

A STUDY ON
CUSTOMER SATISFACTION OF TWO WHEELERS
WITH REFERENCE TO
YAMAHA



Department of Commerce

I Year (2021-2022)
Under the faculty of Commerce
Submitted by

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Under the guidance of

Dr.K.Manjula

Dr.B.R.R Government Degree College

Jadcherla.

CERTIFICATE

This is to certify that the project work entitled

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Of Dr.BRR. Govt Degree College Jadcherla has duly completed their project under my supervision. The entire work has been done under my guidance and that no part of it has been submitted previously for any degree or diploma of any University. It is their own work and facts reported by their personal findings and investigation.



Signature of project guide

Dr. K. Manjula

HOD
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Signature of Principal
PRINCIPAL

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DECLARATION

We, as students of Dr. B.R.R. Government Degree College, Jadcherla hereby declare that, the project entitled “CUSTOMER SATISFACTION OF TWO WHEELERS WITH REFERENCE TO YAMAHA” is an outcome of our own efforts under the guidance of Dr.K. Manjula.

We also declare that his project has not been previously submitted to any other University.

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With Regards

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Research means detailed study of a problem. Here, the details of the marketing problem are collected and studied, conclusions are drawn and suggestions are made to solve the problem quickly, correctly and systematically. In MR, specific marketing problem is studied in depth by collecting and analyzing all relevant information. Solutions are suggested to solve the problem which may be related to consumers, product, market competition, sales promotion and so on.

MR is a special branch of marketing management. It is comparatively recent in origin. MR acts as an investigative arm of a marketing manager. It suggests solutions on marketing problems for the consideration and selection by a marketing manager. MR also acts as an important tool to study buyer behavior, changes in consumer life-style and consumption patterns, brand loyalty and forecast market changes.

In brief, MR facilitates accurate marketing decisions for consumer satisfaction on the one hand and sales promotion on the other hand. It is rightly treated as the soul of modern marketing management. MR suggests possible solutions on marketing problems to marketing managers for their consideration and final selection. It is rightly said that the beginning and end of marketing management is marketing research. It is primarily used to provide information needed to guide marketing decisions, market mix. It acts as a support system to marketing management.

INCREASING NEED OF MARKETING RESEARCH

- 1. Growth and complexity of markets:** - Markets are no longer local in character. They are now national and even global in character. The marketing activity is becoming increasingly complex and broader in scope as more firms operate domestic and global markets. Manufacturers find it difficult to establish close contact with all markets and consumers directly. Similarly, they have no control on the marketing system once the goods are sold out.
- 2. To middlemen.** This situation creates new problems for manufacturers which can be faced effectively through MR as it acts as a feedback mechanism to ascertain first-hand information, reactions, etc. of consumers and middlemen. Marketing activities can be adjusted accordingly.

3. Wide gap between producers and consumers: - marketing research is needed as there is a wide gap between users and consumers in the present marketing system. Due to mass scale production and distribution, direct contact between producers and consumers. Producers do not get dependable information as regards needs, expectation and reactions of consumers; they are unable they are unable To adjust their products, packaging. Prices, etc. As per the needs of consumers. Problem created due to information gap can be solved only through MR as it possible to establish contact with consumers and collect first-hand information about their needs, expectation, likes, dislikes, preferences and special features of their behavior. Thus, MR is needed for removing the wide communication gap between producers and consumers.

4.Changes in the composition of population and pattern of consumption:-In India many changes are taking place in the composition of population. There is a shift of population from rural to urban areas. There have been considerable changes in the consumption and expenditure patterns of consumers in India. The incomes of the people, in general, are rising. This brings corresponding increase in their purchasing capacity and buying needs and habits. The demand for consumer durables is fast increasing. The market are now flooded with consumer durables like TV sets and soon. Manufacturers are expected to know such qualitative and quantitative changes in the consumer preferences and their consumption pattern. For achieving this objective, MR activities are necessary and useful. In brief, MR is needed for the study of changes in the pattern of consumption and corresponding adjustment in the marketing planning, policies strategies.

5.Growing importance of consumers in marketing:-Consumers occupy key position in modern marketing system. They are now well informed about market trends, goods available, consumer rights and protection available to them through consumer protection acts, the growth of consumer is as created new challenges before manufacturers and traders.

Even growing customer expectations create situation when manufacturers have to understand such expectations and adjust the production policies accordingly .Indifference towards consumer expectations may lead to loss of business. In the present marketing system, consumers cannot be taken for granted. Marketing research particularly consumer research gives valuable data relating to consumers. It is possible to use such data fruitfully while framing marketing policies. Thus, marketing decisions can be made pro consumer through marketing research activities.

6.Shift of competition from price to non-price factors: - Cut-throat competition is unavoidable in the present marketing field. Such competition may be due to various factors such as price, quality,

And packaging, advertising and sales promotion techniques. Entry of new competitors creates new problems in the marketing of goods and services. In addition, market competition is no more restricted to price factor alone. There are other non-price factors such as packaging

Problem created due to information gap can be solved only through MR as it is possible to establish contact with consumers and collect first-hand information about their needs, expectations, likes, dislikes, preferences and special features of their behavior. Thus, MR is needed for removing the wide communication gap between producers and consumers.

7. Need of prompt decision making: - In competitive marketing, marketing executives have to take quick and correct decisions. Companies have to develop and market new products more quickly than ever before. However, such decisions are always difficult. Moreover, wrong decisions may bring loss to the organization. For correct decision making, marketing executives need reliable data and up-to-date market information. Here, MR comes to the rescue of the marketing manager. Problems in marketing are located, defined, analyzed and solved through MR techniques. This suggests its need as a tool for decision making. MR is needed as a tool for reasonably accurate decision making in the present highly competitive market system.

CHAPTER 2
CORPORATE INTRODUCTION

:

COMPANY PROFILE

INTRODUCTION

About India Yamaha Motor Pvt. Ltd.

Yamaha made its initial foray into India in 1985. Subsequently, it entered into a 50:50 joint venture with the Escorts Group in 1996. However, in August 2001, Yamaha acquired its remaining stake as well bringing the Indian operations under its complete control as a 100% subsidiary of Yamaha Motor Co., Ltd, Japan.

India Yamaha Motor operates from its state-of-the-art-manufacturing units Faridabad in Haryana and Surajpur in Uttar Pradesh and produces motorcycles both for domestic and export markets. With a strong workforce of 2000 employees, India Yamaha Motor is highly customer-driven and has a country wide network of over 400 dealers

The company pioneered the volume bike segment with the launch of its 100 cc 2-stroke motorcycle RX 100. Since then, it has introduced an entire range of 2-stroke and 4-stroke bikes in India. Presently, its product portfolio includes Crux (100cc), Alba (106cc), and Gladiator (125cc) and YFR15 (150cc).

VISION

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".

MISSION

We Are Committed To:

Be the Exclusive & Trusted Brand renowned for marketing and manufacturing of YAMAHA products, focusing on serving our customer where we can build long term relationships by raising their lifestyle through performance excellence, proactive design & innovative technology. Our innovative solutions will always exceed the changing needs of our customers and provide value added vehicles.

Build the Winning Team with capabilities for success, thriving in a climate for action and delivering results. Our employees are the most valuable assets and we intend to develop them to achieve international level of professionalism with progressive career development. As a good corporate citizen, we will conduct our business ethically and socially in a responsible manner with concerns for the environment.

Grow through continuously innovating our business processes for creating value and knowledge

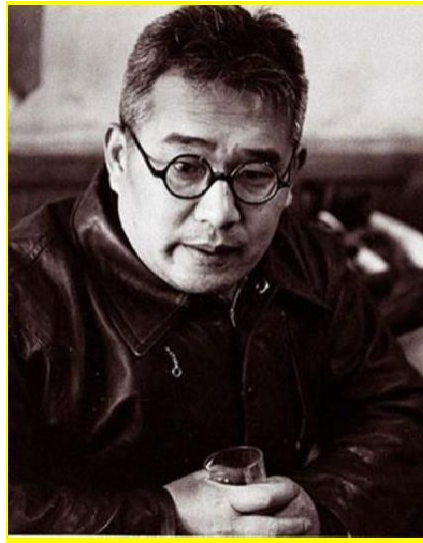
Across our customers there by earning the loyalty of our partners & increasing ours take holder value.

