A STUDY ON VARIOUS PURCHASE FACTORS OF YAMAHA SCOOTER AND IT'S IMPACT ON BUYING BEHAVIOR

1. **Dr. K. SRINIVASA KRISHNA MBA., Ph.D**

Assistant Professor, Department of Management Studies,

Madanapalle Institute of Technology & Science.

Madanapalle

2. **Shaik Salman Basha**

Student of MBA

Department of Management Studies,

Madanapalle Institute of Technology & Science.

ABSTRACT

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.

Introduction:

The two-wheeler market in Madanapalle, like many other regions, has experienced significant growth and popularity, with scooters being a preferred choice among commuters. Yamaha, a well-established brand in the automotive industry, has a significant presence in Madanapalle, offering a range of stylish and performance-oriented scooters. Understanding the purchase factors that influence buying behavior in the context of Yamaha scooters in Madanapalle is crucial for Yamaha and other companies operating in the region to develop effective marketing strategies and cater to customer preferences. Consumer behavior research plays a crucial role in understanding the motivations, attitudes, and preferences that drive purchasing decisions. By identifying and analyzing these factors specific to the Madanapalle market, companies can gain valuable insights into consumer needs and expectations, enabling them to tailor their product offerings, pricing strategies, and marketing initiatives accordingly. This study aims to investigate the various purchase factors that influence the buying behavior of consumers in Madanapalle when considering a Yamaha scooter. It seeks to explore the relative importance of factors such as price, design, features, brand reputation, fuel efficiency, after-sales service, and peer influence within the specific context of the Madanapalle market. By focusing on this regional perspective, the study aims to provide insights into the unique preferences and considerations of consumers in Madanapalle. To achieve the objectives of the study, a mixed-methods approach will be employed. The research will involve both qualitative and quantitative research techniques. The qualitative phase will consist of in-depth interviews and focus group discussions with potential Yamaha scooter buyers in Madanapalle. These qualitative methods will allow researchers to gain a deeper understanding of the factors influencing consumers' purchasing decisions and their specific preferences within the Madanapalle market. Based on the insights gained from the qualitative phase, a structured questionnaire will be designed and administered to a diverse sample of potential Yamaha scooter buyers in Madanapalle. The quantitative phase of the study will enable the researchers to quantify the importance of various purchase factors and analyze their impact on buying behavior. Statistical techniques such as factor analysis and regression analysis will be employed to analyze the data and identify the significant purchase factors that influence buying decisions in Madanapalle. The findings of this study will provide valuable insights for Yamaha and other scooter manufacturers operating in Madanapalle. By understanding the specific purchase factors that influence buying behavior in this region, companies can tailor their marketing strategies, product features, pricing, and after-sales services to better cater to the preferences and expectations of consumers in Madanapalle.

Furthermore, the study's outcomes will contribute to the existing body of knowledge on consumer behavior within the two-wheeler industry, specifically focusing on the Madanapalle market. Other scooter manufacturers and marketers can leverage these findings to gain a deeper understanding of the factors that shape consumer preferences and develop strategies to effectively engage with the target market in Madanapalle. In conclusion, this study aims to explore the various purchase factors that influence the buying behavior of consumers in Madanapalle when considering a Yamaha scooter. By identifying these factors and understanding their impact, companies can develop targeted marketing strategies and product offerings that align with the preferences of consumers in Madanapalle. The study's findings will contribute to the understanding of consumer behavior in the two-wheeler industry in Madanapalle and provide actionable insights for Yamaha and other companies operating in the region.

Types of buying behavior:

There are four types of buying behavior based on the type of products that are intended to be purchased.
  - ➢ Complex buying behavior
  - ➢ Habitual buying behavior
  - ➢ Variety-seeking buying behavior
  - ➢ Dissonance reducing buying behavior

Maslow's Hierarchy of needs theory:

Abraham Maslow's hierarchy of needs theory sets out to explain what motivated individuals in life to achieve. He set out his answer in a form of a hierarchy. He suggests individuals aim to meet the basic psychological needs of hunger and thirst. When this has been met they then move up to the next stage of the hierarchy, safety needs, where the priority lay with job security and the knowing that an income will be available to them regularly. Social needs come in the next level of the hierarchy, the need to belong or be loved is a natural human desire and people do strive for this belonging. Esteem need is the need for status and recognition within society, status sometimes drives people, the need to have a good job title and be recognized, or the need to wear branded clothes as a symbol of status. Self-actualization is the realization that an individual has reached their potential in life. The point of self-actualization is down to the individual, when do you know you have reached your point of self-fulfillment? But how does this concept help an organization trying to market a product or service?

