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Sree Siddaganga College of Arts, Science & Commerce

(Affiliated to Tumkur University)

B.H. Road, Tumakuru

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DEPARTMENT OF COMMERCE & MANAGEMENT



This is to certify that

Naveen P.M.

Register No. 20M12005

is a bonafide student of our college has successfully
completed the project work entitled

***A STUDY ON BRAND IMAGE TOWARDS
YAMAHA BIKES IN TUMAKURU CITY***

submitted in partial fulfillment for the award of
Bachelor of Business Management of Tumkur University
during the academic year.

2022 - 2023.

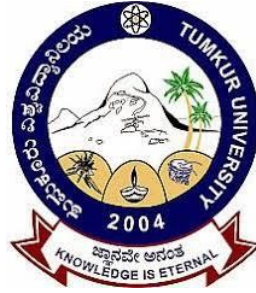
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Principal

TUMKUR UNIVERSITY



A PROJECT REPORT

“A STUDY ON BRAND IMAGE TOWARDS YAMAHA BIKES IN TUMAKURU CITY”

Submitted in partial fulfillment of the requirements of Tumkur
University for the Award of the Degree of
BACHELOR OF BUSINESS MANAGEMENT

Submitted by:
NAVEEN P M
(Reg. No. 20M12005)

Under the Guidance of
MUJEEDA
Assistant professor
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2022-23

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GUIDE CERTIFICATE

This is certify that **NAVEEN P M** Reg. No 20M12005 has successfully carried out the Project work entitled. **“A STUDY ON BRAND IMAGE TOWARDS YAMAHA BIKES IN TUMAKURU CITY”** Under my supervision and guidance in the Partial fulfilment of the requirements for the Award of Bachelor of Business Management prescribed by Tumkur University during the academic year 2022-2023.

DATE:

MUJEEDA

PLACE: Tumakuru

DECLARATION

I hereby declare that this project entitled. **“A STUDY ON BRAND IMAGE TOWARDS YAMAHA BIKES IN TUMAKURU CITY”** had been carried out by me under the guidance of **“MUJEEDA”** assistant professor in department of Commerce and Management **SSCASC** Tumkur, as a partial fulfillment for the award of **Bachelor of Business Management** from Tumkur university.

I also declare that this project work is the result of my own sincere efforts and this report has not been submitted to any degree or courses.

Place: Tumakuru

Date:

NAVEEN P M .
(Reg. No: 20M12005)

ACKNOWLEDGMENT

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CHAPTER -1

INTRODUCTION

Introduction to Market

In common language when we talk about a market, we mean a place where goods are bought and sold. In other words it means that it is a place where buyers and sellers meet personally and the transfer of ownership of title takes place.

But the term Market has a wide connotation. Today market means “any body of persons who are in intimate business relations and carry on executive transactions in any commodity”.

The market does not refer to any particular place, but makes reference to buyers and sellers who may or may not have physical contact in the market but the transfer of title of goods takes place between them.

In a market, buyers are individuals, businesses, or organizations seeking to acquire a product or service, while sellers are those offering goods, services, or assets for sale. The interaction between buyers and sellers is guided by the forces of supply and demand, which determine the price and quantity of goods or services exchanged.

Markets can specialize in specific industries or products, such as the stock market, real estate market, or labor market. They can also be categorized based on their geographical scope, such as local, national, or international markets.

Markets play a crucial role in economic systems by establishing prices, allocating resources, and facilitating trade. They provide a platform for buyers and sellers to come together, enabling the exchange of goods, services or financial instruments.

Overall, markets serve as the foundation of economic activity, facilitating trade, promoting competition, and driving economic growth. They provide opportunities for businesses to sell their products, consumers to find desired goods and services and investors to allocate their capital effectively.

Markets play a crucial role in facilitating the exchange of goods and services, allowing individuals, businesses, and organizations to meet their needs and preferences. Market forces of supply and demand influence pricing, production levels, and resource allocation, shaping the overall economy.

A market refers to the interaction between buyers and sellers who engage in the exchange of goods, services, or resources. It is a system or mechanism that facilitates the buying and

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selling activities between these two parties. In a market, buyers seek to acquire products or services that fulfill their needs or desires, while sellers offer goods or services to meet those demands.

Markets can exist in various forms, including physical locations such as shops, malls, or farmers' markets, as well as virtual platforms like online marketplaces. The market can be local, regional, national, or international in scope, depending on the reach of the buyers and sellers involved.

The functioning of a market is governed by the forces of supply and demand. The supply represents the quantity of a particular product or service available for sale, while the demand represents the quantity of that product or service desired by buyers. The interaction between supply and demand determines the price at which goods or services are bought and sold in the market.

Meaning of Market

The word ‘Market’ originates from the Latin word ‘Marcatus which means a place, where business is conducted. A layman has some that similar of the word ‘market’ which brings to his mind the vista of place where the buyers and seller personally interact and finalize deals.

In general terms, a market refers to a system or place where buyers and sellers come together to exchange goods, services, or resources. It can be a physical location, such as a marketplace or a shopping mall.

“The term market refers to place, but to a commodity or commodities and buyers and sellers who are in direct competition with one other.”

Market consists of all the potential consumers who have a particular need or want and might be willing and able to engage in exchange to satisfy that need/want a market is a aggregate demand of the potential buyers for a product or service.”

Definition of Market

According to the Professor Jevons "Market means any body of persons who are in intimate business relations and carry on extensive transactions in any commodity".

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According to the Mr. Pyle "Market includes both place and region in which buyers and sellers are in free competition with one another".

According to the Professor H.E. Mitchel "In fact, the market must be thought of not as a geographical meeting place but as any getting together of buyers and sellers in person, by mail, telephone, telegraph or any other means of communication".

Classification of Market

1. **On the Basis of Area:** Using area, there can be local, regional, national and international markets. Local markets confine to locality mostly dealing in perishable and semi-perishable goods like fish, flowers, vegetables, eggs, milk, and others. Regional market covers a wider area-may be a district, a state or inter-state dealing in durable both consumer and non durable and industrial products, including agricultural produce. In case of national markets the area covered is national boundaries-dealing in durable and non-durable consumer goods, industrial goods, metals, forest products, agricultural produce. In case of world or international market, the movement of goods is widespread throughout the world, making it as a single market. It should be noted that due to the latest technologies in transport, storage and packaging, even the most perishable goods are sold all over the world, not that only durable.
2. **On the Basis of Time:** The time duration is the factor. Accordingly, there can be short period and long period markets. Short-period markets are for highly perishable goods of all kinds and long-period markets are for durable goods of different varieties-may be produced or manufactured.
3. **On the Basis of Transactions:** Taking the nature of transactions, these can be 'spot' and 'future' markets. In 'spot' market, once the transaction takes place, the delivery takes place, while in case of future markets, transactions are finalized pending delivery and payment for future dates.
4. **On the Basis of Regulation:** Taking regulation, markets can be regulated and non-regulated. A regulated market' is one in which business dealings take place as per set rules and regulations regarding, quality, price, source changes and so on. These can be in agricultural products or produce and securities. On the other hand, unregulated market is

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a free market where there are no rules and regulations; even if they are there, they are amended as per the requirements of parties of exchange.

5. **On the Basis of Volume of Business:** Taking volume of business as a basis, there can be two types of markets namely, "Wholesale" and "Retail". Wholesale markets are featured by large volume business and wholesalers. On the other hand, 'Retail' markets are those where quantity bought and sold is on small-scale. The dealers are retailers who buy from wholesalers and sell back to consumers.
6. **On the Basis of Nature of Goods:** Taking the nature of goods, there can be commodity markets, capital markets. 'Commodity' markets deal in material, produce, manufactured goods-may be consumer and industrial and bullion market dealing precious metals. 'Capital' market is a market for finance. These markets can be subdivided into 'money' market dealing in lending, and borrowing of money; 'Securities' market or 'stock' market dealing in buying and selling of shares and debentures and 'foreign exchange' market where it is a fore market dealing in buying and selling of foreign currencies-may be hard or soft.
7. **On the Basis of Nature of Competition:** Based on competition or competitive forces, there can be variety of markets for a product or service. However, only two are the most important namely, perfect and imperfect. A 'perfect' market is one which is characteristic by (a) large number of buyers and sellers (b) prevalence of single lowest price for products that are 'homogeneous' (c) the perfect knowledge on the part of buyers and sellers (d) free entry and exit of firms in market. These types for markets exist hardly. The other one is 'imperfect' which is featured by (a) products may be similar but not identical (b) different prices for a class of goods; (c) existence of physical and psychological barriers on movement of goods; and (d) no perfect knowledge of products and other dimensions on the part of buyers and sellers.
8. **On the Basis of Demand and Supply:** Based on demand and supply conditions or hold of buyers and sellers, there can be seller's and buyer's markets. A seller's market is one where sellers are in driver's seat and the buyers are at the receiving end. In other words, it is a situation where demand for goods exceeds supply. On the other hand, buyer's market is one where buyers are in commanding position. That is, supply is exceeding the demand for the goods.

Features of Market

- 1. Buyers and Sellers:** A market consists of both buyers and sellers who participate in transactions. Buyers are individuals, organizations, or entities that demand goods, services, or resources, while sellers are those who offer these products or services for sale.
- 2. Exchange of Goods or Services:** The primary purpose of a market is the exchange of goods, services, or resources. Buyers acquire desired products or services from sellers, and sellers supply those goods or services to meet the demand.
- 3. Price Determination:** Markets involve the determination of prices for goods and services. The interaction of supply and demand influences the prevailing market price. Buyers and sellers negotiate or agree upon prices that reflect the perceived value of the goods or services being exchanged.
- 4. Competition:** Markets are typically characterized by competition among sellers. Multiple sellers offering similar or substitute products or services strive to attract buyers and gain a competitive advantage. Competition can lead to improved quality, lower prices, and increased innovation.
- 5. Supply and Demand:** Markets are driven by the forces of supply and demand. Supply represents the quantity of goods or services that sellers are willing to offer at a particular price, while demand represents the quantity of goods or services that buyers are willing to purchase at a particular price. The interaction of supply and demand influences the equilibrium price and quantity in the market.
- 6. Market Structure:** Markets can have different structures, such as perfect competition, monopolistic competition, oligopoly or monopoly. The market structure determines the number of sellers, the level of competition, and the degree of market power that individual sellers possess.
- 7. Market Information:** Efficient markets rely on the availability of relevant and accurate information. Buyers and sellers require information about prices, product quality, market trends, and other factors to make informed decisions. Market information can be disseminated through various channels, including advertising, market research and online platforms.