FOUNDING HISTORY

Paving the Road to Yamaha Motor Corporation.

"I want to carry out trial manufacture of motorcycle engines." It was from these words spoken by Genichi Kawakami (Yamaha Motor's first president) in 1953, that today's Yamaha Motor Company was born.

"If you're going to do something, be the best."



GENICHI KAWAKAMI



The First Yamaha Motorcycle...The YA-1.

Then, in January of 1955 the Hamakita Factory of Nippon Gakki was built and production began on the YA-1. With confidence in the new direction that Genichi was taking, Yamaha Motor Co. Ltd. was founded on July 1, 1955. Staffed by 274 enthusiastic employees, the new motor cycle manufacturer built about 200 units per month.

Genichi Kawakami's history with Yamaha was long and rich. He saw the new corporate headquarters in Cypress, California and the 25th Anniversary of Yamaha become a reality in 1980, He also watched bike #20 million roll off the assembly line in 1982. Genichi passed away on May 25, 2002 yet his vision live son through the people and products of Yamaha, throughout the world.



Yoshihiro Hidaka has been serving as Executive President, President and Representative Director in Yamaha Motor Co., Ltd .since January 1, 2018. He joined the Company in April1987.His previous titles include Executive Officer,Senior Executive Officer, and Director of 1st Business in Main MC Business Unit, Director of 2nd Business in Main MC Business Unit, Director of 3rd Business in Main MC Business Unit and Director of ASEAN Sales in 1st Business Unit in Main MC Business Unit in the Company. He used to serve as Vice

President in a subsidiary, Yamaha Motor Corporation, U.S.A.

CREATINGBREAKTHROUGHSEXPANDINGOPPORTUNITIES

| | |
|------------------------------|--|
| Date of Establishment | July1,1955 |
| Headquarters | 2500Shingai, Iwata, Shizuoka 438-8501,Japan. |
| Capital | 56, 532 Millions of yen (asofMar2017). |
| President | YOSHIHIRO HIDAKA |
| Employees | 52,660(asofDec31, 2014) |

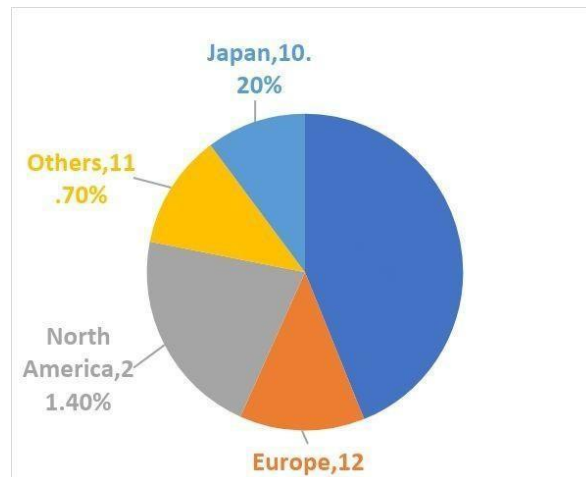
Major Consolidated Subsidiaries

Yamaha Motorcycle Sales
Japan Co., Ltd. Yamaha Motor
Powered Products Co., Ltd.
Yamaha Motor Corporation,
U.S.A.
Yamaha Motor Manufacturing Corporation of
America Yamaha Motor Europe N.V.
PT. Yamaha Indonesia Motor
Manufacturing Yamaha Motor
Vietnam Co., Ltd.
India Yamaha
Motor Pvt. Ltd.
Yamaha Motor
Taiwan Co., Ltd.
Thai Yamaha Motor
Co., Ltd.
Yamaha Motor do Brazil Ltd.

Net Sales

¥1,670.1 billion (as of Mar 2017)

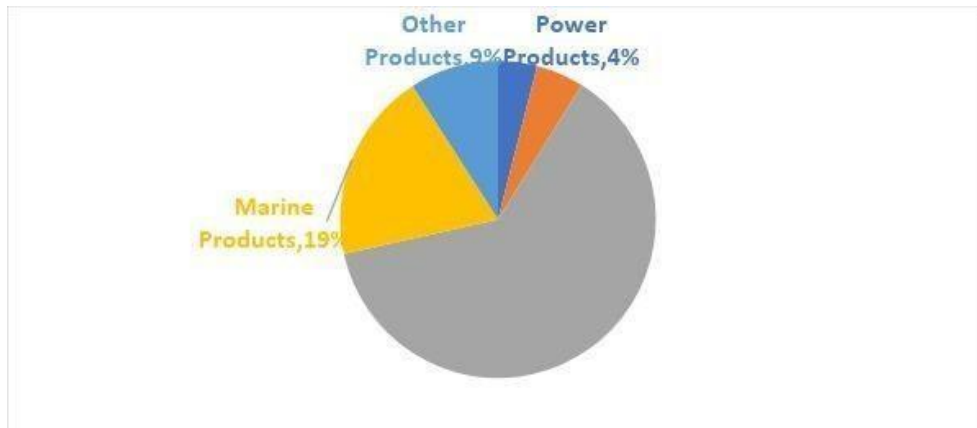
vs. 2016 level Up 11.1 % (Increased ¥167.3 billion)



Major Services Products & Manufacture and sale of motorcycles, scooters, electro-hybrid bicycles, boats, sail boats, Water Vehicles, pools, utility boats, fishing boats, out board motors, diesel engines, 4-wheel ATV s, side-by-side vehicles, racing karts, golf cars, mi-purpose engines, generators, water pumps, snowmobiles, small-sized snow throwers, automotive engines, intelligent machinery, industrial-use remote control helicopters, electrical power units for wheelchairs, helmets production, processing and sales of agricultural and marine

Products and micro organisms Import and sales of various types of products, development of tourist businesses and management of leisure, recreational facilities and Related Services.

2017 Net Sales ¥ 1,670. 1billion vs. 2016 level Up 11.1% (Increased¥167.3billion)



HISTORY OF THE YAMAHA MOTOR GROUP 1962

- Won Novice 250 and 350 cc Classes Of 1st All Japan Road Race Championship
- Motorcycle Development Operations Transferred From Yamaha Technological Research Institute to YMC Headquarters

1966

- Full Export Operations Transferred From Nippon Gawky To YMC
- Yamaha-Built Toyota 2000 GT Sets World Record sin 3 Speed trials Categories and International Records in13Categories

1967

- First Yamaha Racing Kart Model"RC100"Released

1975

- CT Campaign"Launched With Aim Of Reducing Cos tBy7%

1976

- First Yamaha Industrial Robot Model,An"Are Welding Robot" Released
- First Yamaha Marine Diesel"MD35"Released

1987

- First Yamaha -Made Surface Mounter"21Series"Released

1990

- Corporate mission; we create kando -Touching people's hearts and long term Management vision announced

2005

- Shitake Kajikawa Appointed As Sixth YMC President.
- New Medium -Term Management Plan"NEXT 50Phase11"Announced
- Yamaha Captures Moto GP Triple Crown By Winning The Rider, Team And Manufacturer Titles

2006

- MotorcycleManufacturingFactoryYamahaMotorManufacturingWestJava(YMMWJ)Founded In Indonesia
- Mass Production Of Astaxanthin As A Supplement Begun At Factory In Fukuroi, Shizuoka
- Global Parts Center Established In Fukuroi City, Japan And Full Operations Begun
- Compliance Promotion Committee Established

2007

- Yamaha Motor Philippines, Inc.(YMPH) Began Manufacturing And Sales Of Motorcycles
- Yamaha Motor's First Health Supplement, "ASTIVO," Launched In The Market

2008

- Launched The Long- Term Vision"Frontier 2020" And Initiated Phase I Of The Vision, The New Medium- Term Management Plan
- Yamaha Motor Cambodia Co.,Ltd.(YMKH), AJointVentureCompanyForTheManufactureAndSaleOfMotorcycles,Founded
- India Yamaha Private Limited(IYM) Founded Jointly With Suit &Co.,Ltd. For The Manufacture Of Motorcycles
- Global Training Center Opened In Indonesia

