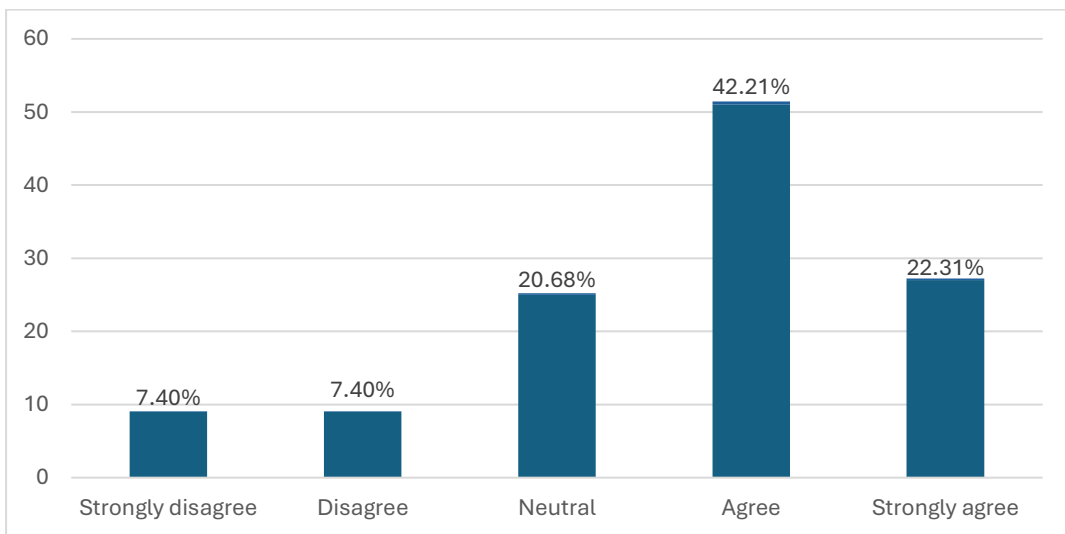
Table showing the interest and hobbies aligned for take decision for purchase by the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	9	7.4%
Disagree	9	7.4%
Neutral	25	20.68%
Agree	51	42.21%
Strongly agree	27	22.31%

(Source : Primary Data)

**FIGURE 3.13**

Figure showing the interest and hobbies aligned for take decision for purchase by the respondents



**Interpretation:**

The data shows that 85.6% of respondents perceive some level of alignment with the aspect: 35.5% find it "Slightly aligned," 34% consider it "Moderately aligned," 15.7% view it as "Very aligned," and 7.4% deem it "Extremely aligned." Conversely, 7.4% of respondents perceive no alignment with the aspect at all.

**TABLE 3.14**

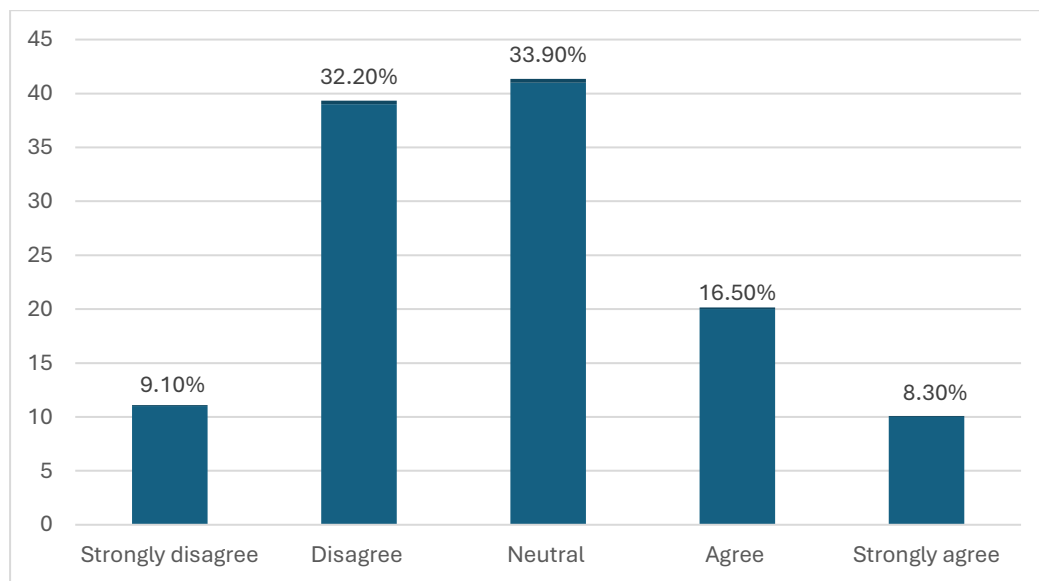
Table showing the importance of personal identity for purchase decision of respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Strongly disagree	11	9.1%
Disagree	39	32.2%
Neutral	41	33.9%
Agree	20	16.5%
Strongly agree	10	8.3%

(Source : Primary Data)

**FIGURE 3.14**

Figure showing the importance of personal identity for purchase decision of respondents



**Interpretation:**

The data indicates that 74.9% of respondents attribute some level of importance to the aspect: 32.2% find it "Slightly important," 33.9% consider it "Moderately important," 16.5% rate it "Very important," and 8.3% deem it "Extremely important." Conversely, 9.1% of respondents perceive the aspect as "Not important at all."