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- 8. Market Regulation:** Markets may be subject to government regulations and policies to ensure fair competition, protect consumer rights, and maintain market efficiency. Regulations can include antitrust laws, consumer protection measures, quality standards, and licensing requirements, among others.

Introduction to Marketing

The basic aim of all business concerns is to give consumers all the goods they require to satisfy their wants. According to modern concept of marketing, a firm makes conscious and organized efforts to find out what the members of the community need and how it can provide maximum amount of satisfaction to them. For this purpose, the firm produces those goods which the consumer needs, in the quantity that the consumer require, at the price that the consumer will pay, through the channel that suits the consumers most and the time when consumers actually need. Thus, the modern concept of marketing focuses on “the consumer” and the satisfaction of his needs. Therefore, the modern marketing is considered to be ‘consumer oriented’ in its approach.

Market research plays a vital role in marketing by providing insights into consumer preferences, behaviors, and market trends. It involves gathering and analyzing data to understand customer needs, identify target markets, and assess competition. This information guides businesses in developing effective marketing strategies and tailoring their products or services to meet customer demands.

Customer relationship management focuses on building and maintaining long-term relationships with customers. It involves activities such as customer service, feedback management, loyalty programs, and personalized marketing efforts. By nurturing customer relationships, businesses can enhance customer satisfaction, loyalty, and advocacy.

Product development involves creating and enhancing products or services to meet customer expectations and differentiate them from competitors. It involves understanding consumer preferences, conducting research and development, and continually improving offerings to stay competitive in the marketing.

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Meaning of Marketing

Marketing refers to the activities and processes that businesses and organizations undertake to promote, advertise, and sell their products or services to customers. It involves various strategies, techniques, and channels aimed at understanding customer needs and wants, creating value for customers, and ultimately driving sales and business growth.

Marketing is so that is cannot be a separate function. It is the whole business seen from points the point of view of its final results that is from customer point of view...business success is not determined by the producer but by the customer.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Definition of Marketing

According to the Philip kotler defines marketing as the set of human activities directed at facilitating and consummating exchange. The essence of marketing is exchange of products

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and the transaction is to satisfy human needs and wants. All business activities helping and promoting the exchange function are included in the marketing.

According to Professor Glasser "Marketing in a free economy is the skill of selecting and fulfilling consumer desires so as to maximize the profitability per unit of capital employed in the enterprise".

According to the Harry L. Hansen "Marketing is the process of discovering and translating consumer needs and wants into product and service specifications, creating demand for these products and services and then, in turn, expanding the demand".

According to American Marketing Association "Marketing includes all those activities having to do with effecting changes in ownership and possessions of goods and services. It is that part of economics which deals with the creation of time, place and possession utilities and that phase of business activity through which human wants are satisfied by the exchange of goods and services for some valuable considerations".

Characteristics of Marketing

- 1. It is Operational:** Managers must think and act to achieve results. Benefits of marketing will not emerge from a passive attitude to the exchange process emphasizing the statement "no gains without pains".
- 2. It is Customer Oriented:** Marketing firm is to be the keen observer focusing its attention on needs of customers. Its effectiveness lies in finding solutions to the challenges posed by these demands.
- 3. It is Mutuality of Benefits:** Exchange of goods and services works and persists because it is the mutual interest of both parties to continue. Both the marketer and the customer benefit through supply of quality goods and services in return for profit. Here, customer's benefits exceed costs.
- 4. It is Value Driven:** The culture of the marketing firm is based on a desire to build the business through meeting the needs and responding to the market where the values espoused by firm's leaders are communicated to all those involved in the firm.
- 5. It is Proactive to the Environment:** Marketing firm is a sub-system of super-system, the environment. The environment is something which is external to the firm. The environmental forces are ecology, technology, competition, physical resources, legal

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framework, socioeconomic factors, which are to be accepted by the marketing unit where it is to be proactive and not reactive.

- 6. It Covers Both Profit and Non-Profit Making Organizations:** Marketing is not confined to only profit making organizations but covers non-profit making organizations or charitable institutions that sell services such as educational institutions, churches, temples, mosques, gurdwara, hospitals, sports clubs and so on.

Objectives of Marketing

- 1. To apply effective and intelligent modern marketing policies:** The economic turbulence of the last decade has really posed many challenges to the dynamic field of marketing. Changing growth rates, relatively high inflation, high interest rates, rapid technological change and new aggressive rivals all challenge each and every marketing firm to adopt and respond to change for survival and prosperity. Success implies finding the ways of attaining maximum effectiveness in the development of their resources to meet the needs of clients. The firms are forced to scrutinize every area of expenditure to minimize waste and maximize returns. This is possible through viable and matching policies.
- 2. To develop the market field:** Marketing is the most dynamic field where change rules the roost. Change is continuing preoccupation among the markets. Naturally, some powerful than developments are gradual and progressive. Once a pattern is established, the trends can be ascertained. Thus, personal computers have turned smaller in size but are more earlier. The number of features in software has been rapidly increasing. It is the story of all products. Despite challenges, noted multinationals such as ASEAN Industries, CBS, IBM, HP, Kodak, Shell, Michelin, Exxon, DuPont, Ponds & GE have sustained because of their continuing commitment to marketing. Most powerful weapon is brand, a major asset that speaks of commitment to marketing field.
- 3. To develop and implement guiding policies for better results :** Innovative marketing guiding policies and their effective implementation are sure to yield better results. In their famous book "In search of Excellence" Peter T.J. and Water man R.J. pointed out that out of 60 most successful American firms over 25 years of their study, shared a dedication of marketing as a key strategic discipline in their firms. All these firms were dedicated to the most important marketing propositions, that the key to success lies in "keeping close to

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the customer". Many of the innovative companies got their best ideas from customers. That comes from listening intently and regularly. The substance of successful marketing is, "innovative" and "customer building" as said by management experts particularly in the field of marketing.

- 4. To suggest solutions by studying the problems relating to marketing:** Identifying the problems and giving fitting solutions to the problems in various aspects of marketing is really a challenge to the 'mental faculties of marketing managers namely, wit, vision and judgement. Lack of investment in research and development, poor product-design, alienated staff and weak support systems can not be resolute through clever packaging and promotion. The reality of marketing is rooted in the research, production, human resource and financial policies of the enterprise. Therefore, there is dire need of complicated issues in the areas of marketing-namely, buying, selling, transportation, warehousing, risk-bearing, standardization, financing and market intelligence and suggest matching solutions to the problems.
- 5. To find sources for further information concerning the market problems:** The world of business is moving on the basis of countless decisions. The decisions are based on information. It is easier comparatively to make decisions in other areas of business than in marketing area which is highly fluid, volatile and dynamic where only certainty is uncertain. Marketing decisions are more complex and indicate having impinging impact on the very fortune of a company. Alert marketer, therefore, is always a keen observer and one who uses sixth and seventh senses to predict the likely problems and issues. This depends on marketing information system that he has at his command. Information consists of evaluated data. It stands for the uses or the guidelines which have the potential of influencing decisions. Marketing information is generated more outside the organism that shapes the incoming problems and solutions.

Concepts of Marketing

- 1. Target Market:** Identifying and understanding your target market is crucial in marketing. This involves researching and analyzing the demographics, behaviors, preferences, and needs of your potential customers. By defining your target market, you can tailor your marketing efforts to reach the right audience and create messages that resonate with them.

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2. **Marketing Mix:** The marketing mix refers to the combination of the four Ps of marketing: product, price, place, and promotion. It involves developing strategies and making decisions related to these elements to effectively market and sell your product or service.
3. **Segmentation, Targeting, and Positioning:** These concepts are interconnected and guide your marketing strategy. Market segmentation involves dividing your target market into distinct groups based on specific characteristics. Targeting involves selecting the most attractive segments to focus your marketing efforts on. Positioning involves creating a unique and favorable perception of your product or service in the minds of your target customers relative to competitors.
4. **Customer Value and Satisfaction:** Marketing aims to create customer value by offering products or services that satisfy customer needs and wants. Understanding what your customers value and delivering on those expectations is essential for building customer loyalty and achieving long-term success.
5. **Branding:** Branding is the process of creating a unique and identifiable brand image for your company or product. It involves developing a brand identity, including a brand name, logo, tagline, and visual elements, that reflects your company's values, mission, and personality. Effective branding builds customer recognition, loyalty, and trust.
6. **Market Research:** Market research involves gathering and analyzing data to gain insights into market trends, customer preferences, and competitive landscape. It helps you make informed decisions, identify opportunities, and understand the needs and expectations of your target market.
7. **Marketing Channels:** Marketing channels are the various pathways through which products or services are delivered to customers. These channels include traditional channels like retail stores and distributors, as well as digital channels such as websites, social media, email marketing, and online marketplaces.

