

SUMMER PROJECT REPORT

“A study of various purchases factor of Yamaha scooter and its impact on buying behavior vis-à-vis other competition in the segment”

Submitted to:
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Nagpur

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NAAC Accredited “A” Grade Institution Academic
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CERTIFICATE

This is to certify that the investigation described in this report titled “**A study of various purchases factor of Yamaha scooter and its impact on buying behavior vis-à-vis other competition in the segment**” has been carried out by **Mr. Sonal Subhash Chahande**

during the summer internship project. The study was done in the organisation, **Vasant Automobile(Yamaha)**, in partial fulfillment of the requirement for the degree of Master of Business Administration of **R. T. M. Nagpur University, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Ashwini Purohit

(Director)

SIP CERTIFICATE



Vasant Automobile

Pro.Hemchand Thikare - 9960214146

Nawargoan Road, Near Siddivinayak Rice Mil Sindewahi

5/09/2020

Internship Certificate

This is to certify that Mr. Sonal Chahande has successfully completed 45 Days Internship in our Organization from 3rd June 2020 to 20th July 2020 in finance Department.

During his tenure he has learned and performed All financials activities and observed all processes. He is student of DMSRg.s college of Commerce & Economics Nagpur.

He found his sincere and hardworking. We wish his success in his future endeavour.

VASANT AUTOMOBILES
Nawargoan Road, Sindewahi,
Hemchand V. Thikare
Mob.: 9960214146

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**A study of various purchases factor of Yamaha scooter and its impact on buying behavior vis-à-vis other competition in the segment**” and I am sincerely thankful to them for providing this opportunity to me.

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Sonal Subhash Chahande

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Introduction

Introduction

Different projects were assigned every week . The training process was conducted as well as competitor's analysis , which taught us a lot and gave a great learning experience on how an Automobile company likes Yamaha Works and its strategies .

Prepared an observation sheet and were sent on field , where in FOMM analysis (Facility . Operation , Manpower , Mind) of the competitors by visiting any 3 showrooms per day at different location was supposed to be done . Continued with the FOMM analysis for Yamaha as well and visit 3 Yamaha showrooms at different location including competitor's showroom . This helped us to understand the difference between all the dealership (showrooms) with the help of our ratings provided to each dealership during our visits.

Feedback call provided to those customer who has Alfa scooter. Province placed handling was sindewahi , chandrapur and nagpur.

Survey was conducted on After sales service provided to the existing customers of Alfa scooter at different locations.

Interns were assigned different projects . Few interns were apart of event management team. Had a brainstorming session with seniors and team regarding name and activity that will be held , decided how the activity should be held in the event . This event basically was a promotional event of the new lunch scooter . Yamaha has always been doing such events.

Introduction to the YAMAHA

Company History:

India Yamaha Motor Private Limited is an Indian subsidiary of Yamaha Motor Company, Japan. Yamaha started its journey in India with the launch of RD350 in 1985. Yamaha and Escorts Group entered into joint venture in 1996 subsequently Yamaha acquired remaining stakes from Escorts Group in 2001 and became 100% subsidiary of Yamaha Motor Company, Japan. Today, the company is in agreement with Mitsui & Co. Ltd, who became joint-investor in the company in 2008 and the company was renamed to India Yamaha Motor Pvt Ltd.

Yamaha is Omni-present in Indian bikes scenario with product range starting from commuter bikes and goes up to performance bikes. The Japanese company is on a mission build long-term relationship with customers by raising their lifestyle.

Yamaha is the only manufacturer from foreign and to flourish and succeed Indian market at this scale. The company gained from the policy of developing bikes especially for India through which it gained a lot of popularity among Indian customers and enthusiasts.

Characteristics of the Company:

Yamaha made its initial foray into India in 1985. In August 2001, Yamaha Motor India became a 100% subsidiary of Yamaha Motor Co. Ltd, Japan (YMC), In 2008, Mitsui & Co, Ltd. entered into an agreement with YMC to become a joint-investor in the company "India Yamaha Motor Private Limited IYM". IYM's manufacturing facilities comprise of 2 State-of-the-art Plants at Surajpur (Utar Pradesh) and Faridabad (Haryana). The infrastructure at both the plants supports production of motorcycles and parts for the domestic as well as overseas markets. (YMIS) is a 100% subsidiary of YMC. YMIS is established by YMC to provide Sales & Marketing services to IYM. Headquartered in Chennai, YMIS supports IYM to market and sell its motorcycles & scooters in domestic as well as export markets.

