

# A Study on Customer Perception Towards Marketing Strategies of Yamaha Motors, Tirupati, Andhra Pradesh

\*Mr. V. Uday kumar , MBA II Year, Annamacharya Institute of Technology & Sciences (Autonomous), Tirupati.

\*\*Dr.S. Kishore, M.Com., MBA., Ph.D., Associate Professor, Department of Business Administration, Annamacharya Institute of Technology & Sciences (Autonomous), Tirupati, Andhra Pradesh. e-mail:kishore.somalaraju@gmail.com.

## Abstract:

The marketing strategies used by Yamaha Motors. Marketing strategies play an important role in attracting customers, increasing sales, and building a strong brand image in the competitive automobile market. The main objective of the study is to analyze customer opinions, satisfaction levels, and preferences towards Yamaha motorcycles and the promotional strategies used by the company. The study examines different marketing aspects such as product quality, price, advertising, promotional offers, brand image, and customer service. Data for the study is collected through primary sources like questionnaires and surveys from customers in Tirupati, and secondary sources such as books, websites, and company reports. The collected data is analysed to understand customer awareness, buying behaviour, and their perception of Yamaha's marketing activities. The results of the study show that effective marketing strategies, product quality, and brand reputation influence customers' purchasing decisions. The study concludes that improving promotional activities and maintaining strong customer relationships can help Yamaha Motors increase customer satisfaction and market share in Tirupati.

**Key words :** Customer Perception, Marketing Strategies, Consumer Behavior, Brand Awareness, Customer Satisfaction

## A STUDY ON CUSTOMER PERCEPTION TOWARDS MARKETING STRATEGIES OF YAMAHA MOTORS, TIRUPATI, ANDHRA PRADESH

### Introduction

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

### REVIEW OF LITERATURE

- **Kotler and Keller (2016):** Philip Kotler and Kevin Lane Keller explained that customer perception is influenced by product quality, brand image, price, and promotional activities. Their work highlights that strong branding and performance improve consumer perception in the automobile industry.
- **Inayathulla & Vijayashankar (2018):** Inayathulla and Vijayashankar studied customer satisfaction towards Yamaha bikes. The study found that brand reputation, fuel efficiency, and engine performance were the main factors influencing consumer perception and purchase decisions.
- **Poornima (2019):** Poornima conducted a study on customer perception of Yamaha two-wheelers in Chennai. The results showed that design, mileage, and brand image significantly influenced consumer satisfaction.
- **Priyadharshini & Harindran (2020):** Priyadharshini and Harindran analyzed customer satisfaction in Coimbatore. The study concluded that Yamaha bikes are preferred for their stylish design, performance, and durability, but improvements in after-sales service were suggested.
- **Suresh & Prakash (2021):** Suresh and Prakash examined consumer behavior towards Yamaha bikes. The study found that brand loyalty and product quality play a key role in shaping customer perception.

### Objectives of the Study

- To study customer perception towards Yamaha Motors' marketing strategy.
- To analyze the impact of marketing strategies on customer purchase decisions.
- To evaluate customer awareness of Yamaha's promotional activities.
- To identify gaps between customer expectations and Yamaha's marketing efforts.
- To suggest improvements in Yamaha Motors' marketing strategy.

### Research Methodology :

The study follows a descriptive research design to examine the performance appraisal system in the organization.

### Data Sources

- Primary data: Structured questionnaires collected from employees.
- Secondary data: Books, journals, company records, and relevant reports.