4 Ps of Marketing

1. Product
 2. Price
 3. Place
 4. Physical distribution
1. **product:** A product is anything that can be offered to a market for attention satisfaction and consumption that might satisfy a want of need.
 2. **price :**The amount charged for the product or service including any warranties or guarantees, delivery, discounts, services or other items that are part of the conditions of sale and are not paid for separately.
 3. **place:** Promotion is defined as “ the co-coordinated self initiated efforts to establish channels of information and persuasions tool facilitate or faster the sale of goods or services, or the acceptance of ideas or points of view.
 4. **physical distribution:** employed in manufacturing and commerce of describe the broad range of activities concerned with efficient movement of finished product from the end of the production line to the customer.

Scope of Marketing

1. **Product design:** Product design is the four most important element in marketing the communication needs & problems of the consumer have to be considered before marketing a new product design.
2. **Implementation of product:** Once the decision is finalized about the design of the product more focus should be there on communication with the production department regarding the implementation of product features.
3. **Pricing of Product:** Pricing is the most important aspect of the product because it only decides the major buying decision of the consumer. So if the product is very new to the market correct & affordable pricing should be done.
4. **Selection of Layout:** The layout is the place where actually the product /services will be availed so more focus should be done on the exact location and layout.
5. **Publicity of the product: Publicity** means communication about the product and services for creating awareness & demand for the product through publicity& Advertisement.

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6. **Distribution channel:** Distribution channel means the number of intermediary like whole-sellers, Retailers, distributors, and agents who all are involved in the marketing channel.
7. **Selling of Product:** Selling involves the actual challenge of marketing. The selling of products and services involves different strategies like distribution through stores, salesmen, Advertisements, Exhibitions, trade fairs, etc.
8. **Collecting the feedback:** This begins after the product is marketed and sold collecting feedback regarding satisfaction or dissatisfaction-related features like price, to make availability, etc it is to make changes in the marketing mix.

Approaches of Marketing

1. **Commodity Approach:** The commodity approach refers to the detailed study of the problems encountered in marketing a particular class of products may be consumer, industrial or agricultural. A number of problems crop up in the movement of goods from production to the point of consumption. This approach involves classification of products, their product and market features peculiarities, problems; marketing and marketing considerations.
2. **Institutional Approach:** This approach studies various marketing institutions particularly the middlemen or facilitating agencies which perform the marketing functions These middlemen are merchant and agent middlemen who connect the producers consumers. The merchant middlemen work for profits as they take risk by taking titles t goods. These are wholesalers and retailers. On the other hand, agent middlemen work for commission from acting as connecting link between the parties and do not take title to the goods and, hence do not take risk. Other institutions are wholesale and retail organisations particularly showrooms, super-markets, departmental stores, multiple-shops, cooperatives, regulated markets-both securities, bullion and produce exchanges, banking and other governmental bodies that provide institutional support.
3. **Functional Approach:** Functional Approach attempts to study from the angle of functions it performs in the movement of goods from producers to consumers. The marketing experts have identified three major areas of functions namely, functions of

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exchange-buying and selling; functions of physical supply-warehousing and transportation and facilitating functions standardization, financing, market intelligence and risk bearing. These facilitating functions can be more as there is need for promotion of goods-calling for communication mix. Each function is analysed and efforts are made as to how best each function can be performed to the benefits of both marketers and the consumers.

- 4. Decision Making Approach:** This approach is of paramount importance as marketing is only a part of general management and management is the process of decision-making. Decisions are made to maximize profit to the firm by extending consumer satisfaction and delight. Marketing manager makes his decisions based on facts, opinions and reliable information relating to factors that are "controllable" and "uncontrollable". Controllable factors are well within the control of managerial behaviour while uncontrollable factors are beyond the control of a manager. The former decisions are reactive while latter are proactive. Managerial approach also deals with marketing planning, organizing, directing, coordinating, controlling, in addition to motivating and communicating.
- 5. Systems Approach:** According to this approach, marketing organization is a system that works in consonance with external and internal forms. A system is a set of objects held together with definite relationship among them and their attributes. Marketing experts view marketing organization as an organic and open system which is composed of interacting and independent parts known as sub-systems. This approach is based on the generational that every thing is inter-related and interdependent. Accordingly, an organization transforms 'inputs' into variety of 'outputs' and offers the same to the external environment in the form of products and services. Disposal of output provides the necessary feed-back or energy to keep the system kicking and alive taking business unit as a whole.
- 6. Social Approach:** Social approach to the study emphasizes the fact that marketing is for society and, hence, functions as dictated by the social norms set by the society. As marketing makes use of social inputs or resources, it has the social responsibility to fulfil. That is, marketing must bring in maximum social well-being or welfare. That is, it is not only to provide a car, but less pollutant car, cigarette without smoke, medicines

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without side effects, holding high the social and cultural values and value adding to the life-styles and living.

- 7. Holistic Approach:** Holistic approach is inter-disciplinary approach. To trace and understand the problems, marketing is to make use of the contributions of each discipline or specialized knowledge. That is, marketing draws a lot of information, principles, techniques from exact and inexact sciences say; mathematics, physics, chemistry, physiology, psychology, law, sociology and anthropology because, consumer is human being and each one is unique in many respects. To make maximum consumers happy, inter-disciplinary approach is a must. That is why, marketing personnel is expected to be special breed knowing everything of something and something of everything. What is more important is, he is a horizontal specialist, thinking and acting laterally.

Advantages of Marketing

- 1. Increased Awareness and Visibility:** Marketing helps businesses promote their products or services to a wider audience, increasing brand awareness and visibility. It allows businesses to reach potential customers who may not have been aware of their offerings otherwise.
- 2. Customer Acquisition and Retention:** Marketing strategies can attract new customers and build relationships with existing ones. By understanding customer needs and preferences, businesses can tailor their marketing efforts to attract and retain loyal customers.
- 3. Competitive Edge:** Effective marketing can differentiate a business from its competitors. By highlighting unique selling points, businesses can position themselves as superior options in the market, attracting customers who value those qualities.
- 4. Revenue Growth:** Marketing efforts that generate increased customer interest and sales lead to revenue growth. By reaching more customers and convincing them to purchase products or services, businesses can improve their financial performance.

5. Product Development and Innovation: Marketing research and feedback from customers can provide valuable insights for product development and innovation. Understanding customer preferences and trends helps businesses adapt their offerings to meet evolving market demands.

Disadvantages of Marketing

- 1. Costs:** Marketing activities can be expensive, especially for small businesses with limited budgets. Costs can include advertising, market research, hiring marketing professionals, and implementing marketing campaigns. It's important to allocate resources wisely to achieve a positive return on investment.
- 2. Uncertain Results:** Despite careful planning and execution, marketing outcomes can be unpredictable. There is no guarantee that marketing efforts will always lead to desired results such as increased sales or customer acquisition. It requires continuous monitoring, analysis, and adjustment to optimize marketing strategies.
- 3. Competitive Pressure:** In competitive markets, businesses need to invest in marketing to stay relevant and attract customers. Failure to do so can result in losing market share to competitors who are actively promoting their products or services. This can create a constant pressure to invest in marketing activities.
- 4. Consumer Skepticism:** With the abundance of marketing messages and advertisements, consumers have become more skeptical and resistant to traditional marketing approaches. Building trust and credibility with consumers can be challenging and requires a thoughtful approach to overcome skepticism.
- 5. Ethical Concerns:** In some cases, marketing practices can be perceived as manipulative or deceptive, leading to ethical concerns. Misleading advertisements, targeting vulnerable populations, or exploiting consumer vulnerabilities can damage a brand's reputation and lead to legal consequences.

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Introduction to Brand

A brand consists of any name, term, design, style, words, symbols or any other feature that distinguishes the goods and services of one seller from another. A brand also distinguishes one product from another in the eyes of the customer.

A brand is, in essence, a promise to its customers of what they can expect from products and may include emotional as well as functional benefits. When a customer is familiar with a brand or favors it incomparably to its competitors, a corporation has reached a high level of brand equity.

Almost every concern wants to name its products. These names given are brand names. Branding plays more role than a mere name. It is because, brands name is quite different from ordinary name. A brand is a symbol, a mark, a name that acts as a means of communication which brings about an identity of a given product. Brand is product image, brand is quality of product; brand is value; it is personality.



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Meaning of Brand

A brand is a symbol, a mark, a name that acts as a means of communication which brings about an identity of a given product.

Healthy brand create a sound image of the company brand names make the product easily distinguishable and identifiable in today’s market consumer is price conscious as well as quality conscious.

Definition of Brand

According to Gravens Gerald E. Thills and Robert B., Woodruff, “Brand is a broad term, encompassing many ways of identifying a product such as its name design or symbol a product brand distinguishes it from the offer up to competition.”

According to the -Committee on Definitions A.M.A."Brand as a name, term symbol or a design or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. On the other hand, branding is the process of finding and fixing the means of identification."

According to the AMA "Brand name is part of a brand consisting of a word, letter, group of words, or letters comprising a name which is intended to identify the goods or services of a seller or group of sellers and to differentiate them from those of competitors."

According to the W.J. Stanton, M.J. Etzel and B.J. Walker"Brand is comprehensive, encompassing other narrow terms. A brand is name and/or mark intended to identify the product of one seller or group of sellers and differentiate the product from competing products."

Characteristics of good Branding

1. **It Must be Easy to Pronounce and Remember:** For instance, "HOECHST" is difficult to pronounce.
2. **It Should be Short and Sweet:** The name must be short yet sweet, appealing to eyes, ears and brain.

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3. **It Should Point out Producer:** The name or symbol should be given connotation of the product, producer, etc. The best examples are NELCO, MICO, LT. AMUL, B.T. INDAL etc.
4. **It Should be Legally Protect able:** The brand name must lend, themselves for legal protection. A brand name, legally recognized, is known as trade mark. Normally, it depends on the will and discretion of a producer, middlemen than on brand name.
5. **It Should be Original:** The brand name selected must not be general but specific. It must be such that it is not easily copied by others. Hardly does one finds the use of brand "Philips" by imitators. On the other hand, "Glucose" and "Glucose" biscuits are different. There is difference in “Uprear” and "Upchange"Subpar. But for a common man, it is more difficult to identify and differentiate.
6. **It Should Reflect Product Dimensions:** A good brand name is one which reflects directly or indirectly some dimensions say product benefit, function, results and so on. For instance EZEE of Godard Company is really easy to use for better results; another brand GOOD-NIGHT of a mosquito propellant pad implies the user says 'good-night' to mosquitoes as he is going have good and sound sleep at least eight-hours. PUMA brand shoes are the symbol of speed as panther is shown.