2. REVIEW OF LITERATURE:

- **Khan and Rao's (2018)** study on the subject of "Motorcycle Consumer Behavior, Customer Satisfaction." The main study specializes in the characteristics of the impact of customer satisfaction on consumer performance. Demographics that induce the impact of the independent variable selected in this survey on customer satisfaction. The impact of academic variables on customer satisfaction was investigated: the survey passed a select brand and the knowledge was collected from a sampling of customers using 236 vehicles in Madanaplle, the hypothesis test was age, gender, economic status, duration of use, it shows that there was no impact on the demographic variable praising full ownership.

- **Vanlalhriati (2015)** this study focuses on finding the effectiveness of advertising among young people in college to buy motorcycles. According to research, advertising has a positive effect on young people, affecting even young people to make purchase decisions. In addition, Yamaha scooters are considered the most preferred medium for promoting motorcycles. Advertising has become a powerful marketing tool that influences viewers by letting them know if there is a product on the market and reminding them or persuading them to make a purchase. Given the motorcycle, the top players on the market are the brands that have paid the highest advertising costs.

- **Juliano Laran (2017)** in his study revealed the consumer's behavior of scooters. First, they explore situations in which brands activate a certain behavioral tendency in consumers, while those brands' slogans inspire the opposite tendency. Second, I next week and read a forthcoming article by Rajeev Batra, Aaron Ahuvia, and Richard Bagozzi exploring their conceptualization of brand love toward two-wheelers. Based on survey data, these researchers describe seven components of brand love, including self-brand integration, passion-driven behaviors, positive emotional connection, positive overall attitude valence, attitude certainty and strength, and anticipated separation distress. Here at the OBU Brand Lab, we have been busy this fall running studies in three time zones and on two continents.

- **Eric Leuenberger (2015)** studied about buying behavior of consumers based on the needs and wants of the people. The simplest form consumers buy is to fulfill either a *need* or *want*. Needing and wanting, although slightly similar, are quite different if you look at the true emotional driver behind the word. Consumers that buy based on need are typically filling a void for something that is a *necessity* rather than anything else. Needing something usually indicates more than a desire. It represents a functional reason why they must buy. For example, a consumer *needs* to buy a new tire for their bike when the current tire has gone flat. This is a need—the bikes will not run properly without the tire. Sure, they would rather spend their money on a *want*. Consumers who buy based on *want* are usually buying with leisure in mind wanting often indicates a "non-need" yet something that will make their life easier or more enjoyable. The

consumer is buying based on a want that will add comfort to their driving experience. consumer emotions can help us better write product descriptions that speak to them. Considering how their emotions drive their buying habits, we can develop a list of product benefits that address the various areas.

- **John Dewey (2015)** evaluates the customer buying decision process based on five stages. Problem/need Recognition, Information Search, Evaluation of alternatives, Purchase decision, post-purchase behavior m. In the first stage he told that without the recognition of the need, the purchase will not take place. The second stage, which can be classified as external search refers to one's knowledge that grew from prior personal experience on bikes. The external search takes place when a person has no prior knowledge about the product. The third stage is heavily influenced by one's attitude. "Attitude puts one in a frame of mind: liking or disliking an object, moving towards or away from it".

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

- **Arvind Kumar (2013)** explains consumer exploitation Consumers get exploited in the market. They respond to advertisements and buy goods. Generally, advertisements do not give all the information that a consumer needs to know or wants to know about a product. Methods of exploitation are Limited Information, Limited Supplies, and Limited Competition. Low Literacy. kutilya was one of the earliest to write in his Arthasastra about the need for Consumer awareness and protection. Consumers must be aware of the sale and purchase of goods, the health and security aspects also. Ensuring the safety of food items sold in the market is essential these days. The rights and Duties of Consumers are the Right to Safety, Right to be Informed, Right to Choose, Right to be Heard, Right to seek Redresses and Right to Consumer Education. My duties are to Get a bill for every important purchase and also the Warranty card. Form consumer awareness groups. Make a complaint on genuine grievances. Consumers must know to exercise their rights.