Company profile

Company profile :-

About Yamaha motors India sales 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 at 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 countrywide 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 YZFRI5 (150cc) .

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 " .

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 your business processes for creating value and knowledge across our customers thereby earning the loyalty of our partners & increasing our stakeholder value .

We put customers first in everything we do . We take decisions keeping the customer in mind

Challenging Spirit

We strive for excellence in everything we do and in the quality of goods & services we provide . We work hard to achieve what we commit & achieve results faster than our competitors and we never give up.

Team – work

We work cohesively with your colleagues as a multi - cultural team built on trust , respect , understanding & mutual cooperation . Everyone's contribution is equally important for our success.

Frank & Fair Organization

We are honest , sincere , open minded , fair & transparent in our dealings . We actively listen to others and participate in healthy & frank discussions to achieve the organization's goals.

Manufacturing process

IYM's manufacturing facilities comprises of 2 state - of - the - art Plants at - Faridabad (Haryana) and Surajpur (Uttar Pradesh) . Currently 10 models roll out of the two Yamaha Plants .

The infrastructure at both the plants supports production of motorcycles and its parts for the domestic as well as overseas market . At the core are the 5 - S and TPM activities that fuel our agile Manufacturing Processes . We have In - house facility for Machining , Welding processes as well as finishing processes of Electroplating and Painting till the assembly line.

The stringent Quality Assurance norms ensure that our motorcycles meet the reputed International standards of excellence in every sphere . As an Environmentally sensitive organization we have the concept of " Environment - friendly technology " ingrained in our Corporate Philosophy . The Company boasts of effluent Treatment plant , Rain water Harvesting mechanism , a motivated forestation drive . The ISO - 14001 certification is on the anvil - early next year . All our endeavors

give us reason to believe that sustainable development for Yamahu will not remain merely an idea in pipeline . We believe in taking care of not only Your Motoring Needs but also the needs of Future Generations to come.

Studying Purchase Factors: To Study Customer Mind flow

This project is based on the study of customer mind flow. It helps us to know the mind set of customer, their buying behaviour and purchasing habit. Diagram of Customer Mind Flow-

- A. Awareness**
- B. Referral**
- C. Interest**
- D. Loyalty**
- E. Action**
- F. Use**
- G. Comparison**
- H. Purchase**

Awareness:-Awareness means making customers aware about the product. It is basically done through advertisement, internet and social media.

Interest:-Through advertisement, social media and various other ways interest is generated about the product in the mind of the customer.

Action:-Once the interest is generated in customers then interest converts into an action. When a customer actually visits the store to see, touch and feel the product.

Comparison:-Once the customer has seen one product, then he tries to compare that product with the other existing product. This comparison is done through the basis of quality, price, and product. Based on comparison, the decision for best product is done.

Purchase - As the decision is made, it is then converted into a purchase where the customer actually purchases the product. Purchase for any particular product is done, only when the customer is satisfied by the product's quality with respect to other products present in the market.

Use:-Once the product is purchased, and then customer personally uses it. Here, the customer actually is able to know the advantage of the product he purchased with respect to the other product which he rejected.

Loyalty -Once the customer is satisfied by one product then he prefers the same brand for his next purchase. This makes the customer a loyal customer. Referral:-In India we basically believe in word of mouth,

Referral is a process to increase word of mouth by encouraging customers and contacts to talk as much as possible about a brand or product.

Objective of study

Objectives of the Study

- To study about the various marketing strategies in automobile sector
- To study about the customer mind flow for purchasing the product
- Computation analysis of 2 wheelers segment
- To study the drop in sales for our existing product.

After studying these topics relevant recommendations were given to the company to retain our existing customers and also acquire and increase our /customer's database.