Types of Brand Names

- 1 **Family Brand Name-**A family brand name comprises usage of the name of the corporate brand which is used for all products produced or marketed by that corporate. By building customer trust and loyalty for the family brand name, all products that use the brand can benefit. A family brand name is used for all products. By building customer trust and loyalty to the family brand name, all products that use the brand can benefit. Good examples include brands in the food industry, including Kellogg’s, Heinz and Del Monte. Of course, the use of a family brand can also create problems if one of the products gets bad publicity or pis a failure in a market. This can damage the reputation of a whole range of brand.
2. **Individual Brand name-**An individual brand name does not identify a brand with a particular company.

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- The product may be competing in a new market segment where failure could harm the main family brand name.
- The family brand name may be positioned inappropriately for the target Market segment For example the family brand name might be positioned as an market brand for affluent consumers.
- The brand may have been acquired; in other words it has already established itself leading brand in the market segment. The fact that it has been acquired by a company with a strong family brand name does not mean that the acquired brand.

3. Combination Brand Name-A combination brand name brings together a family brand name and an individual brand name. The idea here is to provide some association for the product with a strong family brand name but maintaining some distinctiveness so that customers know what they are getting.

The purpose of market segmentation is to identify consumer preferences, behavioral responses and consumption patterns by dividing a market into several homogeneous sub-markets. Marketers can formulate brand strategies, or product/brand positioning, tailored specifically to the demands of these homogeneous sub-markets. Customer needs are becoming increasingly diverse. These needs can no longer be satisfied by a mass marketing approach. Businesses can cope with this diversity by grouping customers with similar requirements and buying behaviour into segments. Identification of the appropriate premise of segmentation can then be made, thus making the best of finite resources. Therefore it becomes significant to understand how consumers make brand/product decisions which are critical for brand managers, especially in conditions where there are many brands in the market competing for the same customers.

Brand image can be defined as perceptions about a brand as reflected by the association held in consumer memory.

Components of Brand

1. Customer Loyalty. The customer loyalty is the measure of success of the supplier or the marketer to retain the customer with him. "Loyalty" means that the customer is sticking to the marketing organist or the supplier though he or she is having other options. He sticks to the supplier because of higher value, the comfort the benefits a customer gets. That is,

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customer loyalty is the tendency of a customer to choose voluntarily a particular supplier or marketer repetitively for his requirements.

- 2. Brand Awareness.** Brand awareness is the ability to identify a brand under different conditions. This ability is determined by the strength of the brand mode in memory. When there is no trace in memory, a brand can not be identified. However, when this memory trace is strong enough, the brand is immediately identified. For instance "moos" the pain reliving balm is easily identified under different conditions whereas same may not be the case with "Tiger" balm. Brand awareness comprises of two processes namely, recall and recognition. Brand recall is the ability to retrieve the brand from the memory when some clue is provided. Thus, when one thinks of soft-drinks he may recall 'Coca-cola' as compared to other brands. Brand recognition warrants that a consumer is able to discriminate the brand as having been seen or heard before. San, Lux toilet soap, is heard earlier.
- 3. Perceived Quality.** When one speaks of quality, it can be objective or perceived. Objective quality stands for the actual superiority of product or service. However, perceived quality is the perception of superiority of a product or service with respect to its intended function. It is worth noting that perceived quality is customer based because different people value different things as it involves judgement regarding the value. One thing is that quality is to be distinguished from satisfaction. A customer may still be satisfied with poor quality. However, satisfaction is decided by expectations. In short, perceived quality is an overall feeling that a customer tends to have about a brand. Higher the perceived quality, more powerful will be the brand that permits charging of premium price.
- 4. Brand Associations.** Brand associations are those that differentiate one brand from another in customer's mind. For instance, 'Hyacinth and 'Lux' brands may be just the same in contents more or less as bathing soaps, but they seem highly differentiated brands in the market place or perceptual space the associations are held in memory as information nodes connects to brand node. This total network contains the meaning of brand. It is worth noting that favour ability, strength and uniqueness of brand associations are the dimensions clearly distinguishing brand knowledge that play significant role in determining the different response that makes up brand equity, particularly is high

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involvement decision settings. The image of a brand is the totality of association held in a consumer's mix and connected to a brand. There are different types of associations of which prominent one are related to attributes, benefits and attitudes. Attributes are descriptive features that are used to characteristic a product or service. Thus an electrical fan has normally white colour, three blades, having different sizes, running on electricity, having regulator for speed control, used in houses and officers.

Factors Influencing Brand

- 1. Market Leadership:** If the product is enjoying market leadership, the brand equity will be higher. Thus, in case of dental creams Colgate is the leading brand and has much higher brand equity as compared to any other competitive brands say, Codependent, Victor adamantine, Misspeak and so on.
- 2. Market Size:** The market size determines the brand equity or brand value. Higher the market size, greater will be the brand equity. Thus, Yamaha bikes market size much higher as compared other auto makers particularly in small segment
- 3. Comparative Price:** Comparative or relative price is the ratio of perceived price divided by the actual price. This projects the consumer's belief in the brand, particularly the quality of the brand. Thus, a 300 ml Vaseline moisturizer plastic bottle costs ₹ 100; but people are prepared to pay even more without any hassle as they are happy with the quality standard. Say, they perceive the price to be 150the freedom to increase the price along with customer loyalty base. Thus, higher the comparative price, higher will be the brand equity.
- 4. Ratio of Marketing Expenses to Sales:** Profitability of a brand rests on the lower ratio of marketing expenses to sales. Here, expenses are inputs and sales are output. It is quite evident that lower marketing expenses will increase the margin on sales. Brand equity is higher in case the ratio of marketing expenses to sales is the lower. Contrarily higher ratio of marketing expenses to sales will reduce or erode the brand equity.
- 5. Level of Consumer Satisfaction:** Consumer satisfaction a state of mind is measured through satisfaction score. The satisfaction score is an indicator used for evaluating and affecting brand equity. The level of consumer satisfaction is higher if the brand enjoys higher or prestigious status or image in case of actual users. Higher the level of

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consumer satisfaction, higher will be the brand equity. Thus, Dove brand soap is preferred to other brands say Lux, Fa, Lively because consumers treat Dove as more a moisturizer than mere soap. This brand has higher brand equity. Here, consumer satisfaction is associated with the quality.

- 6. Price Elasticity:** Generally high brand equity generates high consumer perceived value for a brand. This is, consumers feel that the company is pricing the product or brand much less than what it deserves in terms of quality and hence satisfaction. However, the company is hindered from charging higher price due to the forces of competition and government policies rendering the market more sensitive. This is true particularly in case of consumer non-durable of daily use which are considered essential commodities or products. The instances of this kind are dental creams, soaps, pills and pullets, syrups where prices cannot be increased. It means that even though brand equity is high in these markets, a rise in price has a negative effect on demand that might lower brand equity.
- 7. Rate of Profitability:** High profit with broad volume of sales is bound to improve surely the equity value. That is higher the profitability, greater will be the brand equity. When one speaks of profitability, it is the net profitability. It is because a company may have high profitability but not necessarily net profitability.

Branding

Meaning of Branding

Branding is the process of finding and fixing the means of identification it is nothing but naming the product.

Branding is the process of creating a distinct identity for a business in the mind of your target audience and consumers. At the the most basic level, branding is made up of a company's name and logo, visual design, mission, and tone of voice.

Definition of Branding

According to Prof. Myers and Batra “Branding is the process of transforming the product adding value for enhanced consumer satisfaction”.

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According to advertising association of Australia “Branding is a generic term accompanying the activities of giving a brand name to a product designing a trademark and establishing it and popularizing it.

Brand Image

Brand image is nothing but a process to create believe to a particular brand and to impress the customers to purchase again and again of some brand of particular company.

A positive brand image is crucial for a brand's success as it influences consumers' purchasing decisions, brand loyalty, and advocacy. A strong brand image helps differentiate a brand from its competitors, builds trust, establishes credibility, and enhances brand equity. It also contributes to a brand's long-term success by creating emotional connections and fostering positive brand associations in the minds of consumers.

The brand image encompasses various elements, including the brand's logo, design, messaging, positioning, advertising campaigns, customer service, product quality, and overall brand identity. It is shaped by a combination of factors such as the brand's values, personality, reputation, perceived quality, reliability, innovation, customer satisfaction, and social responsibility.

Types of Branding Strategies

1. Name of branding recognition

A well-established company will often use the weight of its own name brand to extend to its products. Most often, a company with large name brand recognition can be recognized by its logo, slogan, or color⁵. Companies such as Coca-Cola, Starbucks, Apple, and Mercedes-Benz are all iconic while featuring multiple subsidiary products featured under the company name.

2. Individual branding

Sometimes a larger company may produce products that carry their own weight independent of the parent company. This strategy involves establishing the brand as a unique identity that is easily recognizable. General Mills, for example, distributes Cheerios, Ch ex, Cinnamon Toast Crunch, nc, Total, PAN, and more—and that's just the cereal division. The company also distributes other major brands from every food group.

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3. Attitude branding

Ambiguous marketing can often go above the actual product itself in the case of attitude branding. These brands all use strategies that bring to life personality and a customized experience with products and services. NCAA, Nike, and the New York Yankees made Forbes list of "The World's Most Valuable Sports Brands 2015," and are automatically associated with a certain style. Other brands, such as Apple and Ed Hardy, also reflect a customer's self-expression.

