

# A study on comparative analysis of Yamaha Fascino with TVS ZEST

## AUTHOR'S DETAILS

**Prof. Prathap B N** MBA, M.Phil, (Ph.D)

Assistant Professor, Dept of MBA,

**Shridevi institute of Engineering and Technology, Karnataka.**

**Mr. Abhishek N H**

2<sup>nd</sup> year MBA

**Shridevi Institute of Engineering and Technology, Karnataka.**

## INTRODUCTION ABOUT COMPARITIVE ANALYSIS:

Comparative analysis is one of the Method to analysis the performance of the organization by comparing the product or services or something. In this project study I took Yamaha fascino as my project product to comparing with TVS ZEST in Tumakuru city. This method will clearly explain about the product performance.

Focused study/research, basically put, is the gesture for analyzing two or additional things with a see to finding something around particular case alternately constantly on of the things being compared. This procedure frequently all the uses numerous controls for person consider. The point when it goes will method, those lion's share concurrence may be that there may be no procedure particular should similar Scrutinize. There need aid absolutely techniques that are significantly more basic over others over similar examination will be much that's only the tip of the iceberg every now and again sought after over qualitative, Furthermore this may be seen Eventually Tom's perusing the dominant part about similar investigations which utilize quantitative information. The all system for thinking about things is those same to similar exploration Similarly as it may be for our regular act of correlation. Similar to situations would treated alike, and diverse situations would

approached differently; those augment for distinction determines how contrastingly cases are on a chance to be dealt with. Whether you quit offering on that one has the ability on sufficiently recognize two convey the Look into Decision won't a chance to be exceptionally supportive.

### Brief Comparative analysis Yamaha Fascino with TVS ZEST

Yamaha Fascino	TVS ZEST
Bike Type : Scooter	Bike Type : Scooter
Max Power : 7 bhp @ 7500 rpm	Max Power : 7.81 bhp @ 7500rpm
Maximum Torque : 8.1 Nm @ 5000rpm	Maximum Torque : 9.10 Nm 5,500rpm
Fuel Tank Capacity : 5.2litres	Fuel Tank Capacity : 5.litres
Start Type : Kick, Self	Stroke : 55mm
Stroke : 57	Engine Displacement(cc) : 109
Engine Displacement(cc) : 113	Brake Type : Drum
Wheel size : 10 inch	Wheel Size : 10inch
Weight : 103	Weight : 110kgs
Mileage : 70kmpl	Mileage : 68kmpl

### THEORETICAL BACKGROUND

A technique utilized within the Investigation for monetary articulation on identify new patterns when information or proportion to a particular thing from various time frames are introduced along Side for one another( for An straight over correlation. The same system might make used to think about those conclusions of elective result alternately procedure connected clinched alongside comparable condition.

**According to Philip kotler,**

It is a study in which a participant is randomly assigned to one of two or more different treatment group for purpose of comparing the effects of the treatment.

**Advantages of comparative study**

- ✓ Practical uses – quick, cheap, and easily accessible.
- ✓ Used to establish correction between variables.

**Disadvantages comparative study**

- ✓ Difficulty of operating variables.
- ✓ The method usually relies on the use of official statistics which interpretive are social conducted.

**OBJECTIVE OF THE STUDY:**

The main objective of this study is to understand the position of the Guru Kiran Yamaha. To understand the sale and profit related information regarding to the company, and how they are performing in the market in terms of fulfilling the customer satisfaction. To understand the brand image of the organization.

- ✓ To do a comparative analysis for Yamaha Fascino with TVS ZEST .
- ✓ To measure company performance with respect to Yamaha fascino compared to TVS ZEST.
- ✓ To suggest the organization about competition, marketing sales and demand.

## SCOPE OF THE STUDY:

The scope of the study is which clearly explain about the study. This means now a day the Yamaha products are moving very fast to compare to any other motor vehicles. In that Yamaha is a booming market, so that is why I taken this topic