2009

- Announced Policies And Measures To" Return To Profitability On A Consolidated Income Basis In Fiscal 2010" And "Achieve A Consolidated Operating Income Margin Of 5% InFiscal2012,"In View Of The Revised Forecasts Of Business Performance
- Yamaha Motor Co.,Ltd.And Yamaha Marine Co.,Ltd.Merged

2010

- Yamaha Motor Withdrew From Life Science Business

2011

- ConsolidationOfIwataSouthFactory'sEngineAssemblyLinesWithMainFactory'sMotorcycleAssemblyPlantCompleted
- IMBusinessEstablishedYIMEInEuropeAndYIMAINTheUnited States
- Commenced Increased Production Of Utility Boats To Support Reconstruction Efforts In Eastern Japan

2012

- Design Center Established
- ASEAN Integrated Development Center (Thailand) And India Procurement Center Established
- Began Supplying Electrically Power Assisted Bicycle Drive Units On OEM Basis In Europe

INDUSTRYPROFILE

The Indian automotive industry consists of five segments: commercial vehicles; multi-utility vehicles & passenger cars; two-wheelers; three-wheelers; and tractors. With 5,822,963 units sold in the domestic market and 453,591 units exported during the first nine months of FY2005, the industry (excluding tractors) marked a growth of 17% over the corresponding previous. The two-wheeler sales have witnessed a spectacular growth trend since the mid-nineties.

Two - wheelers :Market Size&Growth

In terms of volume, 4,613,436 units of two-wheelers were sold in the country in 9MFY 2007 with 256,765 units exported. The total two-wheeler sales of the Indian Industry accounted for around 77.5% of the total vehicles sold in the period mentioned.

Demand Drivers

The demand for two-wheelers has been influenced by a number of factors over the past five years. The key demand drivers for the growth of the two-wheeler industry are as follows:

- Inadequate public transportation system, especially in the semi-urban and rural areas;
- Increased availability of cheap consumer financing in the past 3-4 years;
- Increasing availability of fuel-efficient and low-maintenance models;
- Increasing urbanization, which creates a need for personal transportation;
- Changes in the demographic profile;
- Difference between two-wheeler and passenger car prices, which makes Two-wheelers the entry level vehicle;
- Steady increase in per capita income over the past five years; and
- Increasing number of models with different features to satisfy diverse consumer needs

PRODUCTS OF YAMAHA

Yamaha Motor Company Limited: -

A Japanese motorized vehicle producing company (whose HQ is at 2500Shanghai,Iwata,Shizuoka), is part of the Yamaha Corporation. After expanding Yamaha Corporation into the world's biggest piano maker, then Yamaha CEO Nichiren Kawasaki took Yamaha into the field of motorized vehicles on July 1, 1955. The company's intensive research into metal alloys for use in acoustic pianos had given Yamaha wide knowledge of the making of light weight, yet sturdy and reliable metal constructions. This knowledge was easily applied to the making of metal frames and motor parts for motorcycles. Yamaha Motor is the world's second-largest producer of motorcycles (after Honda). It also produces many other motorized vehicles such as all-terrain vehicles,boats,snowmobiles,out board motors, and personal watercraft.

The Yamaha corporate logo is comprised of three tuning forks placed on top of each other in a triangular pattern.

In 2000, Toyota and Yamaha Corporation made a capital alliance where Toyota paid Yamaha Corporation 10.5 billion yen for a 5 per cent share in Yamaha Motor Company while Yamaha and Yamaha Moto reach bought 500,000 shares of Toyota stock in return.

RACINGHERITAGE

Yamaha has a long racing heritage where it has had its machines and team win many different competitions in many different areas, for example both road and off road racing, also Yamaha has had great success with riders such as Bob Hannah, Heike Mikkola, Kenny Roberts, Chad Reed,Jeremy Mc Grath, Ste fan Merri man,Wayne Rainey, and the latest, Valentino Rossi.Yamaha is

known to those who are older in age as the designer of the modern motocross bike, as they were the first to build a production mono-shock motocross bike (1975 for 250 and 400, 1976 for 125) and one of the first to have a water-cooled motocross production bike (1981, but 1977 in works bikes).

Since 1962, Yamaha produced production road racing grand prix motorcycles that any licensed road racer could purchase. In 1970, Non-factory "privateer" teams dominated the 250cc World Championship with Great Britain's Rodney Gould winning the title on a Yamaha TD2.

YAMAHA R1



VALENTINO ROSSI

What would the average Indian fan expect from designers like YAMAHA?

They dream nothing less than riding in R1 in the streets of India! Its dream for all of us to move with speed of wind in the streets of Cochin kaloor and Marine Drive .well this dream seems distant but what Yamaha contribute nothing less than what they promised in latest Auto Expo in New Delhi...The launch of YZF R-15. Company official says is the DNA of R1.

YAMAHARI>YAMAHAYZF-R15

This will really shake the concept of Indian two wheeler Market. I got the privilege to interact with the distributors of R1, the confidence levels are much above they expected but average Indian youth will not be able to spend Rs 10.5 lakhs for

YAMAHA YZF R 15 will fulfil this dream. Surely, this will be the first bike to set a bench mark in India. Company officials' have kept the specification as secret but point that R15 will be 150CC

Years back YAMAHA has launched another outstanding bike in 125 CC segment in Asian markets

YZF-R1-State-of-the-art race-technology

The YZF-R is a legend of the super sport world, an acclaimed one-litre performer that's become the power of beauty. The R1's performance is electrifying and yet what makes this motorcycle truly remarkable is its superbly rider-friendly character because Yamaha's avant-garde, race-bred technology puts you confidently in control.

MOTOR CYCLE MODELS

Yamaha has made an extensive number of two- and four-stroke scooters, on road and off-road motor cycles. The Yamaha XS650, introduced in 1970, was such an overwhelming success that it crippled the British monopoly of vertical twin motorcycles.

ELECTRICAL

VEHICLES MOTOR

CYCLES

- Yamaha Alba

- Yamaha Frog
- Yamaha Libero
- Yamaha Gladiator
- Yamaha Mest
- Yamaha Eccy
- Yamaha Passol
- Yamaha EC-02
- Yamaha Passol-L
- Yamaha Yz85
- Yamaha V-Star
- Yamaha YZF-R1
- Yamaha FZ1
- Yamaha crux
- Yamaha FZS

MOPEDS

- Yamaha PAS(Nickel metal hydride battery)
- PAS Lithium(Lithium ion battery)
- PAS Business(Ni-Cd battery)
- Yamaha YQ50 Aerox R
- Yamaha Jog
- Yamaha Jog R
- Yamaha Neos
- Yamaha BWS
- Yamaha Morphous
- Yamaha XF50X(C3/Vox/Giggle)
- Yamaha FS1(Yamaha FS1E)
- Yamaha Legend
- Yamaha DT50
- Yamaha TZR
- Yamaha QT50

GOLF CARTS

- Yamaha
- Yamaha Drive

PERSONAL WATER CRAFT

- Wave Runner

WHEEL CHAIRS

- JW Active
- JW -I
- Nes quick sponsored Race chair

WHEELCHAIRUPGRADEPARTS

- JWX-1
- JW - II
- JW -I
- Wetard chair 85

ALL - TERRAIN VEHICLES

- BW80/200/350
- YFZ450
- Raptor80/350/660/700
- Blaster200•Banshee350
- Warrior 350 •Bruin350
- Kodiak400 / 450
- Grizzly80/125/350/400/450/600/660/700
- BigBear400 •Wolverine350 /450
- Tri-Z250

SNOW MOBILES

Yamaha has recently claimed a 100% four-stroke snowmobile line-up, making them the only snowmobile manufacturer to do so. In Canada though, there are still three models that Yamaha manufactures that are still 2 strokes. They are the Bravo, VK 540 and the

Venture XL. Yamaha had introduced four-strokes to their line-up in 2003 and the line-up became four-stroke based for model year 2005. Many say that Yamaha has proven snowmobiles can be clean, efficient, and reliable all while maintaining strong performance. The RX-1 released in 2003 was the first performance-oriented four-stroke snowmobile to ever hit the market. It was not, however, the first modern four-stroke snowmobile produced. That honor belongs to Arctic Cat for their Yellowstone Special, released in 2000, which was designed as a rental sled that could meet Yellowstone National Parks stringent emission requirement. However, the Yamaha received much criticism for its weight disadvantage when compared to similar two-strokes, despite its excellent fuel economy and low-range torque. Yamaha is now on the cutting edge of four stroke technology with the introducing of their 80FI engine which is equipped on the Phazer and Venture Lite models? This engine has one of the highest specific outputs of any four-stroke in production, with 160 HP/L; Yamaha achieves this even without the use of a forced induction system. Yamaha is also a key player in the "four-stroke wars", which are a series of advertisements from opponent Ski-Doo who claim their 2-tec and power-tech equipped two-strokes are still cleaner and more efficient than four-strokes, while Yamaha still claims the four-strokes are cleaner. Yamaha also broke a multi-year absence from snow-cross in the winter of 2006-07 with their introduction of a factory race team headed by former Arctic Cat racer Robbie Malinoski.