4. "NO-brand" branding

A minimalist approach can speak volumes. No-brand products are often simple and generic in design. The most successful company to establish this marketing method is the Japanese company, Mull, which simply translates to "no label." Brand extension occurs when one of your flagship brands ventures into a new market. Say you have a shoe company that is now making jackets, athletic wear, and fragrances. The brand name carries its own identity to your product mix.

4. Private labels

Store brands—or private labels—have become popular at supermarkets. Retail chains such as Kroger, Food Lion, and Walt-Mart can produce cost-effective brands to compete with larger retailers.

6. Crowd sourcing

These brands are outsourced to the public for brand creation, which allows customers the chance to be involved in the naming process, and effectively drives up personal interest in a product. These popular brand strategies only scratch the surface. Which of these different types of brand strategies will help launch your next brand campaign?

Merits of Branding

1. **Product get individuality:** Forgive branding to a particular product by manufacturer is helpful to manufacturer to product get individually. We have many competitors through yours may be first company to conceive give birth to a new product.
2. **Control of product prices:** Control of retail price is a significant factor because each consumer is quality and cost consumer is quality and cost conscious each pack or a wrapper contain in the message the MRP inclusive or exclusive taxes depending on

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the situation such facility maker the producers to have sound sleep because the greedy middle men may be whole seller or retailer would have charged any price.

- 3. Increasing bargaining power:** Good brand and branding give greater bargaining power to the manufacturer with the dealer. There is because is already a “pull” in over of the product there in no need a great “push” by retailers.
- 4. Decreasing advertising cost: advertisement** plays an important role in communicating the manage of the manufacturer to the consumer directly and middlemen healthiness and it reduces the advertising cost.
- 5. Introducing of new product is made easy task:** Launching of product particularly new one is the tough job however the consumers who are and loyal to the brands products of a particular company is easy to introduce of new product.
- 6. It is a powerful weapon of product differentiation:** Day by day the markets are getting more competitive and market driven and consumer driven so brand name helped to make product differentiation changed.

Demerits of Branding

- 1. Cost:** Developing and maintaining a strong brand can be expensive. It requires investment in marketing, advertising, market research, brand development, and ongoing brand management. Smaller businesses with limited resources may struggle to allocate sufficient funds to build a strong brand presence.
- 2. Time-consuming:** Building a brand is a long-term endeavor that requires time, effort, and consistency. It takes time to establish brand recognition, loyalty, and trust among consumers. Developing a strong brand identity and positioning in the market often demands significant patience and perseverance.
- 3. Risk of failure:** Branding involves a degree of risk. If a brand fails to resonate with the target audience or encounters negative publicity or controversy, it can damage the brand's reputation and lead to financial losses. Rebuilding a damaged brand can be a challenging and costly process.
- 4. Consumer expectations:** A well-known brand carries higher consumer expectations. If a brand fails to meet those expectations consistently, it can lead to disappointment and loss of consumer trust. Maintaining quality and meeting customer demands become critical to safeguard the brand's reputation.

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5. **Rigidity and adaptability:** A strong brand identity can become a double-edged sword. While consistency is crucial for brand recognition, it can also limit a company's ability to adapt to changing market dynamics. Being overly rigid with brand guidelines and messaging may hinder innovation and responsiveness.
6. **Competitive pressure:** In a competitive market, branding alone may not be sufficient to stay ahead. Competitors can imitate successful branding strategies or introduce disruptive innovations, making it challenging to maintain a unique brand position. Continuous effort is required to differentiate and stay relevant.
7. **Limited market reach:** Sometimes, branding can unintentionally create a niche market perception. This might limit the brand's appeal to a particular demographic or photographic group, preventing it from connecting with a broader audience.
8. **Negative associations:** In certain cases, brands can develop negative associations due to factors such as product recalls, ethical controversies, or poor customer experiences. Overcoming negative brand perceptions can be an arduous task that requires extensive effort and resources.

Brand Loyalty

The "customer loyalty" is the measure of success of the supplier or the marketer to retain the customers with him. "Loyalty" means that the customer is sticking to the marketing organisation or the supplier though he may be having other options. It is quite possible that the company may not have the product or may not be able to deliver in time or may have other constraints but still the customer might ignore other options and prefer to continue with the supplier because that supplier provides him with more value for money benefits and comforts.

That is, higher the value, comfort, benefit a customer reviews, the more loyalty he may exhibit. Hence, customer loyalty is the tendency of a customer to choose voluntarily a particular supplier or marketer repetitively for his requirements.

It goes without saying that customer relationships are built on the foundations of trust. It has been observed, invariably, that repeat business gets generated only when the customers believe that their suppliers and perceive them as creating more value and delivering..

CHAPTER-2

RESEARCH DESIGN

2.1. Conceptual Framework

A conceptual framework is a theoretical framework or structure that helps guide the development of a particular study or research project. It provides a clear and organized way to approach a research problem by outlining the key concepts, variables, relationships, and assumptions that underlie the study.

The conceptual framework of brand image encompasses the various dimensions and factors that contribute to the perception and reputation of a brand in the minds of consumers. It helps researchers and marketers understand how consumers perceive and evaluate a brand and how it influences their attitudes and behaviors towards that brand. Here are the key components of a conceptual framework for brand image.

2.2. Tittle of the Study

“A Study on brand image towards Yamaha Bikes in Tumakuru city”.

2.3. Statement of the Problem

The research problem selected for the purpose of the project to study on brand image towards Yamaha bike information from the potential market in relation to its emphasis on considering the perception, attitudes, performance, awareness, expectation, satisfaction, dissatisfaction.

2.4. Objective of the Study

- a) To study the factors influence to purchase Yamaha bikes.
- b) To study the factors influence to create a brand awareness of Yamaha bikes.
- c) To study the common problems faced by the consumers as well as dealers.
- d) To check the quality of awareness of Yamaha brand and its competitors among the customers in Tumakuru city.
- e) To identify the brand position of the Yamaha bikes in Tumakuru city.

2.5. Period of the Study

This study has undertaken for the period of 4 months.

2.6. Scope of the Study

“A Study on Brand Image towards Yamaha Bikes in Tumakuru city”

This study is aimed at providing India Yamaha motors with an insight in the success of customer response and awareness towards the brand, product, services of Yamaha.

The report is conducted on potential customers and the dealers of Yamaha bike in Tumakuru city. It aimed to analyse the brand images of Indian motor cycle industry. The project includes a details study of various parameters that people associate with a certain brand and attributes which are liked and considered by people .it aims to check the quality and awareness of Yamaha bikes.

2.7. Need and significance of the Study

It influences consumer perceptions, emotions, and preferences. A strong brand image can convey qualities like reliability, performance, and innovation, impacting purchasing decisions and fostering brand loyalty. Yamaha's reputation for quality and iconic designs contributes to its brand's allure and long-standing presence in the motorcycle.

2.8. Research Methodology

Both primary and secondary data will be used for the study. Primary data will be collected through questionnaire. Secondary data will be collected from internet, journals, magazines and books. The methodology used for the study is convenience sampling and data collected through questionnaires.

2.9. Sources of Data

For the purpose of the study two different sources have been utilized.

1. Primary data
2. Secondary data

Primary data

It is the first hand data which is collected for the first time this is collected by way of structured interview schedule and questionnaire.

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Secondary data

As its name indicates it is secondary data it is collected through

- Journals
- Newspapers
- Magazines
- Internet
- TV, etc.

2.10. Sample

a. Sample size:

The primary data was collected from dealers and respondents 50.

b. Sample unit:

For the purpose of study a sample population of Yamaha bike users is choose in Tumukuru city.

c. Sampling technique:

A simple random sampling technique is adopted for the purpose of study.

2.11. Tool for data collection

Collection data was analyzed and presented in the tables and graphs in this report. These are the basis for drawing the appropriate conclusion for this project.

2.12. Limitation of the Study

- The report i.e., limited to the area of Tumakuru only.
- Due to time constraints 50 consumers were interviewed.
- Some of the respondents were not fully co-operative.
- Lack of experience in handling survey.
- Inability of respondent to provide the exact information.

2.13. Chapter Layout

Chapter-1:Introduction:In this chapter, a general introduction regarding the brand image, introduction to market, meaning of market, definition of market, classification of market, features of market, introduction to marketing, meaning of marketing, definition of marketing, characteristics of marketing, objectives of marketing, scope of marketing, approaches of marketing, advantages of marketing, disadvantages of marketing, introduction to brand, meaning of brand, definition of brand, characteristics of brand, types of brand, components of brand, factors of brand, meaning of branding, definition of branding, brand image, types of branding, merits of branding, demerits of branding, brand loyalty.

Chapter-2: Research Design: In this chapter, we are going to deal with the conceptual framework, title of the study, statement of the problem, objective, period, scope, need and significance, methodology, sources of data, sample, tools, limitations, etc.

Chapter-3: Company Profile and Respondent Profile:

It includes the Tumakuru city in Company Profile and Respondent Profile.

Chapter-4: Data Analysis and Interpretation: It deals with tabulation of collected data through questionnaire.

Chapter- 5: Finding, Suggestions and Conclusion: In this chapter finding, suggestions and conclusion have been based on the analysis.

CHAPTER-3

COMPANY PROFILE

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

Genichi Kawakami was the first son of Kaichi Kawakami, the third-generation president of Nippon Gakki (musical instruments and electronics; presently Yamaha Corporation). Genichi studied and graduated from Takachiho Higher Commercial School in March of 1934. In July of 1937, he was the second Kawakami to join the NipponGakkiCompany. He quickly rose to positions of manager of the company's Tenryu Factory Company (musical instruments) and then Senior General Manager, before assuming the position of fourth-generation President in 1950 at the young age of 38.