**TABLE 3.15**

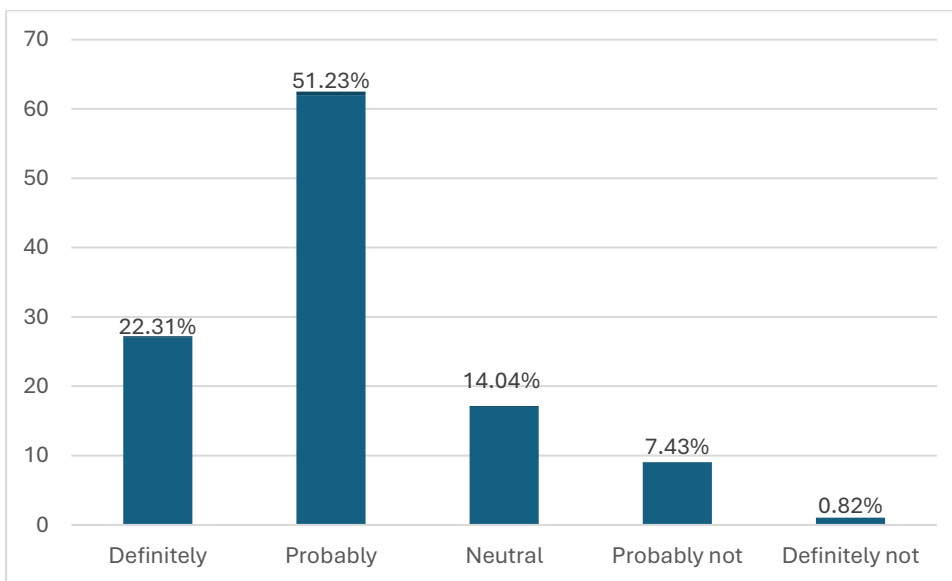
Table showing how many respondents will recommend two wheelers based on their buying experience

PARTICULARS	RESPONENTS	PERCENTAGE
Definitely	27	22.31%
Probably	62	51.23%
Neutral	17	14.04%
Probably not	9	7.43%
Definitely not	1	0.82%

(Source : Primary Data)

**FIGURE 3.15**

Figure showing how many respondents will recommend two wheelers based on their buying experience



**Interpretation:**

The table shows that 73.54% of respondents (22.31% definitely, 51.23% probably) would recommend two-wheelers based on their buying experience, indicating high satisfaction. 14.04% were neutral, while 8.25% (7.43% probably not, 0.82% definitely not) expressed reservations or dissatisfaction with their experience.

**CHAPTER IV**  
**FINDINGS, RECOMMENDATIONS & SUMMARY**

## FINDINGS

- Most respondents are young adults, with 35.53% aged between 18-25 years and 30.57% aged between 26-35 years. This highlights that Yamaha's primary market consists of younger individuals.
- Design and style emerge as the leading factors influencing purchase decisions, cited by 30.65% of respondents. Fuel efficiency follows closely, with 22.48% considering it a primary factor, reflecting a strong preference for aesthetically appealing and cost-effective vehicles.
- The design and style of Yamaha two-wheelers are also the most criticized aspect, with 33.88% of respondents expressing dissatisfaction. Fuel efficiency is the second least appealing feature, as noted by 23.31%, indicating areas for potential improvement.
- The data shows that more attractive design and better fuel efficiency are major reasons for considering other brands, cited by 33.05% and 23.14% of respondents, respectively. This suggests that competitors with better aesthetics and fuel economy can attract Yamaha's customers.
- A considerable portion of respondents, 37.2%, find the decision-making process moderately influential, while 25.6% find it highly influential. This suggests a significant impact of the decision-making process on the final purchase.
- The majority of respondents, 68.6%, agree or strongly agree on the importance of reliability and durability in their purchase decision, highlighting these as crucial factors for consumers.
- Lifestyles play a significant role in consumer preferences, with 67.79% agreeing or strongly agreeing that their lifestyle influences their choice of Yamaha motorcycles. This shows that Yamaha's image aligns well with the lifestyle of its consumers.
- The alignment of interests and hobbies with purchase decisions is significant for 64.52% of respondents. This indicates that personal interests and recreational activities are important factors in choosing a two-wheeler.
- The importance of personal identity in purchase decisions is varied, with 50.4% of respondents considering it to some extent (agree, strongly agree, or neutral). This suggests that while personal identity matters, it is not the most dominant factor for many consumers.