CURRENT LINE-UP

- Bravo
- Apex
- Attack
- Nitro
- FX Nitro
- Phazer(4th Generation)
- RS Rage
- RS Vector
- RS Venture
- VK Professional

SIGNIFICANT PREVIOUSLY PRODUCED MODELS

- Bravo
- Cory
- Enticer
- Exciter
- Phazer(1st-3rdGenerations)
- Mountain Max
- RX-1
- Sno Scoot
- Snow Sport
- SRV 540
- SRX
- SRX 440
- SX R
- SX Viper/Venom
- Venture
- VK540
- VMAX
- VMAXSX
- V max
- Vmax-4

SNOWBLOWERS

- YT-600E
- YT-600ED
- YT-660EDJ
- YS-870
- YS-870J
- YS-1070
- YT-1080ED
- YT-1080EX
- YT-1290EX

- YT-1290EXR
- YS-1390A
- YS-1390AR
- YAMAHA-R15

REMOTE -CONTROLLED HELICOPTERS

- YamahaR-50
- Yamaha R-MAX OUT BOARD MOTORS
- 4 stroke series
- 4 stroke jet drive series
- 2 stroke V6
- 2 stroke portable/mid range

KARTENGINES

KT SERIES2STROKE

- KT100SD
- KT100SC
- KT100SEC
- KT100SP
- KT100J
- KT100AX
- KT100A2

OTHERVEHICLES

Yamaha has also built engines for other manufacturers vehicles, most notably the V-6 and V-8 engine for the Ford Taurus SHO. The Volvo XC90 uses a larger version of the same Yamaha V-8 engine. They also built Formula One racing engines from the late 1980s to the mid-1990s, with little on track success. In 1991, Yamaha developed its F1 engine super car called the OX99- 11 where two drivers sit in tandem in front of the engine,

Yamaha also tunes engines for other manufacturers, Toyota being one of them. Yamaha logos are, for instance, found on the Toyota S engines. As well as the 2ZZ-GE utilized by Toyota, Pontiac, and Lotus.

Yamaha developed a prototype for a two-seater sports car with help of Albrecht Geertz. While the Yamaha/Nissan partnership never progressed beyond the

Yamaha is also one of the big 4 companies in the Personal watercraft market.

WATER PURIFIER ALKALION PURIFIER

- OH-A21N PURIFIER
- OH-U20-SA2
- OH-U20-SB1
- OH-U30-HS
- OH-U30-KA4
- OH-U30-SB3
- OH-U40-KA2
- OH-U40-SB1

BUSINESS MACHINES

- Robot
- Surface mounter
- Pool
- CNC machine
- Golf car
- G31E
- G31AL
- Engine oMT series(2stroke)
- MT110
- MT110 VL So MZ series(4 stroke)
- MZ125
- MZ175
- MZ200(New Model)

- MZ250
- MZ300
- MZ360
- Underground oil tank
- My Tank
- Oil separator
- Pattol series
- Food additive
- Gas heat pump
- M series
- SH series
- 3HP multi o Livingmate
- YCJ series

TRENDS IN THE TWO- WHEELER INDUSTRY

Companies raising capacity to meet the growing demand: All the major two-wheeler manufacturers, viz. Bajaj Auto, HHML, YMIL, TYS, HMSI and others, have increased their manufacturing capacities in the recent past. Most of the players have either expanded capacity, or converted their existing capacities for scooters and mopeds into those for manufacturing motorcycles. They themselves have been prompted by the rapid growth reported by the motorcycle segments since FY1995.

Niche markets also witnessing intense competition:

A significant trend witnessed over the past few years is the inclinations of consumers towards products with superior features and styling. Better awareness about international models has raised expectations of consumers on some key attributes, especially quality, styling, and performance. High competitive intensity has prompted players to launch vehicles with improved attributes at a price less than the competitive models. In an effort to satisfy the distinct needs of consumers, producers are identifying emerging consumer preferences. The 150cc segment, which is a segment that has witnessed significant new product launches and hence, become more competitive. The ingeniously launched Pulsar 150 had met with success on its launch and thereafter, a host of models have been launched in this segment by various players. While Bajaj Auto launched the Pulsars (180cc, 200cc and 220cc) with digital twin spark technology (DTSFi) that offers a powerful engine and fuel efficiency of 125 cc models. Moreover, in the recent past, the motorcycle segment has witnessed launch of vehicles with higher engine capacity (higher than 150cc) and power (higher than 15bhp). These include models such as

and other sports bikes. The products in this segment cater for style conscious consumers. Quite a few players are developing models combining features such as higher engine capacity", optimum mix of power and performance, and superior styling. However, the extent of shift to these products would depend on the positioning of such products in terms of price.

In the scooters segment, the market for plastic-bodied aromatic scooters continues to witness growth in the scenario of overall decline in scooter volumes. Higher volumes and growth are especially true for certain scooter models, such as Honda Active, that brought in new technology (besides aromatic transmission) to further differentiate themselves. Thus, the need to differentiate and create a niche has led to companies strengthening their research and development (R&D)

INCREASING FOCUS ON EXPORTS:

For the first nine months of FY2014, two-wheeler exports increased by 37% over the corresponding previous, led mainly by motorcycles even as exports of other two-wheelers were healthy. While motorcycle exports increased by 40%, scooter and moped exports increased by 29% and 27% respectively.

Motorcycle exports by Bajaj Auto, HHML and TVS have reported a robust growth in FY2014 and are expected to increase further in the medium term.

Although the Indian two-wheeler manufacturers have forayed on their own in their target export markets, there have been instances of tie-ups with the technology partners. Bajaj Autos tie-up with Kawasaki to jointly market Bajaj products in

Philippines is a case in point. Under the tie-up, M/s Kawasaki Motors Philippines Corporation has been appointed as exclusive distributors to market select Bajaj two-wheelers that include Bike, Caliber 115 and Wind 125. These vehicles are being sent to Philippines in the completely built unit (CBU) form. Other strategy of expanding international presence considered by few players is that of setting up assembly lines in select South East Asian countries either on their own or in partnership with local players. Besides, plans of select overseas technology partners to source from their Indian partners and plans of global majors to develop their Indian manufacturing unit as a sourcing hub may also lead to increase in two-wheeler exports from India

SWOTANALYSIS

Strengths:

- Yamaha Motor products extend from land to sea and even into the skies, with manufacturing and business operations that include everything from motorcycles, PSA electro hybrid bikes, marine and power products to automotive engines.
- Probably the best in terms of R&D facility.
- Has great brand name and commands lot of respect among bikers community.

Weakness:

- Narrow product line in terms of motorcycles
- Yamaha's strategy for Indian market was on right alley way, they are still relying on conventional model which no longer in use.
- Yamaha despite the promise has failed to deliver and is still an under dog in the race to top.
- A series of unsuccessful and flop bike shave eroded the legacy of RX100 and RD350

Opportunities:

- The motorcycle market has been growing at a phenomenal rate and there has been a shift in the consumer preferences from 2 stroke bikes. Yamaha motors have recognized this and are bringing out new models of 4 stroke bikes quite regularly to cater the needs of the customers.
- Consumers have become technology conscious and Yamaha Motors have best R&D facilities. So they can tap new customers with innovative technology in motorcycle design and manufacturing.
- There lies lot of potential in 150cc and above segment and Yamaha has not made enough in roads in this segment.