**Sample Size :** A total of 133 employees was selected as respondents for the study.

$$n=N/1+N(e^2)$$

$$n=200/1 +200(0.05*0.05)$$

$$=200/1+200(0.0025)$$

$$=200/1.5$$

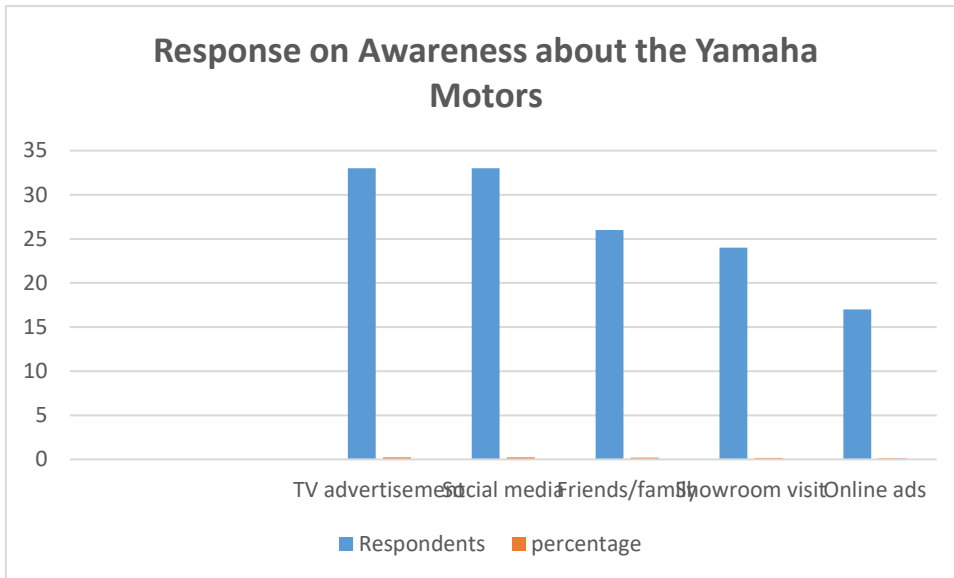
$$=133$$

### DATA ANALYSIS AND INTERPRETATION

**Table No 1 : Response on Awareness about the Yamaha Motors**

Opinion	Respondents	percentage
TV advertisement	33	25%
Social media	33	25%
Friends/family	26	20%
Showroom visit	24	18%
Online ads	17	12%
Total	133	100%

Source : field study



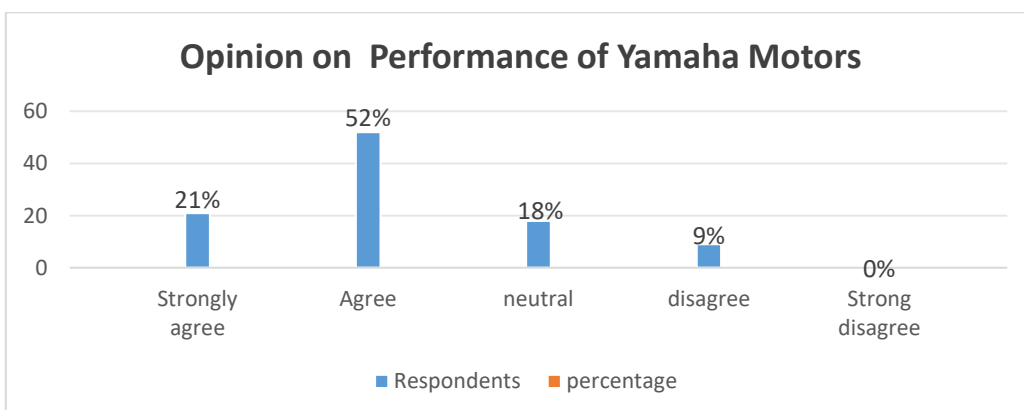
**Interpretation**

TV advertisements and social media are the most influential sources, each accounting for 25% of respondents. Friends and family also play an important role with 20%, showing the impact of word-of-mouth. Showroom visits contribute 18%, indicating moderate influence. Online ads have the least impact at 12%, making them the least effective source.

**Table No -2 : Opinion on Performance of Yamaha Motors**

Opinion	Respondents	percentage
Strongly agree	28	21%
Agree	69	52%
Neutral	24	18%
Disagree	12	9%
Strong disagree	0	0%
total	133	100%