3. RESEARCH METHODOLOGY

Research Problem and Objective:

Research in common parlance refers to the 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 hypotheses or suggesting solutions, collecting, organizing and evaluating data, and 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 bikes concerning other brands prevailing in the market i.e., Yamaha, 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 the customer-oriented company

Secondary objective:

To go into detail, the research includes the study of the 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 the relative market capitalization of Yamaha in the two-wheeler industry and to suggest some concrete and absolute measures to give rise to its share in the two-wheeler segment.

Scope of the Study:

- The projects from the study were carried out for competitors like Hero, Honda, Suzuki, and TVS. And YAMAHA.
- For Hero location branch was Tirupati, Chittoor-, madanapalle.
- For Honda it was madanapalle, piler and Tirupati.
- For YAMAHA it was madanapalle, palamaner and Tirupati.
- For Suzuki, the locations were Madanapalle, Tirupati, Tirupati and Chittoor
- For TVS the location was Kadapa and for Tirupati the location
- The central and western suburbs of Mumbai were studying the reason for the drop in our sales of the Alpha model of Yamaha, the area of my research was Madanapalle.

NEED FOR THE STUDY:

- It helps to learn of consumer attitude towards, it is most essential for the merchants in forming the exercises of association.
- To assess and judge the buyer purchasing behavior of customers concerning the Yamaha Two Wheelers Bike.
- It helps to hold and retain more buyers for the product and services

OBJECTIVES OF THE STUDY

- To identify the factors that influence customers' decisions to purchase Yamaha scooters.
- To understand the effectiveness of promotional activities in influencing customers' buying behavior.
- To examine customers' preferences for different Yamaha scooter models.
- To provide insights and recommendations for Yamaha's marketing and business strategies based on the findings.

RESEARCH DESIGN: Descriptive Research

DATA SOURCES: To perform the research study by the researcher, the sources of data obtained are:

Primary data: This data is obtained by interacting and interviewing the Consumers in Madanapalle

Secondary data: This data is obtained directly from the company websites and books, and company records.

CONTACT METHOD:

The contact method used for the data collection is a personal interview method using a questionnaire. Because of its cost efficiency, speed, flexibility, higher response rate, and accuracy of the information personnel were adapted as the contact method.

DATA ANALYSIS TOOLS:

Data analysis was conducted on the collected primary data by using Statistical techniques and data is presented with the help of DESCRIPTIVE,ANOVA,FACTOR ANALYSIS,CHI-SQUAR, bar graphs, and tables.

Percentage Analysis:

By percentage method, we mean the total number of respondents divided by total sample size and then multiplied by 236. The percentage is used in making comparisons between two (or) more series of data.

The percentage analysis is calculated by using the following formula

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total respondent}} * 236$$

LIMITATIONS OF THE STUDY:

1. The research was limited to only two-wheeler showrooms.
2. The research was restricted to Madanapalle only.
3. Since it is limited only to two-wheeler showrooms so the entire customer satisfaction level while and after purchasing a product cannot be projected in this research.

HYPOTHESIS

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minim um	Maxim um
						Lower Bound	Upper Bound		
Which1bike1do1you1prefer1in1Yamaha1brand*	1	184	2.22	1.210	.089	2.05	2.40	1	4
	2	52	2.46	1.075	.149	2.16	2.76	1	4
	Total	236	2.28	1.183	.077	2.12	2.43	1	4
Who1promotes1you1to1purchase1this1Yamaha1bike*	1	184	2.43	.765	.056	2.32	2.54	1	4
	2	50	2.54	.885	.125	2.29	2.79	1	4
	Total	234	2.45	.792	.052	2.35	2.55	1	4

4. DATA ANALYSIS & INTERPRETATION

DESCRIPTIVE STATISTICS:

Null Hypothesis (H0): There is no significant difference in the preference and promotion scores between males and females concerning Yamaha scooters.

Alternative Hypothesis (H1): There is a significant difference in the preference and promotion scores between males and females concerning Yamaha scooters.

ONE WAY ANOVA:

Null Hypothesis (H0): There is no significant difference in the preference for different Yamaha bike models among the groups being compared.

Alternative Hypothesis (H1): There is a significant difference in the preference for different Yamaha bike models among the groups being compared.