In 1953, Genichi was looking for a way to make use of idle machining equipment that had previously been used to make aircraft propellers. Looking back on the founding of Yamaha Motor Company, Genichi had this to say "While the company was performing well and had some financial leeway, I felt the need to look for our next area of business. So, I did some

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research." He explored producing many products, including sewing machines, auto parts, scooters, three-wheeled utility vehicles, and motorcycles. Market and competitive factors led him to focus on the motorcycle market. Genichi actually visited the United States many times during this period.

When asked about this decision, he said, "I had my research division chief and other managers visit leading motorcycle factories around the country. They came back and told me there was still plenty of opportunity, even if we were entering the market late. I didn't want to be completely unprepared in this unfamiliar business so we toured to German factories before setting out to build our first 125cc bike. I joined in this tour around Europe during which my chief engineers learned how to build motorbikes. We did as much research as possible to insure that we could build a bike as good as any out there. Once we had that confidence, we started going."

That same year, Yamaha entered its new YA-1 in the two biggest race events in Japan. They were the 3rd Mt. Fuji Ascent Race and the 1st Asama Highlands Race. In these debut races Yamaha won the 125cc class and the following year the YA-1 won again in both the Light and Ultra-light classes of the Asama Highlands Race.

By 1956, a second model was ready for production. This was the YC1, a 175cc single cylinder two-stroke. In 1957 Yamaha began production of its first 250cc, two-stroke twin, the YD1.

Based on Genichi's firm belief that a product isn't a product until it can hold it's own around the world, in 1958 Yamaha became the first Japanese maker to venture into the international race arena. The result was an impressive 6th place in the Catalina Grand Prix race in the USA. News of this achievement won immediate recognition for the high level of Yamaha technology not only in Japan but among American race fans, as well. This was only the start, however.

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The first Yamaha to compete in America (1957).

Yamaha took quick action using the momentum gained in the USA and began marketing their motorcycles through an independent distributor in California. In 1958, Cooper Motors began selling the YD-1 250 and the MF-1 (50cc, two-stroke, single cylinder, step through street bike). Then in 1960, Yamaha International Corporation began selling motorcycles in the USA through dealers.

With the overseas experiences under his belt, in 1960, Genichi then turned his attention to the Marine industry and the production of the first Yamaha boats and outboard motors. This was the beginning of an aggressive expansion into new fields utilizing the new engines and FRP (fiberglass reinforced plastic) technologies. The first watercraft model was the CAT-21, followed by the RUN-13 and the P-7 123cc outboard motor.

In 1963, Yamaha demonstrated its focus on cutting-edge, technological innovations by developing the Auto lube System. This landmark solution was a separate oil injection system for two-stroke models, eliminating the inconvenience of pre-mixing fuel and oil.

Yamaha was building a strong reputation as a superior manufacturer which was reflected in its first project carried out in the new Iwata, Japan Plant, built in 1966. (The YMC headquarters was moved to Iwata in 1972.) Toyota and Yamaha teamed up to produce the highly regarded Toyota 2000 GT sports car. This very limited edition vehicle, still admired for its performance and craftsmanship, created a sensation among enthusiasts in Japan and Abroad.

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Genichi said, "I believe that the most important thing when building a product is to always keep in mind the standpoint of the people who will use it." An example of the commitment to "walking in the customers' shoes" was the move in 1966 by Yamaha to continue its expansion. Overseas motorcycle manufacturing was established in Thailand and Mexico. In 1968, the globalization continued with Brazil and the Netherlands. With manufacturing bases, distributors and R&D operations in a market, Yamaha could be involved in grassroots efforts to build products that truly met the needs of each market by respecting and valuing the distinct national sensibilities and customs of each country. Yamaha continues that tradition, today.

By the late 1960s, Yamaha had quality products that had proven themselves in the global marketplace based on superior performance and innovation. Distribution and product diversity were on the right track. But Genichi knew that beyond quality, success would demand more. He had this view on the power of original ideas. "In the future, a company's future will hinge on ideas over and above quality. Products that have no character, nothing unique about them, will not sell no matter how well made or affordable and that would spell doom for any company."

He also knew that forward vision, walking hand in hand with original ideas, would create an opportunity for the company and its customers that could mean years of happiness and memorable experiences. Genichi said, "In the business world today, so many people are obsessed with figures. They become fixated on the numbers of the minute and without them are too afraid to do any real work. But in fact, every situation is in flux from moment to moment, developing with a natural flow. Unless one reads that flow, it is impossible to start out in a new field of business." A real-world illustration of this belief is the Yamaha DT-1. The world's first true off-road motorcycle debuted in 1968 to create an entirely new genre we know today as trail bikes. The DT-1 made a huge impact on motorcycling in the USA because it was truly dirt worthy. Yamaha definitely "read the flow" when it produced the 250cc, single cylinder, 2-stroke, Enduro that put Yamaha On/Off-Road motorcycles on the map in the USA. The DT-1 exemplified the power of original ideas, forward vision, and quick action coupled with keeping in mind the customers' desires.

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In years to come Yamaha continued to grow (and continues to this day). Diversity increased with the addition of products including snowmobiles, race kart engines, generators, scooters, ATV's, personal watercraft and more. Genichi Kawakami set the stage for Yamaha Motor Company's success with his vision and philosophies. Total honesty towards the customer and making products that hold their own enables the company that serves people in thirty-three countries, to provide an improved lifestyle through exceptional quality, high performance products.



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 lives on through the people and products of Yamaha, throughout the world.

Overview

Corporate profile and facts about Yamaha Motor

Founded	July 1, 1955
Capital	86,100 million yen(as of December 31, 2022)
President	Hiroyuki Yanagi
Employees (Consolidated)	52,664 (as of December 31, 2022) Parent :11,302 (as of December 31, 2022)
Sales (Consolidated)	1,294,131 million yen (from January 1, 2022 to December 31, 2022)

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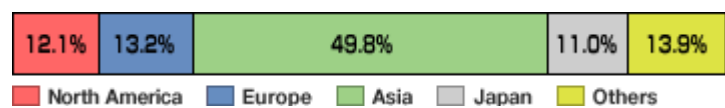
Parent: 470,134 million yen
(from January 1, 2022 to December 31, 2022)

Sales Profile

Sales (%) by product category (consolidated)



Sales (%) by region (consolidated)



Major Products & Services

Manufacture and sales of motorcycles, scooters, electrically power assisted bicycles, boats, sail boats, personal watercrafts, pools, utility boats, fishing boats, outboard motors, diesel engines, 4-wheel ATVs, side-by-side vehicles, racing karts, golf cars, multi-purpose engines, generators, water pumps, snowmobiles, small-sized snow throwers, automobile engines, intelligent machinery, industrial-use unmanned helicopters, electrical power units for wheelchairs, helmets. Import and sales of various types of products, development of tourist businesses and management of leisure, recreational facilities and related services.

Headquarters

2500 Shingai, Iwata-shi, Shizuoka-ken, Japan

Group Companies

Consolidated subsidiaries: 10

Non-consolidated subsidiaries: 4 (by the equity method)

Affiliates: 26 (by the equity method)

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Corporate Philosophy

Creating kando with products and services that exceed your expectations

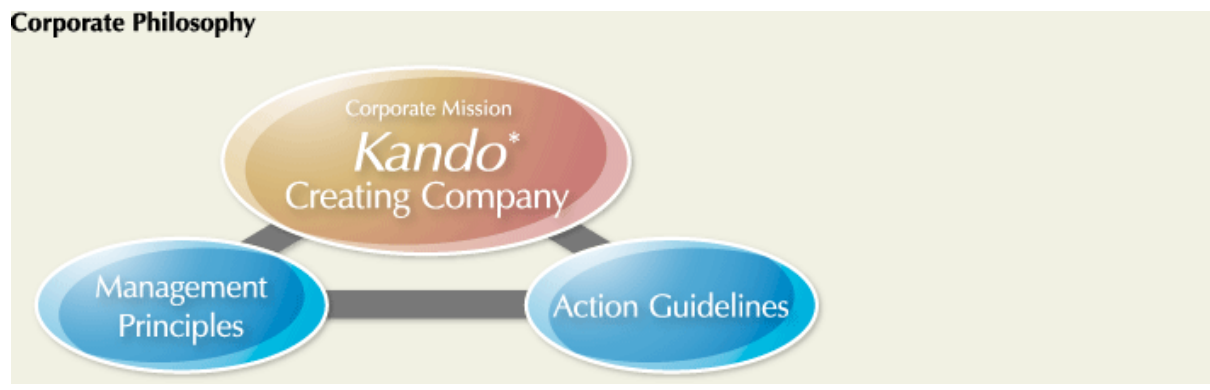


For over 50 years, Yamaha Motor group has endeavored to create diverse value through products and services since its founding.

We have worked based on three ideas which constitute our “Corporate Philosophy”. One is our “Corporate Mission”, that is our core identity, values, purpose and visionary goals. The second is “Management Principles” - the guiding management principles for achieving our corporate mission. The third is “Action Guidelines”, the guidelines each individual should follow to realize our corporate mission.

Being the “*Kando** creating company” is our goal to “offer new excitement and a more fulfilling life for people all over the world”.

Corporate Philosophy



Corporate Mission

***Kando** Creating Company**

Offering new excitement and a more fulfilling life for people all over the world

Yamaha Motor strives to realize peoples' dreams with ingenuity and passion, and to always be a company people look to for the next exciting product or concept that provides exceptional value and deep satisfaction.

Management Principles

1. Creating value that surpasses customer expectations

To continue to produce value that moves people, we must remain keenly aware of the customer's evolving needs. We must strive to find success by always surpassing customer expectations with safe, high-quality products and services.

2. Establishing a corporate environment that fosters self-esteem

We must build a corporate culture that encourages enterprise and enhances corporate vitality. The focus will be on nurturing the creativity and ability of our employees, with an equitable system of evaluation and rewards.