Source : field study



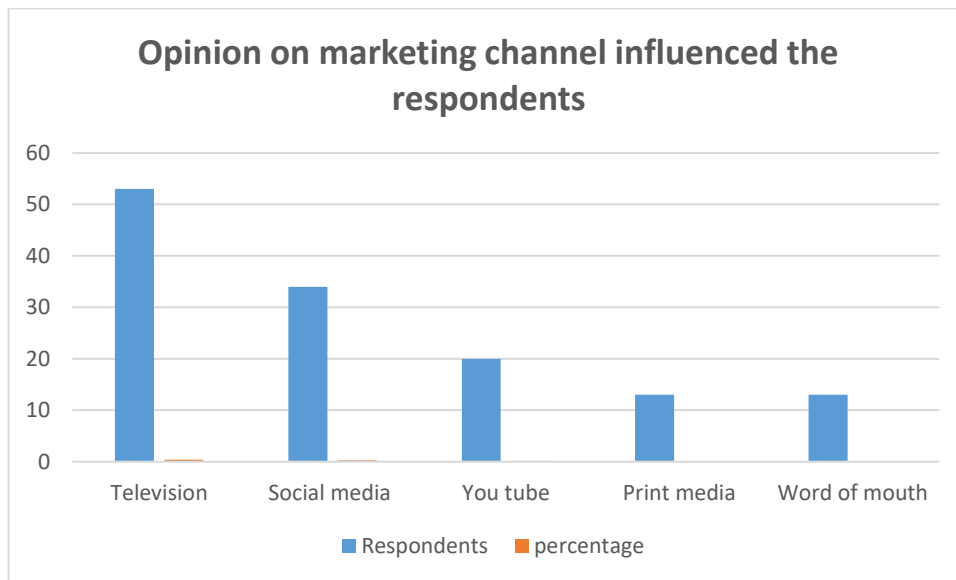
### Interpretation

The data shows that the majority of respondents have a positive opinion, with **52% agreeing** and **21% strongly agreeing**. A moderate **18% remain neutral**, indicating some uncertainty. Only **9% disagree**, and no respondents strongly disagree. Overall, the results reflect a highly favorable attitude among respondents.

**Table No 3: Opinion on marketing channel influenced the respondents**

Opinion	Respondents	percentage
Television	53	40%
Social media	34	25%
You tube	20	15%
Print media	13	10%
Word of mouth	13	10%
Total	133	100%

Source : Field study



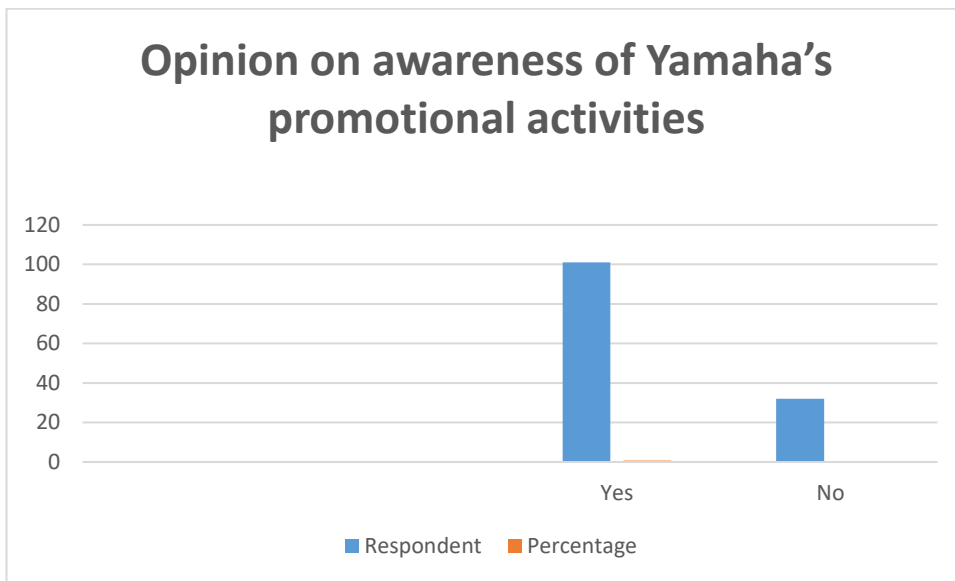
### Interpretation

The data shows that **television** is the most influential medium with 40% of respondents. **Social media (25%)** and **YouTube (15%)** also play a significant role in influencing opinions. **Print media and word of mouth** have the least impact, each contributing 10%. Overall, electronic media dominates as the main source of influence.