Which bike do you prefer in Yamaha brand*

Interpretation:

- From Category 1: Out of the 184 respondents, the mean preference score is 2.22 with a standard deviation of 1.210.
- From Category 2: Out of the 52 respondents, the mean preference score is 2.46 with a standard deviation of 1.075.
- From Overall: Out of the total 236 respondents, the mean preference score is 2.28 with a standard deviation of 1.183.

Who promotes you to purchase this Yamaha bike*

Interpretation:

- From Category 1: Out of the 184 respondents, the mean promotion score is 2.43 with a standard deviation of 0.765.
- From Category 2: Out of the 50 respondents, the mean promotion score is 2.54 with a standard deviation of 0.885.
- From Overall: Out of the total 234 respondents, the mean promotion score is 2.45 with a standard deviation of 0.792.

Interpretation:

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Which1bike1do1you1prefer1in1Yamaha1brand*	Between Groups	2.310	1	2.310	1.654	.200
	Within Groups	326.787	234	1.397		
	Total	329.097	235			
Who1promotes1you1to1purchase1this1Yamaha1bike*	Between Groups	.481	1	.481	.768	.382
	Within Groups	145.502	232	.627		
	Total	145.983	233			

- From anova the variable Which bike do you prefer in Yamaha brand between groups F-value is 1,654 with a corresponding significance value of 0.200.
- From the variable, the between groups F-value is 0.768 with a value of 0.382

FACTOR ANALYSIS:

Null Hypothesis (H0): The extracted factors do not significantly explain the variance in the variables "How long you are using the Yamaha scooter" and "Who promotes you to purchase this Yamaha bike".

Alternative Hypothesis (H1): The extracted factors significantly explain the variance in the variables "How long you are using the Yamaha scooter" and "Who promotes you to purchase this Yamaha bike".

Communalities

	Initial	Extraction
How long have you been using the Yamaha scooter*	1.000	.610
Who promotes you to purchase this Yamaha bike*	1.000	.702
What is the suitable time for you to purchase a bike*	1.000	.568
If someone takes advice from you purchasing a bike which brand you would recommend*	1.000	.515
Which factors influence you most in making a bike purchase decision*	1.000	.617
Which company's bikes customer would like to purchase*	1.000	.340
Why did you purchase a Yamaha bike*	1.000	.531
How was your experience after using the bike*	1.000	.562
Do customers get the full value of money for the bike they purchased*	1.000	.566
Do you think that guarantee and warrantee play some role in purchasing your brand*	1.000	.712
Customers satisfied with the performance of Yamaha bikes*	1.000	.602
Are you 1 with the features of your bikes*	1.000	.603
What do you feel about the quality of Yamaha bikes*	1.000	.595
Do you own any Yamaha scooters*	1.000	.602
How is the availability of spare parts for the Yamaha bikes*	1.000	.519
In what way Yamaha bike is suitable for you*	1.000	.541
Will you recommend the products and services of Yamaha to your friends*	1.000	.539
How would you rate Yamaha bikes on a scale of 10*	1.000	.818

While comparing with other bikes the models of Yamaha bikes are*	1.000	.681

Extraction Method: Principal Component Analysis.

Interpretation:

- From the above table, the commonalities range from 1.000 to .340, representing the proportion of common variance in each variable.
- From the factor extraction, the commonalities decrease for most variables, indicating that some unique variance is accounted for by the extracted factors.
- The variable "How long you are using the Yamaha scooter" has an initial commonality of 1.000, which means it explains 100% of its variance. After extraction, its commonality decreases to .610, indicating that 61% of its variance is explained by the extracted factors.
- Similarly, the variable "Who promotes you to purchase this Yamaha bike" has an initial commonality of 1.000, which decreases to .702 after extraction, explaining 70.2% of its variance.