Threats:

- Continuous divisions of customer segment have made conventional bikes which was the strength of Yamaha motors.
- Constant demand for price reduction from customers.
- Bajaj Auto and TVS have taken large part of the market share from Yamaha.

CHAPTER 3
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

RESEARCH PROBLEM AND OBJECTIVE:

Research in common parlance refers to search for knowledge. Research is an academic activity and as such it is used in a technical sense. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggesting solutions, collecting, organizing and evaluating data, making deductions and research conclusions to determine whether they fit the formulating hypothesis.

Primary objective:

The research encompasses the primary objective of comparison and analysis of Yamaha bike switch respect to other brands prevailing in the market i.e., Hero Honda, Honda, Bajaj, TVS and Suzuki.

The primary aim is to interpret the satisfaction level of customers using Yamaha's bikes and to find out the areas in which it needs to improve to develop a better perception in the mind of its customers. It entails as to suggest Yamaha how to become a no.1 customer oriented company

Secondary objective:

To go in detail, the research includes the study of comparative satisfaction level of customers using different bike brands; the various areas where competitors supersede and the areas where the competitors lack. Furthermore the research aims to find out the relative market capitalization of Yamaha in the two wheeler industry and to suggest some concrete and absolute measures to give arisetoits share in the two wheeler segment.

RESEARCH PROCESS

Extensive Literature Survey: Before starting the research in-depth study of the topic was done to form a clear picture of what and how research is to be done.

Formulating the Research Problem: The next step was to find out the problem of the case. Then the problem was understood thoroughly and rephrasing the same into meaningful terms from analytical point of view. This step is of greatest importance in the entire research.

Design of Questionnaire: A questionnaire was developed for the survey. The questionnaire is of structured type. Most of the questions were based on point bipolar Liker Scale.

Determining the Sample Size: Next step is to determine the number of to be targeted from various ages, monthly salary, and gender. So a total of 200 people were surveyed.

Collecting the data: The data was collected from various class of people based on age, sex, income, location.

Analysis of Data: The data collected from various people was segregated into various categories in order to analyze it. Analysis was done based on more than 22 different parameters. •

Generalization and Interpretation: Data was tested and upheld several times, and then generalizations were drawn from the analysis.

Preparation for the report: Lastly report about there search is made.

RESEARCH DESIGN:

- Exploratory research design
- Focus group
- Primary data analysis
- Collection of data
- Qualitative data
- Survey
- Questionnaires

Sampling:

- Non-probability sampling
- Judgmental
- Sampling
- Simple random

Sample Design:

Sampling may be defined as the selection of the some part of aggregator totality on the basis of which a judgment or interference about the aggregate or totality is made. It is the process of obtaining information about entire population by examining only a part of it in which generalizations or influences are drawn based on the sample about the parameter of population from which samples are taken.

Sample Size:

A total of 50 people have been questioned for the purpose of filling up the questionnaire. •Details of the Surveyed Conducted

| | |
|-----------------------|---|
| Sample Size | 32 |
| Target Population | 20-25years 25-30years 30and above |
| Area Covered | Mahabubnagar Rural Areas |
| Sampling | Judgmental Simple Random |
| Type of Questionnaire | Structured 5 point bipolar liker Scale |
| Type of Questions | Close ended Questions |

SCOPE OF STUDY

There search was carried out to find factors which influence customer satisfaction level to maximum level. The study projects that customer satisfaction level change with change in various factors like during sales evaluation, during delivery of the vehicle and after sales evaluation. This research is an attempt to provide feedback to Motorcycle manufacturer Yamaha Motors India Ltd.so that they can bring about changes in various departments of their organization which will help them in becoming Number 1 motorcycle brand in India. For instance during research factors such as technology, maintenance, looks, style, brand image, behavior of dealers, timely delivery of documents and bike and proper information about the product were considered. This research would give necessary details to Yamaha motors so that it could know the various factors that affect customer satisfaction level and then initiate appropriate changes to make it Number 1 motor cycle brand in India

CHAPTER4

GRAPHICAL DATA ANALYSIS AND IT'S INTERPRETATAIONS

GRAPHICAL DATA ANALYSIS

The data analysis portion is the backbone of any primary or secondary research. There are various tools of data analysis that helps the researcher to interpret his data into final results. The data collected in this research was analyzed using the most effective tool of market research i.e., **SPSS**(statistical package for social sciences) the parameters were set up giving preference to non demo graphic factors more than demographic factors. The data was analyzed on the total of 20 parameters as mentioned below:

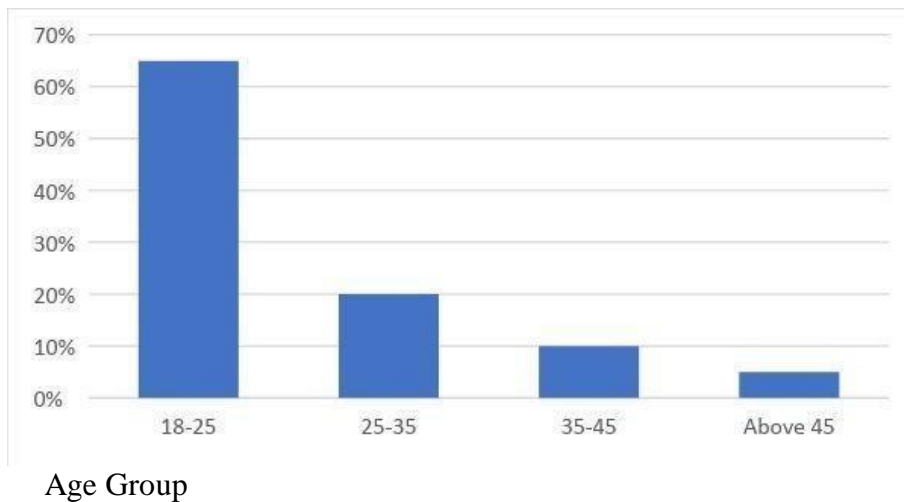
- i. Customer sage
- ii. Marital status
- iii. Profession
- iv. Education
- v. Attitude of dealer
- vi. Explanation of product features by the dealer
- vii. Sales term sand conditions
- viii. Product display in the showroom
- ix. Cleanliness in showroom and service station
- x. Atmosphere
- xi. Cleanliness of purchased bike
- xii. Time taken in delivery
- xiii. Explanation of bike functions
- xiv. PDI and checks made
- xv. Time taken in documentation
- xvi. Salesman follow up
- xvii. Reminder of first service
- xviii. Action to complain
- xix. Replacement condition

GRAPHICAL DATA INTERPRETATION

1. Which age group of customer prefer bike most?

| | | | | |
|------------|-------|-------|-------|----------|
| Age Group | 18-25 | 25-35 | 35-45 | Above 45 |
| Percentage | 65% | 20% | 10% | 5% |

Age group of customers towards motor bike



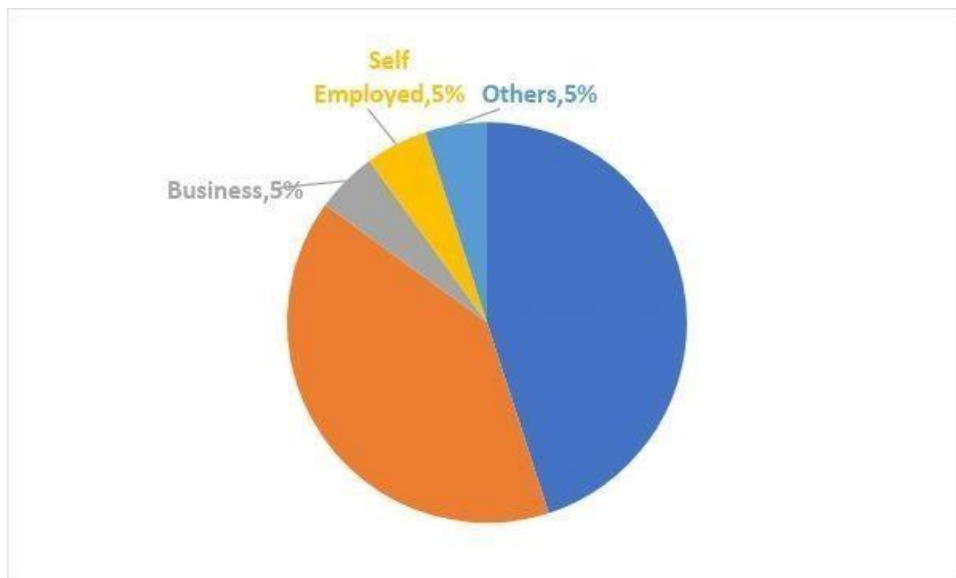
Interpretation

65% age group of 18-25 preferred a motor bike, 20% of age group 25-35, 10% of age group of 35-45 and the rest of age group above 45 years old.