3. Fulfilling social responsibilities globally

As a good corporate citizen, we act from a worldwide perspective and in accordance with global standards. We must conduct our corporate activities with concern for the environment and communities and fulfill our social responsibility with honesty and sincerity.

Action Guidelines

“Acting with Speed”

Meeting change with swift and informed action

“Spirit of Challenge”

Courage to set higher goals without fear of failure

“Persistence”

Working with tenacity to achieve desired results, and then evaluating them.

Business Operations

Yamaha Motor divisions, key products

The growing world of Yamaha products, for the water, for the land, in town and into the future.



Motorcycles

Sports bikes, Trail bikes, Road racers, Motocrosses, etc.



Commuter Vehicles

Scooters, Business-use bikes



Recreational Vehicles

All-terrain vehicles, Side by side vehicles, Snowmobiles



Boats

Powerboats, Sailboats, Utility boats, Custom boats



Marine Engines

Outboard motors, Electric marine motors, Marine diesel engines, Stern drives



Personal Watercraft

Personal Watercraft



Electrically Power Assisted Bicycles

Electrically Power Assisted Bicycles



Automobile Engines

Automobile Engines



Unmanned Aerial Vehicle

Industrial-use unmanned helicopters



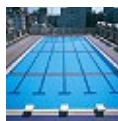
Golf Cars

Golf cars, Land cars



Power Products

Generators, Multipurpose engines, Water pumps, Snow throwers, etc.



Pools

Pools, Water sliders, Pool-related equipment



Intelligent Machinery

Surface mounters, Compact industrial robots, etc.



Wheelchairs

Wheelchair electric drive units, Electric wheelchairs, etc.

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List of Directors of Yamaha Motor Co., Ltd. are as follows;

Title	Name
President and Representative Director	Hiroyuki Yanagi
Executive Vice President	Takaaki Kimura
Director	Kozo Shinozaki
Director	NobuyaHideshima
Director	Masahiro Takizawa
Director	Hiroyuki Suzuki
Director	Yoshiaki Hashimoto
Director	Katsuaki Watanabe
Director	Toshizumi Kato
Director (Outside)	Masamitsu Sakurai
Director (Outside)	Tamotsu Adachi
Audit & Supervisory Board Member	Yutaka Kume
Audit & Supervisory Board Member	Shigeki Hirasawa
Audit & Supervisory Board Member (Outside)	Tetsuo Kawawa
Audit & Supervisory Board Member (Outside)	Isao Endo

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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 becoming 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 motorcycle manufacturing company "India Yamaha Motor Private Limited (IYM)".

IYM operates from its state-of-the-art manufacturing units at Surajpur in Uttar Pradesh and Faridabad in Haryana and produces motorcycles for both domestic and export markets. With a strong workforce of more than 2,000 employees, IYM is highly customer-driven and has a countrywide network of over 400 dealers. Presently, its product portfolio includes VMAX (1,679cc), MT01 (1,670cc), YZF-R1 (998cc), FZ1(998cc), YZF-R15 (150cc), Fazer (153cc), FZ-S (153cc), FZ16 (153cc), SZ-R(153cc), SZ & SZ-X (153cc), SS125 (123cc), YBR 125 (123cc), YBR 110 (106cc) and Crux (106cc).

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.

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

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 our colleagues as a multi-cultural team built on trust, respect, understanding & mutual co-operation. Everyone's contribution is equally important for our success.

India Yamaha Motor inaugurated New Plant at Surajpur (Greater Noida)

The new Surajpur plant has been inaugurated by Mr. T.Kazikawa C.E.O & MD Yamaha Global on 6th July 2009, which have capacity to produce 6 lakh motorcycles annually including Fazer followed by FZ-16, FZ-S, YZF-R15 and other models. The plant capacity can be augmented up to 1 million units.

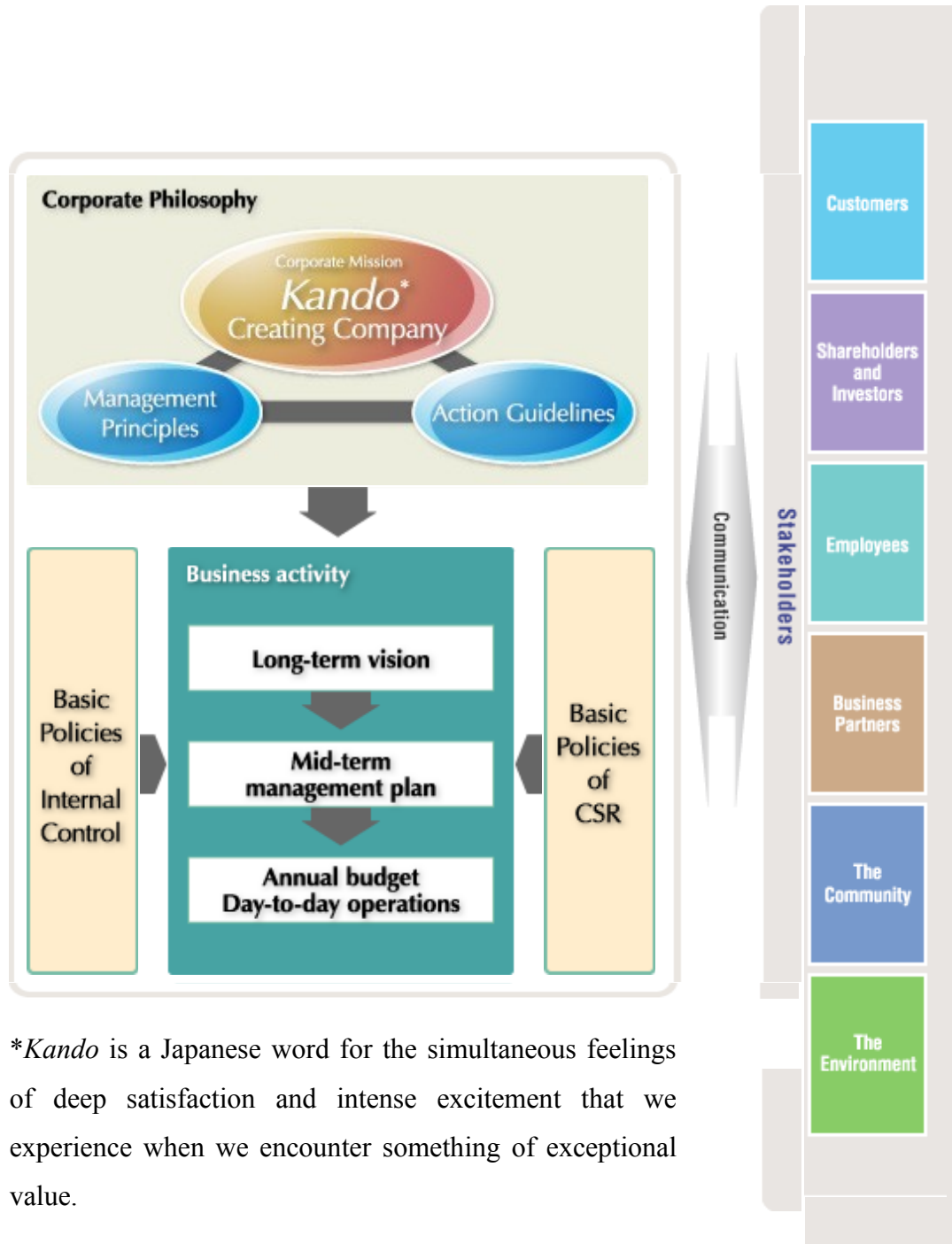
This fully integrated assembly plant is built on the lines of Yamaha's globally tried, tested and successfully implemented standards and meets the global quality benchmarks. At the core are the 5-S and TPM activities that fuel its Manufacturing Processes. The plant has 3 vehicle assembly lines and 4 engine assembly lines including one dedicated for export engines. The engine and vehicle assembly lines are synchronized and incorporate concepts of Unit Assurance i.e. Complete Product Assurance, Parts Assurance through 100% kit supply on lines and synchronization of parts storage, supply and production. The innovative production processes along with high tech final assurance processes are aimed to achieve Zero Claims at our dealers and thus, a highly satisfied customer base.

CSR Our Approach to CSR

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Contributing to a sustainable society through our business operations Since our founding, our “Company Pledge” has called on all employees to contribute to society through our corporate activities. The Yamaha Motor group has worked to create diverse value through engineering, manufacturing and marketing based on our Corporate Mission: Offering new excitement and a more fulfilling life for people all over the world. Our three Management Principles: surpassing our customers’ expectations, fostering employee self-esteem and fulfilling global social responsibilities embodies our stance towards our customers, employees, and society. Our Corporate Mission, Management Principles, and Action Guidelines add up to our “Corporate Philosophy”. The Yamaha Motor group believes the Corporate Social Responsibility (CSR) to be expected of us is a contribution to sustainable development of society through our business activities based on our "Corporate Philosophy". Our Basic Policies of CSR reflect the especially important social responsibility we owe to our stakeholders.

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**Kando* is a Japanese word for the simultaneous feelings of deep satisfaction and intense excitement that we experience when we encounter something of exceptional value.

Basic policies of CSR

Yamaha Motor group strives to contribute to the sustainable development of society through our business activities based on our corporate philosophy and to always abide by the letter and spirit of domestic and international laws and regulations. We are dedicated to earning the trust of the global community, and we place great value on communicating with all stakeholders. We expect all of our business partners to share our principles and to act in accordance.