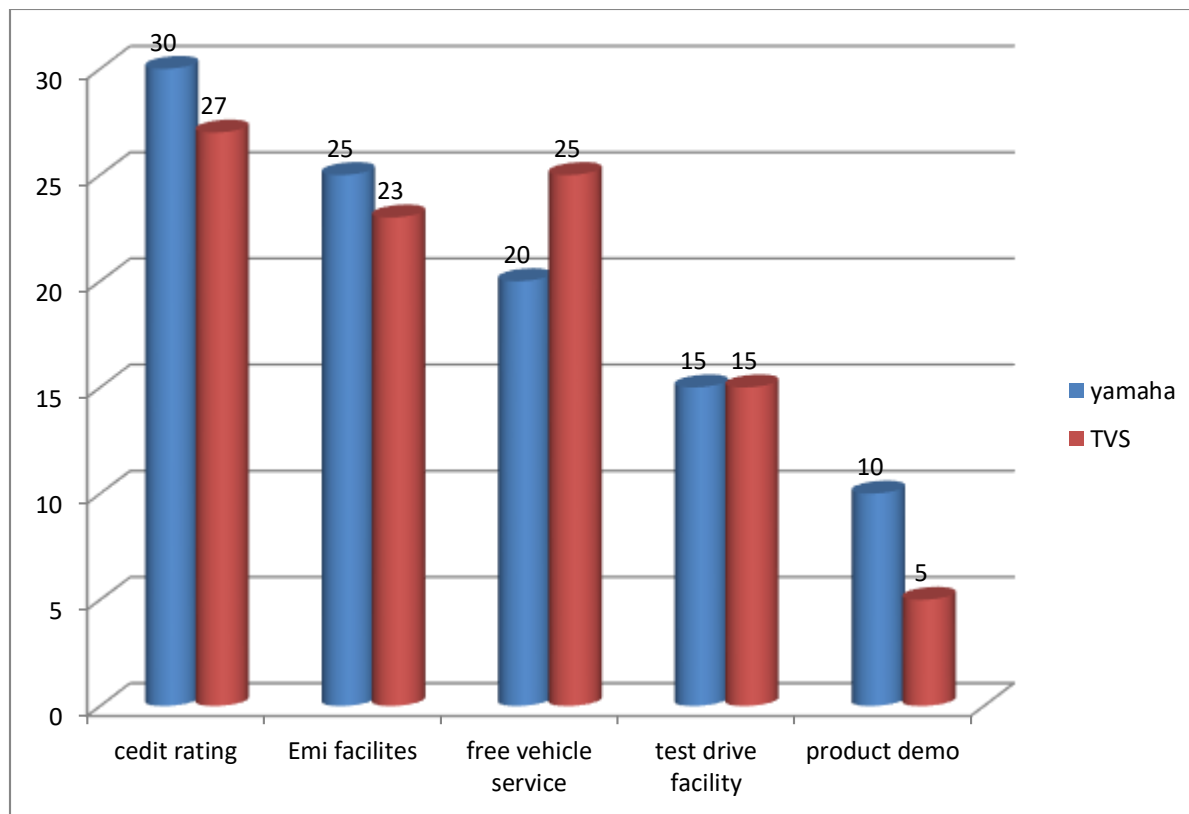
- ✓ To know the sales of the Yamaha in respective of tumkur city.
- ✓ It can help for the organization to improve the sales.
- ✓ It will give clear information about the Yamaha Fascino and TVS ZEST

**Table showing the company facilities offered.**

SL No	Facilities	Frequency		Percentage %	
		Yamaha	TVS	Yamaha	TVS
01.	Credit banking	30	27	30%	27%
02.	EMI facilities	25	23	25%	23%
03.	Free vehicle service	20	25	20%	25%
04.	Test driving facilities	15	15	15%	15%
05.	Product demo	10	05	10%	05%
	Total	100	100	100%	100%

**Analysis:** This table shows above mentioned facilities are offered by the Yamaha/ TVS companies. 30% and 27% of credit banking facilities, 25% and 23% of EMI facilities, 20% and 25% of the free vehicle services, 15% of test driving, 10% and 5% of product demo facilities given by the companies.

**This graph shows following facilities are offered by the companies**



### Interpretation

From this graph we can analyze the facilities offered by the companies. 30% and 26% of the credit banking facilities offered, 25% and 24% of EMI facilities, 20% and 25% of free vehicle service 15% of both the companies test driving facilities and remaining 10% and 5% of product demo facilities offered by both the companies respectively.

### LITERATURE REVIEW

This report presents a literature review of comparative analysis of Yamaha fesino with tvs zest. The review is intended to provide direction to the elementary s working groups

charged with the responsibility to revise the "Alberta Elementary comparative Program" (1996) by reflecting current ideas reported in research.

**According to Alexander :**

(Alexander J. Hill is a Marketing Executive at Enterprise Rent a Car, Los Angeles, California, USA) Although there has been some research into young consumers their approach to product categorization; their decision - making strategies; and comparative analysis and preference reliance on how young consumers develop and understand the role of family decision-making in their role. This paper reports the initial findings from an exploratory study of over 200 young consumers (aged 7-10) which examined perceptions of branded fashion clothing; and branded fashion products of young consumers 'evaluations on the social impacts of the impact. The findings show that product / brand imagery is clearly established among young consumers, especially for branded fashion sportswear; and the results suggest that research design should take into account the age and gender differences of young consumers from eliciting data.

**According to Mr. Erik L. Olson:**

(Norwegian School of Management, Sandvika, Norway) Hans Mathias Thomas (Norwegian School of Management, Sandvika, Norway) In this article, brand comparison based on mere exposure to a brand name are compared to evaluations built on varying levels of cognitively processed brand information in a setting where all subjects have low involvement. Results indicate that a small but meaningfully sized group of subjects fully processed the information on brand comparison they were exposed to, and rated those brands comparison significantly higher than other brands where they had only seen the brand name alone. This finding was strongest for a fictional new brand, but also present for a well - established brand. By contrast, the larger portion of low involvement subjects who did not fully process brand information also did not rate brands significantly higher than their ratings for brands in which they saw no accompanying information. Implications for sponsors and advertisers are discussed.

## CONCLUSION:

This study has undergone about comparative analysis of Yamaha fascino and TVS ZEST. According to the survey tells that Yamaha is moving well in the market compared to TVS in the matter of price, mileage, aesthetics, design, models, resale value in the market. So I conclude this project by telling that better to go for Yamaha fascino.