1. How do professional/occupational people show there preference towards motor bike?

| | |
|---------------|-----|
| Student | 45% |
| Service | 40% |
| Business | 5% |
| Self Employed | 5% |
| Others | 5% |

Professionally/Occupy.Attitude towards motor bike



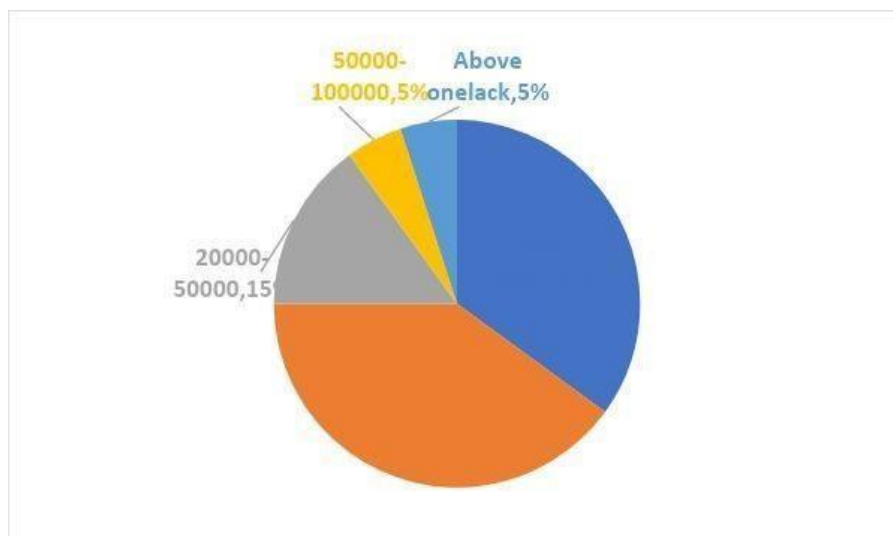
Interpretation:

Occupationally and professional the motor bike has been used i.e.45% preferred by student, in the service level it is used 40% and the rest of used in business, self-employed and for other purposes used.

2.Howdo incomewisecustomershowtheirinteresttowardsmotorbike?

| | |
|----------------|-----|
| 10000-15000 | 35% |
| 15000-20000 | 40% |
| 20000-50000 | 15% |
| 50000-100000 | 5% |
| Above one lack | 5% |

Income wise customer attitude towards motor bike



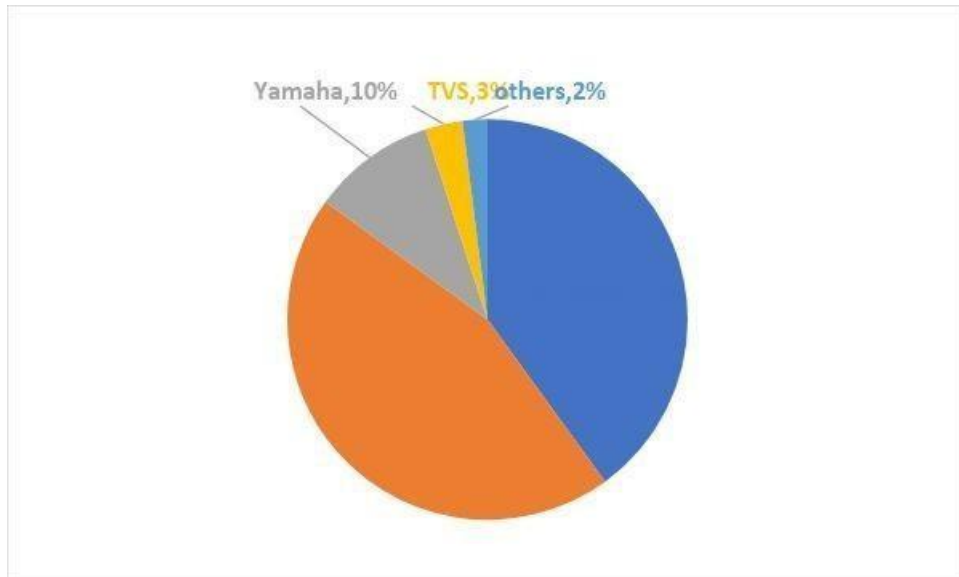
Interpretation:

In the base of economically, it is used in the base of income i.e.35%of income group 10,000-15,000,40%of15,000-20,0000,15% of income group of 20,000-50,000 and rest of used in the rarely above income of 50,000.

4.Which Company’s bikes customer would like to purchase?

| | |
|--------|-----|
| Hero | 40% |
| Honda | |
| Bajaj | 45% |
| Yamaha | 10% |
| TVS | 3% |
| others | 2% |

Honda Bike & Model like by all



Interpretation:

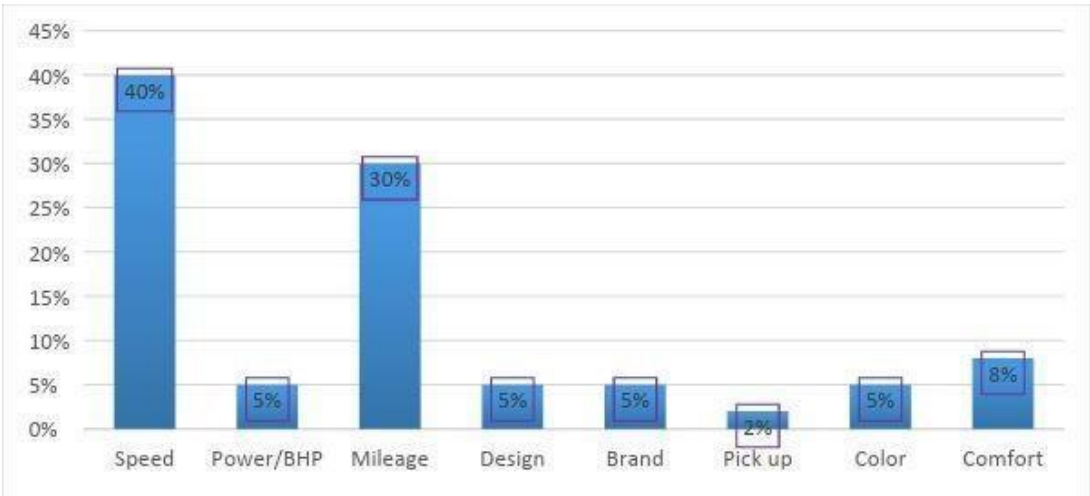
40% motor Bike Company and its models liked by people of Hero Honda, second position of Bajaj and third position of Yamaha and rest of TVS and other companies.