## RECOMMENDATION

- Majority of respondents are young adults; Yamaha should tailor its marketing strategies to appeal to this age group. Engaging social media campaigns, influencer partnerships, and events that resonate with younger consumers can strengthen brand loyalty and attract more young buyers.
- Since design and style are leading factors influencing purchase decisions, Yamaha should continuously innovate and offer trendy, visually appealing designs. Collaborations with designers and regular updates to model aesthetics can keep the brand fresh and attractive to consumers.
- With fuel efficiency being a critical yet criticized feature, Yamaha should invest in developing more fuel-efficient engines and technologies. Highlighting these improvements in marketing campaigns can address consumer concerns and enhance overall satisfaction.
- To prevent losing customers to competitors with better design and fuel efficiency, Yamaha should conduct regular market research to understand competitor offerings and stay ahead in design innovations and fuel economy improvements.
- Yamaha should focus on providing clear and concise information to potential buyers. This can be achieved through an easy and straightforward purchasing experience, simplified financing options, and transparent pricing. Additionally, having well-trained and informative sales personnel can help address consumer queries and concerns effectively, thereby facilitating better and quicker decision-making for customers.
- Since reliability and durability are crucial for consumers, Yamaha should emphasize these qualities in their marketing. Showcasing testimonials, durability tests, and offering extended warranties can reassure consumers of Yamaha's commitment to quality.
- Lifestyles significantly influence preferences; Yamaha should position its motorcycles as an extension of the consumer's lifestyle. Targeting specific lifestyle segments through customized marketing messages and sponsoring lifestyle events can enhance brand alignment with consumers' lives.
- To better align with consumers' interests and hobbies, Yamaha could introduce special editions or accessories designed for specific activities like touring,

sports, or commuting. Additionally, engaging with communities that share these interests can strengthen brand affinity and foster a deeper connection with consumers.

- Even though personal identity is not the most dominant factor, Yamaha should still recognize its importance by offering customizable options. Personalized features, colour choices, and limited-edition models can help consumers express their identity through their Yamaha motorcycle.

## **SUMMARY**

The survey findings reveal Yamaha's core consumer base predominantly comprises young adults aged 18-35, with a strong emphasis on design and style as key factors driving their purchase decisions. Fuel efficiency also holds significant sway but is criticized alongside design as areas needing improvement. The data underscores a competitive landscape where rivals' superior design and efficiency can lure Yamaha's customers away. Consumer priorities are firmly rooted in reliability, durability, and the alignment of Yamaha motorcycles with their lifestyles, though personal identity's influence varies among buyers. To address these insights, Yamaha is advised to focus on targeted marketing efforts tailored to young adults, leveraging platforms like social media and influencer partnerships. Continuous innovation in design, alongside investments in enhancing fuel efficiency, is crucial to maintaining market appeal and competitiveness. Understanding competitors' offerings through regular market research will be vital in staying ahead. Improving customer experience with clear information, straightforward purchasing processes, and knowledgeable sales staff can bolster consumer confidence and facilitate decision-making. Emphasizing Yamaha's reputation for quality through testimonials and extended warranties can further enhance trust. Aligning motorcycles with specific lifestyle segments and interests, supported by special editions and accessories, can deepen brand affinity. Lastly, offering customization options allows consumers to express their identities through their Yamaha purchases, fostering stronger connections and loyalty. These recommendations collectively aim to fortify Yamaha's market position by addressing consumer preferences comprehensively and enhancing overall brand appeal.



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## Websites

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## **APPENDIX**

## QUESTIONNAIRE

1. Gender

- Male
- Female
- Others (please specify)

2. Age group

- 18-25
- 26-35
- 36-45
- 46-55
- 56-above

3. What is the primary reason you consider Yamaha for your two-wheeler purchase?

- Price
- Brand reputation
- Fuel efficiency
- Design and style
- Performance

4. Which feature of Yamaha two-wheelers do you find least appealing?

- Price
- Fuel efficiency
- Design and style
- Performance
- Technology

5. What factor would most likely make you choose another brand over Yamaha?
  - Better pricing
  - Superior performance
  - More attractive design
  - Better fuel efficiency
  - Better after-sales service
  
6. The resale value of a two-wheeler is important to my purchase decision.
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
  
7. How The availability of after-sales service is important to me?
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
  
8. How influential is the perceived quality of Yamaha motorcycles in your decision-making process when considering purchasing a motorcycle?
  - Not Influential
  - Very Slightly Influential
  - Neutral
  - Moderately Influential
  - Highly influential

9. Have you ever switched from another brand to Yamaha because of dissatisfaction with your previous brands product quality?

- Yes
- No
- Not sure

10. Which element had the biggest impact on your decision to buy a Yamaha motorbike?

1      2      3      4      5

- Price
- Performance
- Mileage
- Style/Design
- Features/Technology

11. Reliability and durability are important factors in my decision to purchase a Yamaha motorcycle.

- Strongly agree
- Disagree
- Neutral
- Agree
- Strongly agree

12. To My lifestyle influences my preference for a Yamaha motorcycle over other brands?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. To what degree do your hobbies and interests align with your decision to purchase a Yamaha motorcycle?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. How The Yamaha motorcycle I choose reflects my personal identity and lifestyle?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15. Would you recommend Yamaha two-wheelers to others based on your own buying experience?

- Definitely
- Probably
- Neutral
- Probably not
- Definitely not