Scope of study

Scope of the study

- The projects FROM study was carried out for competitors like Hero, Honda, Mahindra, Suzuki, TVS. and Vespa.
- For Hero location branch was Mahim, Goreguon Kurla, Bhandup.
- For Honda it was Kurka, Sakinaka and Chenbur.
- For Mahindra it was Goregaon, Thane and Bhandup.
- For Suzuki the location was-Sakiaka, Goregaon Mulund and Andheri
- For TVS the location was Sakinaka and for Vespa the location
- Basically the central and western suburbs of Mumbai were
- studying the reason for drop in our sales of Alpha model of yamaha, the area of my research was Nagpur and chandrapur.

Need of Study

Need of study

- It helps to learning 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 customer with respect to the Yamaha Two Wheelers Bike.
- It helps to holds and retain the more buyers for the product and services.

Contribution of SIP

Contribution during SIP

While working with yamaha showroom during my SIP my work is to provide information to the customer. Working with yamaha got me to learn a lot of new things. I got a lot of information about its product and services. My job there was that I can convince more and more people to purchasing a bike and scooter. Tell them why bike and scooter is important.

I am handling a complaints and resolve them. My work as similar as financial loan and insurance service representative. There are similar responsibilities because the person would be offering the required help and client support. sometimes he/she would have to forward the complaints to the designated department in order to provide a resolution.

My duties and responsibilities in SIP

Attend calls and provide information related to the bike and scooter.

Keep the customer well- informed

Maintain strong customer relationship

Skills and abilities that are required me during SIP

1. Multi-tasking
2. Pacify difficult customers and handle their problems
3. Have effective verbal and non-verbal communication skills
4. Willingness to provide assistance
5. Approachable
6. A good memory to remember details and data
7. Basic typing skills
8. Basic computer skills
9. Able to work in flexible work timings
10. Sound judgement skills with good listening abilities
11. Able to cope with a fast-paced work environment
12. Resolve problem efficiently after critically analysing situations

Limitations

LIMITATIONS

1. Research was limited to only two wheeler motorcycle industry.
2. Research was restricted to Noida only.
3. Since it is limited only to two wheeler motorcycle industry so the entire customer satisfaction level while and after purchasing a product cannot be projected on this research.
4. Sometimes it was very difficult to get the necessary information as filling the questionnaire required time.
5. Research could have been wider in scope if along with customer satisfaction level consumer behavior pattern was also studied.

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 bikes with 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 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 find the relative market capitalization of Yamaha in the two wheeler industry and to suggest some concrete and absolute measures to give a rise to its 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 5 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 the research 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

Findings

Finding

Interpretation:

1. Out of the six brands covered the respondents of Suzuki are generally married while other brands have unmarried customers.
2. The average age of a Yamaha customer comes out to be 26-30 years as compared to others brands average customers age which is 21-25 years,
3. When explanation of product features comes into view; only Yamaha customers rank them average; others says it's good.
4. Hero Honda and Honda are most favored brands when timely delivery of bike comes into picture.
5. Suzuki customers says that they have to run after their dealers for the documentation of the delivery done while others say they are satisfied.
6. Yamaha is best when sales follow up after delivery is concerned.
7. The most important point that comes up after analysis is that almost every brand of customer wants a change but Yamaha customers are generally loyal to their brand.

To conclude it can be said that almost every brand lacks in terms of sales follow up. So this is the area where Yamaha can focus and position its bikes.

Secondly, there is huge market for bikes because almost every bike user wants to change its bike because some reason.

Lastly, Yamaha has a good market image but a minimum number of users are new. The most raring point is that Yamaha in spite of having a low market share is able to retain most of its customers.

Conclusion

Conclusion

From the research following facts about Indian two wheeler industries has been inferred:

- Age group 21-35 years
- 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.

Favored 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 Delhi / New Delhi is found good having with customer's attitude and behavior to Dealership evaluation other than found of Noida then Greater Noida.

Suggestion

Suggestion

- 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 be provided with free service for that day only.
- Tables and chairs in the showroom can be according to the shade of colors that Yamaha scooters exist of 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.

Contest can be run, where in people can upload their ideas of advertisement for Fascino and best one should be selected, and that customer will get a chance to be a part of advertisement.

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

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 shortage of parking area after bike has been serviced

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