5. Which features of a bike customer would like top refer most while purchasing?

| | |
|-----------|-----|
| Speed | 40% |
| Power/BHP | 5% |
| Mileage | 30% |
| Design | 5% |
| Brand | 5% |
| Pickup | 2% |

| | |
|---------|----|
| Color | 5% |
| Comfort | 8% |

Bikes are generally adopt by



Interpretation:

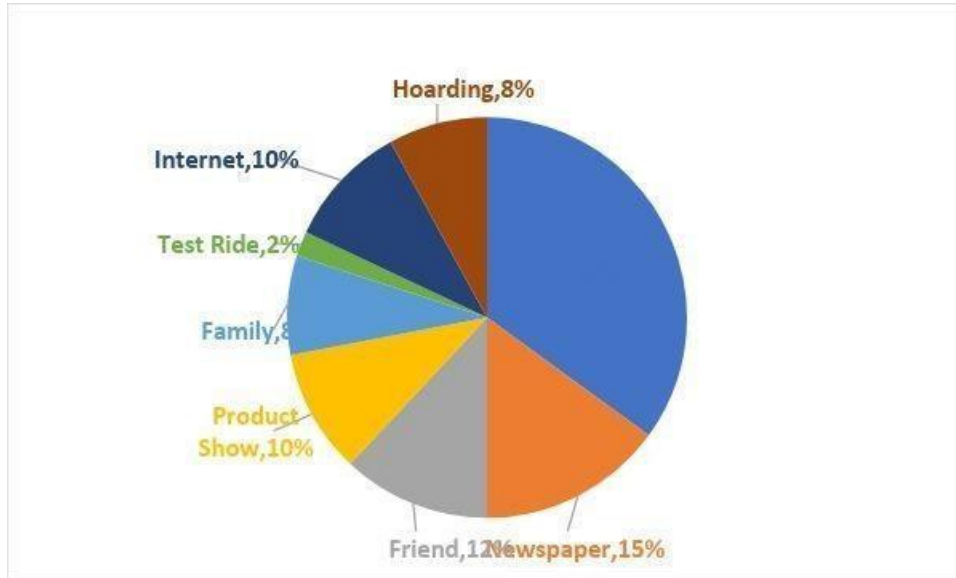
65% age group of 18-25 preferred
 A motor bike, 20% of age group 25-35, 10% of age group of 35-45 and the rest of age group above 45 years old.

6. How do people come to know about bikes?

| | |
|--------------|-----|
| TV | 35% |
| Newspaper | 15% |
| Friend | 12% |
| Product Show | 10% |
| Family | 8% |
| Test Ride | 2% |
| Internet | 10% |

| | |
|----------|----|
| Hoarding | 8% |
|----------|----|

People know about the bike through:



Interpretation:

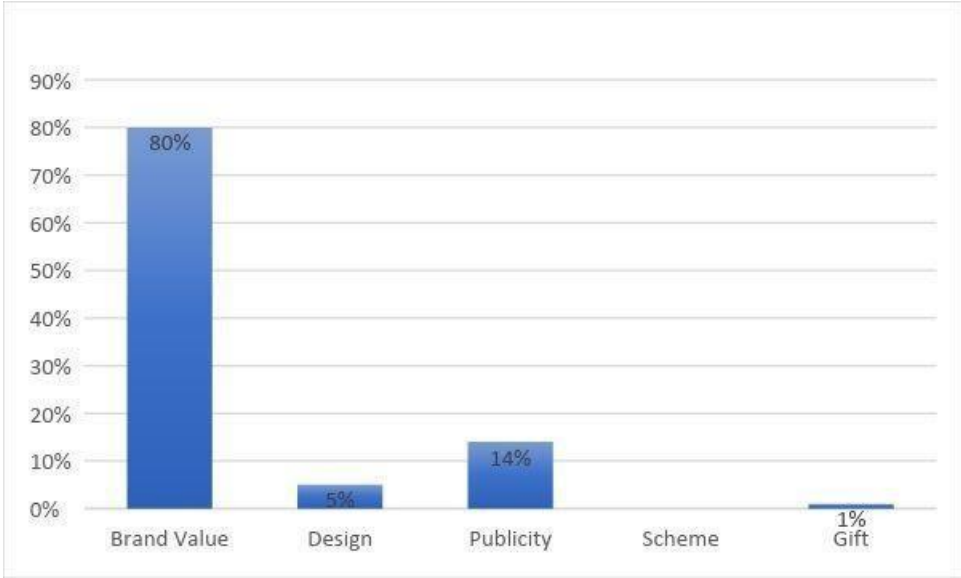
The aware and know about motor bike products about 35% by TV channels, 15% newspapers /magazines,12% by friends,10%by products how,10% through internet,8% by family and others through test riding and hoardings.

7. Why did you purchase a bike?

| | |
|-------------|-----|
| Brand Value | 80% |
| Design | 5% |
| Publicity | 14% |
| Scheme | 0% |

| | |
|------|----|
| Gift | 1% |
|------|----|

Why did you purchase a bike?



Purchase group

Interpretation:

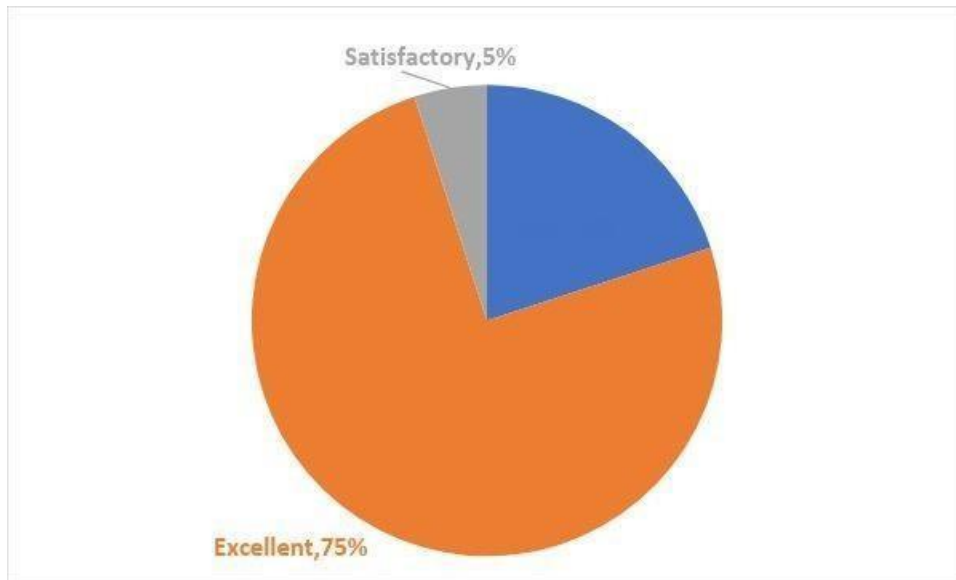
The bike has purchased according to brand value, design, publicity and others base. The common factor, in the present firstly brand value is the main factor 80% people has been purchased any motorbike and 14% has been purchased having the main factor of publicity.

8. How was your experience after using the bike?

| | |
|--------------|-----|
| Good | 20% |
| Excellent | 75% |
| Satisfactory | 5% |

| | |
|----------|----|
| Not Good | 0% |
|----------|----|

Customer attitude towards experience?



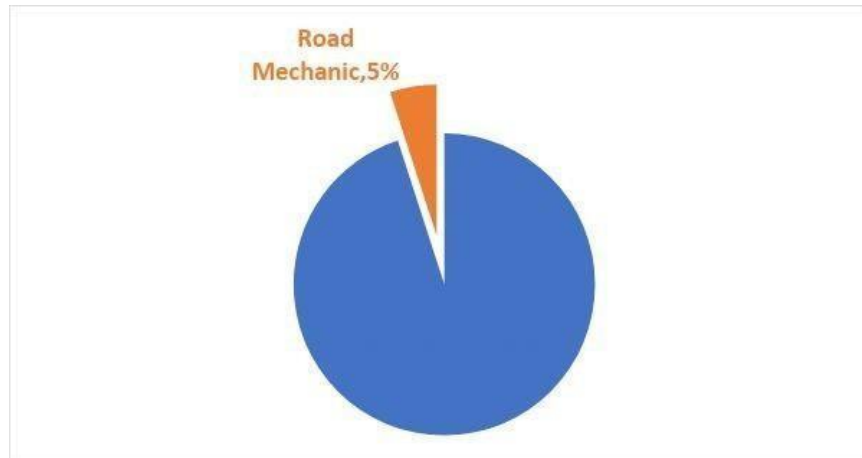
Interpretation:

In the most preferred through experience i.e. the good, and excellence and satisfactory based. In the survey it has been found that 75% excellence and 20% has been telling about with good theme.

9. Where does customer want the servicing of his motor bike to be done?

| | |
|------------------|-----|
| Showroom | 95% |
| Road Mechanic | 5% |

Customer attitude towards servicing of motor bike



Interpretation:

The main important thing that the motor bike servicing factors where it will be better do for that. 95% customer's attitude towards servicing of motor bike in showroom and rest of road mechanic.