**Table No 4: Opinion on awareness of Yamaha’s promotional activities**

Opinion	Respondent	Percentage
Yes	101	76%
No	32	24%
Total	133	100%

Source : Field Study



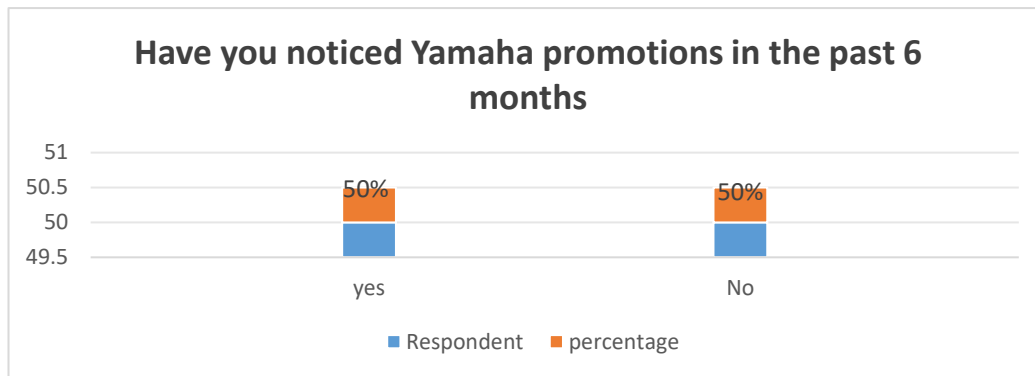
**Interpretation**

The data shows that a clear majority of respondents (76%) answered “Yes,” indicating a strong positive response. Only 24% answered “No,” showing a smaller proportion of negative opinion. This suggests that most respondents are in favor or aware of the given aspect. Overall, the response trend is highly positive.

**Table No 5: Have you noticed Yamaha promotions in the past 6 months**

Opinion	Respondent	percentage
yes	66	50%
No	67	50%
Total	133	100%

Source : field study



### Interpretation

The data shows an equal distribution of responses, with **50% saying “Yes”** and **50% saying “No.”** This indicates a perfectly balanced opinion among respondents. There is no clear majority, suggesting mixed views on the given aspect. Overall, respondents are equally divided in their opinions.

### Findings

- The equal responses indicate a **lack of differentiation** in customer perception.
- It shows that the product/service is **neither highly satisfying nor disappointing** to customers.
- There may be **inconsistent experiences** among customers.
- Half of the respondents may have **limited awareness or knowledge** about the subject.
- The result reflects a **need for stronger brand positioning**.

### Suggestions

- The company should focus on **creating a unique brand image** to stand out.
- Improve **customer engagement activities** like campaigns and interactions.
- Strengthen **after-sales service and customer support** to build trust.
- Increase **digital marketing efforts**, especially through social media.
- Conduct **regular surveys and feedback analysis** to monitor customer opinions.
- Offer **personalized promotions and discounts** to attract more customers.
- Enhance **product quality or features** to create a stronger positive impact.

### Conclusion

The data reveals that respondents are equally divided, with 50% expressing a positive opinion and 50% expressing a negative opinion. This indicates that there is no clear consensus among customers, reflecting mixed perceptions about the subject. The absence of a majority suggests that the company has not been able to strongly influence customer attitudes.

Overall, the findings highlight the need for improved marketing strategies, better customer engagement, and enhanced service quality to create a more favorable and consistent perception among customers

**References:**

- Sanketh, S. (2024). E-commerce and rural communities: A study on factors influencing rural consumers' online shopping behavior in Dakshina Kannada district. *Journal of Retail and Consumer Research*, 11(3), 101-120.
- Shailashree, V. (2023). A review of e-commerce and rural youth: Factors influencing online shopping behavior. *Journal of E-commerce Studies*, 9(2), 56-70.
- Sanjeev, M. A. (2023). Buyer behavior modeling of rural online purchase intention using logistic regression. *Journal of Consumer Behavior and E-commerce*, 12(1), 44-58.
- Gondane, P. M. (2023). A review of consumer attitudes and behaviors in online shopping. *International Journal of Marketing Studies*, 15(3), 67-85.

**Website :**

Yamaha Motor India – Official Website

<https://www.yamaha-motor-india.com>