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
Will you recommend the products and services of Yamaha to your friends*	.697			.139	.167		
In what way Yamaha bike is suitable for you*	.694	.105	.160				
How is the availability of spare parts for the Yamaha bikes*	.561	.156				.412	
Do you think that guarantee and warrantee play some role in purchasing your brand*		.803		.153		.150	-.109
Customers satisfied with the performance of Yamaha bikes*	.151	.712	.137		.110	.200	
Do you own any Yamaha scooters*	.453	.534				-.273	-.167
Do customers get the full value of mo2ey for the bike they purchased*	.285	.504	.361			-.198	.246
Why did you purchase a Yamaha bike*	-.119	.105	.651		.195		-.190
Are you 1 with the features of your bikes*	.352		.634		-.105	.232	
What do you feel about the quality of Yamaha bikes*	.361		.615			.201	.197
How was your experience after using the bike*		.215	.612	.259	.234		-.110
Who promotes you to purchase this Yamaha bike*		.168		.774	-.102		.235
How long have you been using the Yamaha scooter*		-.101	.115	.673	.175	.156	-.269

What is the suitable time for you to purchase a bike*			.103	.669			-.302
While comparing with other bikes the models of Yamaha bikes are*		.119				.789	.195
If someone takes advice from you purchasing a bike which brand you would recommend*			.125			.667	-.190
Which company's bikes customer would like to purchase*	.318		.242		.411		
Which factors influence you most in making a bike purchase decision*		.113					.769
How would you rate Yamaha bikes on a scale of 10*	-.109						.885

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Interpretation:

- From component 1 it is positively influenced by variables related to customers perceiving Yamaha bikes as suitable to their needs.

- Component 2 is positively influenced by variables related to customers' opinions about the influence of guarantees and warranties on their brand choice.

- From component 3, it is positively influenced by variables related to customers' opinions about the availability of spare parts.

- From component 4, it is positively influenced by variables related to customers' satisfaction with the performance of their bikes.

- Component 5 is positively influenced by variables related to customers owning Yamaha scooters and their positive opinions about the quality of Yamaha bikes.

- From component 6 it is positively influenced by variables related to customers' experiences after using the bike and being influenced by promotions when purchasing Yamaha bikes.

- From component 7 it is positively influenced by variables related to the factors considered important in the purchase decision and customers' higher ratings of Yamaha bikes.

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.563	.489	.535	.267	.270	.100	-.069
2	-.243	-.379	.126	.782	.297	-.253	.131
3	-.576	.663	-.253	.162	.243	.081	-.270
4	-.188	.138	.226	.359	-.761	.393	.178
5	.020	-.358	-.060	.055	.284	.821	-.331

6	.471	.142	-.756	.344	-.052	.087	.239
7	-.188	.101	.086	-.200	.342	.289	.841

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Interpretation:

- From Component 1, this component is characterized by positive loadings for variables 1, 2, and 3. Variables 4, 5, and 6 also contribute to a lesser extent.

- From Component 2, this component has a negative loading for variable 2 and positive loadings for variables 1, 4, and 6. Variable 3 also contributes to a lesser extent.

- From Component 3 this component is characterized by a negative loading for variable 3 and positive loadings for variables 2 and 6. Variables 1, 4, and 5 also contribute to a lesser extent.

- From Component 4 Variable, 5 has a positive loading in this component, while Variables 2, 4, and 6 also contribute to a lesser extent.

- From Component 5 Variable 7 has a positive loading in this component, indicating its significance. Variable 6 also contributes to a lesser extent.

- From Component 6 this component has positive loadings for variables 1, 2, and 4, suggesting their combined influence. Variable 6 also contributes to a lesser extent.

- From Component 7, this component is characterized by a positive loading for variable 7. It represents the importance of this variable in defining this component.

CHI-SQUARE TEST:

Null Hypothesis (H0): There is no significant association or relationship between the variables being tested.

Alternative Hypothesis (H1): There is a significant association or relationship between the variables being tested.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.792[a]	9	.368
Likelihood Ratio	10.038	9	.347
Linear-by-Linear Association	.225	1	.636
N of Valid Cases	236		

a. 4 cells (25.0%) have an expected count of less than 5. The minimum expected count is .76.

Interpretation:

- From the Pearson Chi-Square: The Pearson chi-square test statistic is 9.792, with 9 degrees of freedom. The associated p-value is 0.368, indicating that there is no significant association between the variables at the conventional significance level of 0.05.

- From the Likelihood Ratio: The likelihood ratio chi-square test statistic is 10.038, also with 9 degrees of freedom. The corresponding p-value is 0.347, which suggests no significant association between the variables.

- From the Linear-by-Linear Association: The linear-by-linear association chi-square test examines the trend of association between the two variables. In this case, the test statistic is 0.225, with 1 degree of freedom, and the p-value is 0.636. The results indicate that there is no significant linear relationship between the variables.

5. FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS:

Purchase Factors:

- People show a moderate preference for Yamaha scooters.
- Promotional activities moderately influence buying behavior for Yamaha scooters.
- Preference for Yamaha Bike Models:
- There is no significant difference in preference for different Yamaha bike models among the groups being compared.
- Factors extracted from the analysis explain a portion of the variance in the variables.
- Variables like "How long you are using the Yamaha scooter" and "Who promotes you to purchase this Yamaha bike" have relatively high initial contributions to their variance.
- The sample consists of more male respondents (67.4%) compared to female respondents (32.6%). Association between Variables:
- Yamaha scooters are moderately preferred by customers.
- Promotional activities have a moderate impact on customers' decisions to buy Yamaha scooters.
- There is a gender disparity in the sample, with more males participating in the study.
- Factor analysis was conducted to identify underlying factors or dimensions that explain the variance in the variables related to Yamaha scooters.
- The commonalities, which represent the proportion of common variance in each variable, were examined. The findings indicate that some unique variance in the variables is accounted for by the extracted factors.
- Specific variables were analyzed in detail. For example, the variable "How long you are using the Yamaha scooter" had a high initial communality, indicating that it explains a significant portion of its variance. However, after extraction, its commonality decreased, suggesting that part of its variance is also explained by the extracted factors.

SUGGESTIONS:

- The promotional activity can be conducted in colleges too apart from society and malls; the reason being maximum youth can be targeted.
- Free servicing for the Yamaha customer on his Birthday. This means if the customer visits the Yamaha service center to service his vehicle on his birthday, then he/she would provide free service for that day only.

➢ Tables and chairs in the showroom can be according to the shade of colors that Yama ha scooters exist this will make the showroom look attractive and the customers can be seated according to their favorite color or if they have colors in their mind.

➢ A contest can be run, where people can upload their ideas for advertisement for Fascino and the best one should be selected, and that customer will get a chance to be a part of advertising.

➢ Dropbox system should be used where people coming for inquiry can drop their details in the drop box and the one lucky customer would be selected if he buys our scooter then along with 3 services free, he will get 2 additional services free.

➢ The washing area inside the service center of Yamaha is highly recommended for the proper flow of work in less time.

➢ It is recommended to extend the parking area due to the shortage of parking area after the bike has been serviced

CONCLUSION:

• The study revealed that Yamaha scooters have a moderate level of preference among the respondents. This indicates that Yamaha scooters are generally well-regarded among the target customer base.

• The study found that promotional activities have a moderate impact on customers' buying behavior. This suggests that marketing and promotional efforts play a role in attracting customers to consider and purchase Yamaha scooters.

• The analysis did not find any significant differences in preference for different Yamaha scooter models among the respondents. This implies that specific characteristics or demographics of the customers did not significantly influence their preference for particular Yamaha bike models.

• The study observed a gender disparity in the sample, with a higher proportion of male respondents compared to female respondents. This highlights the need for further exploration of gender-specific marketing strategies to engage and attract female customers.

• The study conducted a factor analysis to identify underlying factors or dimensions that explain the variance in the purchase factors. This analysis revealed that some unique variance in the variables is accounted for by the extracted factors.

REFERENCES:

1. Kotler Philip, Keller Lane Kvin "Marketing management" 12" edition Pearson Education.

2. Ramaswamy V.S., Namakumari S. "Marketing Management" 3 edition 2006 Macmillan Publications.

3. Kumar Arun, Minakshi N. "Marketing Management" Vikash publication I" edition 2006 Kotler Philip,

4. Koshy Abraham, "Marketing Management" 13 Edition Pearson Education.

5. Jayaraj, A. M. (2017). A Study on Consumer Behaviour Towards Two Wheeler Dealers in Coimbatore District, International Journal of Management Research & Review.

6. Khan A. A., and Rao, D. V. M. (2018). Two-Wheeler Consumers' Towards customer satisfaction. International Journal of Research Granthaayalah.

7. Kulandai, R. A. J., and John, K. S. (2015). Household Characteristics and Buying Behavior of Two-wheeler Consumers in Chennai City - A Study, Asian Journal of Research in Business Economics and Management.

8. Mani, R. &Tripathy, D. (2013). A Study on Consumer Buying Behavior Towards Two Wheeler Bikes in Context to Indian Market, International Journal of Advanced Research in Management (IJARM).