10. Do customers get full value of money for the bike they purchased?

| | |
|-----|------|
| Yes | 100% |
| No | 0% |

Customer attitude towards full value of money with the product



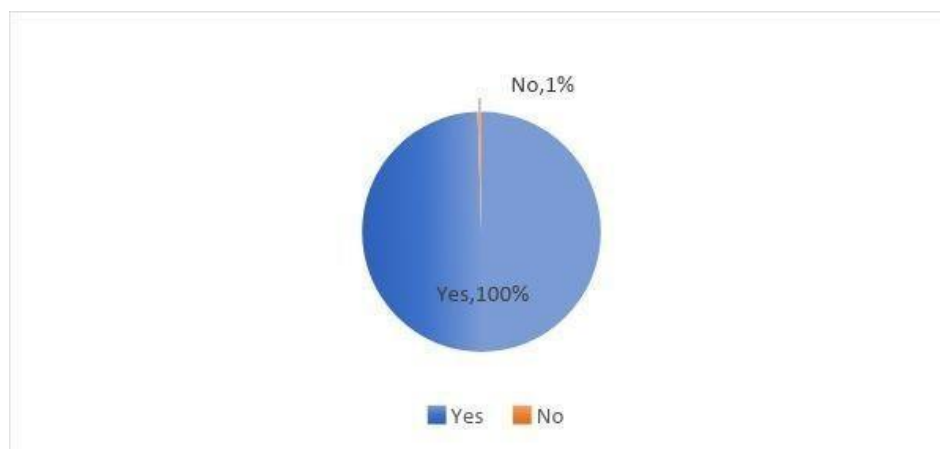
Interpretation:

100% customers attitude has been found towards full value money have taken over all the products.

11. Are customers satisfied with the performance of their bikes?

| | |
|-----|-------|
| Yes | 99.5% |
| No | 0.50% |

Customer satisfaction towards bike products



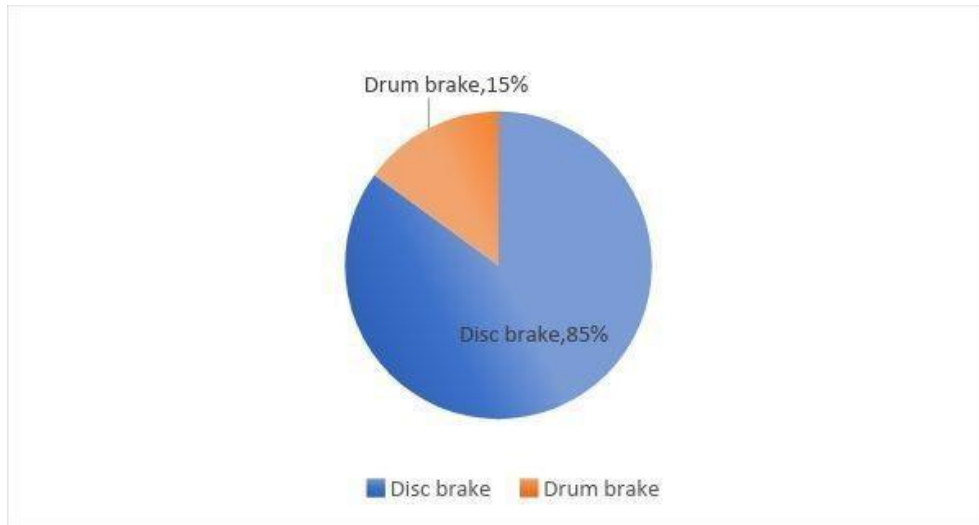
Interpretation:

Approximately 100% customer satisfaction level of motorbike products and a rarely can say that no comments about it

12. Which type of brakes is mostly preferred by the customers?

| | |
|-----|-----|
| Yes | 85% |
| No | 15% |

Customer attitude towards Brakes favorite bike?



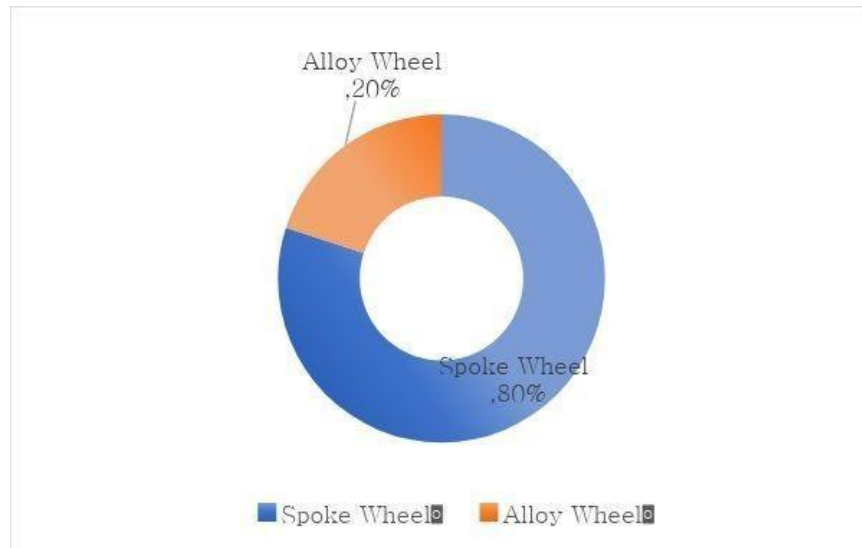
Interpretation:

The main factor is used for customer favorably through disc brake and drum brake. It is 80% used disc brake and rest of used drum brake.

13. Which types of wheels are mostly preferred by the customers?

| | |
|-------------|-----|
| Spoke Wheel | 20% |
| Alloy Wheel | 80% |

Customer attitude towards types of wheel attracted?



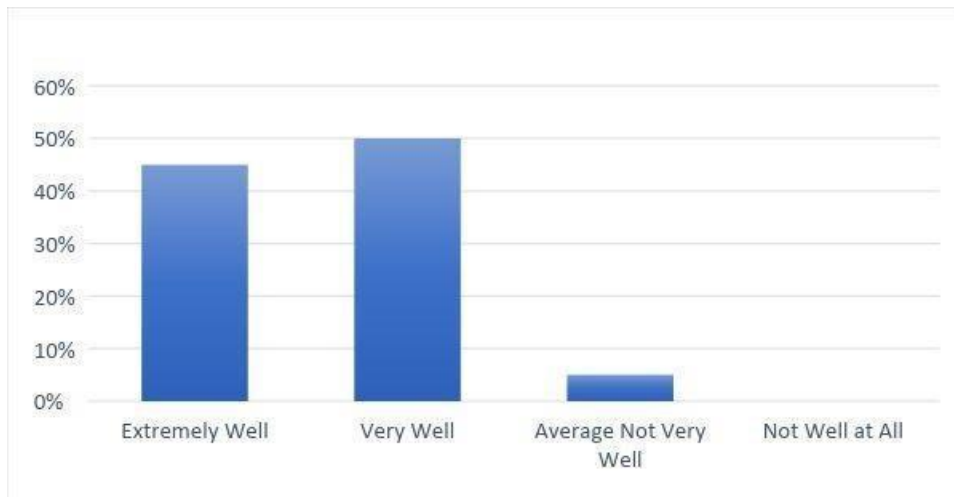
Interpretation:

The main attraction through spoke wheels and alloy wheels i.e. is 80% customers preferred to alloy wheels and rest of preferred to spoke wheels

14. Are customers satisfied with the dealer services of their bikes?

| | |
|-----------------------|-----|
| Extremely Well | 45% |
| Very Well | 50% |
| Average Not Very Well | 5% |
| Not Well at All | 0% |

Customer attitude towards the feel the dealer services represent the current brand



Interpretation:

Yes, 50% customers have been highly satisfied with brands and can have very well whenever 45% extremely well and rest of average.

CHAPTER 5

**FINDING SOFTWARE STUDY
CONCLUSION
BIBLIOGRAPHY**

CONCLUSION

- From the research following facts about Indian two wheeler industries has been inferred:
- Age group 21-35year's
- Profession Mostly salaried
- Customers are generally satisfied with attitude of dealers at the time of sales
- Every brand of bikes has a poor response in terms of sales follow up
- Hero Honda is the most famous brand.
- Favoured bikes in today's date are
- Hunk
- Pulsar
- Apache
- Customers stress on quality as complimentary to looks
- Mileage is what everybody wants.

- In fact, the dealership of Amalapuram is found good having with customer's attitude and behaviour to Dealership evaluation other than found of Noida then Greater Noida.

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