Customers	<ul style="list-style-type: none">• We offer new excitement and a more fulfilling life for people all over the world through high quality products and services that combine safety and innovation.• We provide practical, helpful information about products and services to customers.• We make every effort to protect the personal information of our customers and others involved in our business.
Shareholders and Investors	<ul style="list-style-type: none">• We aim to deliver stable long-term growth to enhance corporate value.• We disclose appropriate corporate operational results and financial status in a timely manner.
Employees	<ul style="list-style-type: none">• We provide equal employment opportunities to build a diverse and discrimination-free workforce.• We provide fair working conditions while maintaining and improving a safe and healthy working environment.• We maintain respect for human rights and never tolerate child labor or forced labor in any form.• We work toward building success for both our employees and the

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	<p>company through honest communication and dialogue founded on mutual trust.</p>
Business Partners	<ul style="list-style-type: none">• We respect our suppliers, dealers and other business partners and aim to build mutual long-term growth founded on mutual trust.• We maintain an open door to new business partners around the world and choose companies based on comprehensive value, regardless of nationality or size.• We respect the competition laws of each nation and region and maintain fair business practices.
The Community	<ul style="list-style-type: none">• We honor the culture and customs of every country and community, and we strive as a corporate citizen to act in balance with society.• We work to contribute to the development of sound communities by providing means of mobility, creating employment opportunities and fulfilling our tax obligations.• We promote social action programs including personal mental and physical development, environmental preservation and safety activities, as well as supporting private initiatives undertaken by employees.• We maintain honest and fair relationships with government agencies and public authorities.
The Environment	<ul style="list-style-type: none">• We develop environmental technologies to create products that balance economic needs with environmental well-being.• We aim to minimize the environmental impacts of our operations and make efficient use of limited natural resources.• We form wide-ranging partnerships with communities around the world to perform environmental conservation activities.

Group Companies

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Yamaha Motor Group operations around the world

Into the world, and then deeper into the world



- [Japan](#)
- [The Americas](#)
- [Europe](#)
- [Asia & Oceania](#)

Yamaha Receives NAMM Milestone Award For 125 Years of Service in The Music Products Industry and The Community.

BUENA PARK, Calif. — The National Association of Music Merchants (NAMM) honored Yamaha Corporation, Japan with the Milestone Award for 125 years of service in the music products industry. The award recognizes retailers and manufacturers who have succeeded over the years through best practices and strong community standing to reach a landmark anniversary.

"Ultimately, Yamaha is a company that came into being because of this passion for sound and music," said Mr. Mitsuru Umemura, President, Yamaha Corporation, Japan. "Our long-term success is due to our adherence to several core values throughout our history, including

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research, quality, efficiency, creativity and teamwork. For us, 125 years of passion and performance is just the beginning."

Yamaha's history dates to 1887, when medical equipment technician Mr. Torakusu Yamaha took on the task of repairing a reed organ. After studying the instrument, he decided to build one of his own and his success led the company to manufacture grand pianos, which remain Yamaha's flagship product.

To commemorate the company's 125th anniversary, at the 2013 NAMM Show, Yamaha showcased some of the iconic instruments from its past, including a 1902 reed organ, an early grand piano, the DX7, the first affordable synthesizer that had a major impact on music in the 1980's and other important items from the company's archives.

"Enduring companies in the music products industry credit their longevity to providing exemplary customer service, becoming integral members of their communities, adapting over time, and forging strong succession plans," said Joe Lamond, NAMM president and CEO. "NAMM is honored to call Yamaha a Member and looks forward to supporting their success for many years to come."

NAMM presented Milestone Awards to longtime industry leaders at the 2013 NAMM Show in Anaheim, California, North America's largest gathering for the music instruments and products industry. The annual trade show draws nearly 90,000 industry professionals to see the latest products, attend professional development seminars and network with peers.

Dealers

Our Brand Image speaks for itself. Complementing the Marketing team is our vast and strong Dealer network - the backbone of our vital marketing operations.

Recent initiatives have been launched by Yamaha in the field of business-to-business as well as business-to-consumer cooperation with Dealers. The new showrooms based on YAMAHA VISUAL IDENTITY are one of the many steps in this direction.

Our dealer network works on the "3S" fundamentals of -SALES SERVICE and SPARE PARTS under one roof. With a strongly dedicated team of Sales and Service engineers, IYM

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targets the fulfillment of customer's needs. Every single customer matters to us. Together the 3S operate in tandem to serve our customer and forge an everlasting bond with them.

SWOT analysis for India Yamaha Motors

Strength

- Size & scale of parent company.
- Effective advertising capability.
- Committed and dedicated staff.
- High emphasis on R & D.
- Experience in the market.
- Established brand.
- Established market channel.
- Power, speed & acceleration.

Weakness

- Small showrooms.
- Not much emphasis on aggressive selling.
- Weak product diversity.

Opportunities

- Growing premium segment.

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- Global expansion in to Caribbean and Central America.
- Expansion of target market (include women).
- Increasing dispensable income.
- 1st mover advantage.

Threats

- Cut throat competition.
- Increasing number of players in the market.
- Rising raw material costs.
- Increasing rates of interest on finance.

CUSTOMER SATISFACTION is our motto and we remain steadfast in our commitment to our valued customers...

Offering Nothing But the Very BEST to Them.

Exports of the company

IYM is an active player in the exports market. Currently, we export motorcycles to 50 countries including Argentina, Mexico, Philippines, Bangladesh, Sri Lanka, Columbia, Dominican Republic, Nigeria and Ivory Coast. The export Product line boasts of RX 100, Crux, YD 125, Enticer and Libero.

To consolidate our position in the exports arena, we are rapidly expanding our presence in Asia, Africa, Central and South America.

Strengthening our reputation as an export base for YMC global operations, we are bright and optimistic about our emergence as a top-notch bike exporter of India.

Yamaha slogan



Future Yamaha Show Room,

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Establishment:

On may- 22- 2009.

Land:

Land plays an important role in the establishment of showroom. It is an Important to start an organization or it is an important role to develop of the Concern.

Corporate Identity:

It means the company has its policy in respect of land, building, and timing of showroom.

Factors to be considered before starting a showroom as per corporate identity.

1) Location:

Location is very important because to know the number of vehicles in that area, type of Customers and whether the highway or city's well know road is passing throughout the location or not.

2) Building:

Before constructing a building the following points are taken into Account. Nature of soil and foundation. The level of ground.

3) Machinery:

To install the equipment's improper place the lay out is drown. It is depend the amount of capital and the space required in the building.

4) Labour:

The labour are the main pillars of any organization. The effectiveness and efficiency of any organization depends upon.

5) Competition:

Competition makes the organization to improve quality and better service to customers.

Water and Electricity:

Water and electricity are necessary for workshop. It helps in proving better servicing of vehicles.

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RESPONDENTS PROFILE

SL.NO	NAME	GENDER	DESIGNATION	PLACE
1.	Vikas	Male	Student	Tumakuru
2.	Manasa	Female	Student	Tumakuru
3.	Pushpa	Female	HomeMaker	Tumakuru
4.	Mahesh	Male	Profession	Tumakuru
5.	Monish	Male	Student	Tumakuru
6.	Likith	Male	Student	Tumakuru
7.	Raveendra	Male	Govt. Employee	Tumakuru
8.	Abhishek	Male	Student	Tumakuru
9.	Nithya	Female	Student	Tumakuru
10.	Chaya	Female	Student	Tumakuru
11.	Thrupthi	Female	Student	Tumakuru
12.	Vignesh	Male	Student	Tumakuru
13.	Sherada	Female	HomeMaker	Tumakuru
14.	Kumuda	Female	Student	Tumakuru
15.	Karthink	Male	Employed	Tumakuru
16.	Gowri	Female	Student	Tumakuru
17.	Sushmitha	Female	Student	Tumakuru
18.	Lalitha	Female	HomeMaker	Tumakuru
19.	Veerabadraiah	Male	Business	Tumakuru
20.	Balraj	Male	Profession	Tumakuru
21.	Pusphalatha	Female	HomeMaker	Tumakuru
22.	Jagadish	Male	Business	Tumakuru
23.	Harshitha	Female	Student	Tumakuru
24.	Divya	Female	Student	Tumakuru
25.	Mrunani	Female	Student	Tumakuru
26.	Pushpa	Female	Student	Tumakuru

27.	Tejas	Male	Govt. employee	Tumakuru
28.	Mallikarjun	Female	Student	Tumakuru
29.	Nayana	Female	Student	Tumakuru
30.	Shamantha	Male	Student	Tumakuru
31.	Sonu	Male	Student	Tumakuru
32.	Suvarna	Female	Student	Tumakuru
33.	Amshi	Male	Student	Tumakuru
34.	Deeksha	Female	Student	Tumakuru
35.	Gaurav	Male	Business	Tumakuru
36.	Murthy	Male	Business	Tumakuru
37.	Radha	Female	HomeMaker	Tumakuru
38.	Tanvja	Female	Profession	Tumakuru
39.	Arpitha	Female	Student	Tumakuru
40.	Suprith	Male	Student	Tumakuru
41.	BhanuPrakash	Male	Student	Tumakuru
42.	Harshitha	Female	Student	Tumakuru
43.	Varshitha	Female	Student	Tumakuru
44.	Poorvika	Female	Student	Tumakuru
45.	Sudha	Female	HomeMaker	Tumakuru
46.	Shashi	Female	HomeMaker	Tumakuru
47.	Raju	Male	Profession	Tumakuru
48.	Vikyath	Male	Student	Tumakuru
49.	Ansuya	Female	Profession	Tumakuru
50.	VijayLakshmi	Female	Student	Tumakuru

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

Data:

Data may be defined as the facts presented to the researcher from the study's environment.

Data serves as the basis of analysis.

Data Analysis:

Data analysis is a process for obtaining raw data and converting it into information useful for decision-making by users. Data is collected and analyzed to answer questions, test hypotheses or disprove theories.

Interpretation:

The drawing of validly authentic inferences from the scientifically analyzed data and presenting these inferences unbiasedly is known as interpretation of data. It is through this process that generally acceptable and correct conclusions are presented to common people.

Table 4.1:
Showing respondents on the basis of the age group

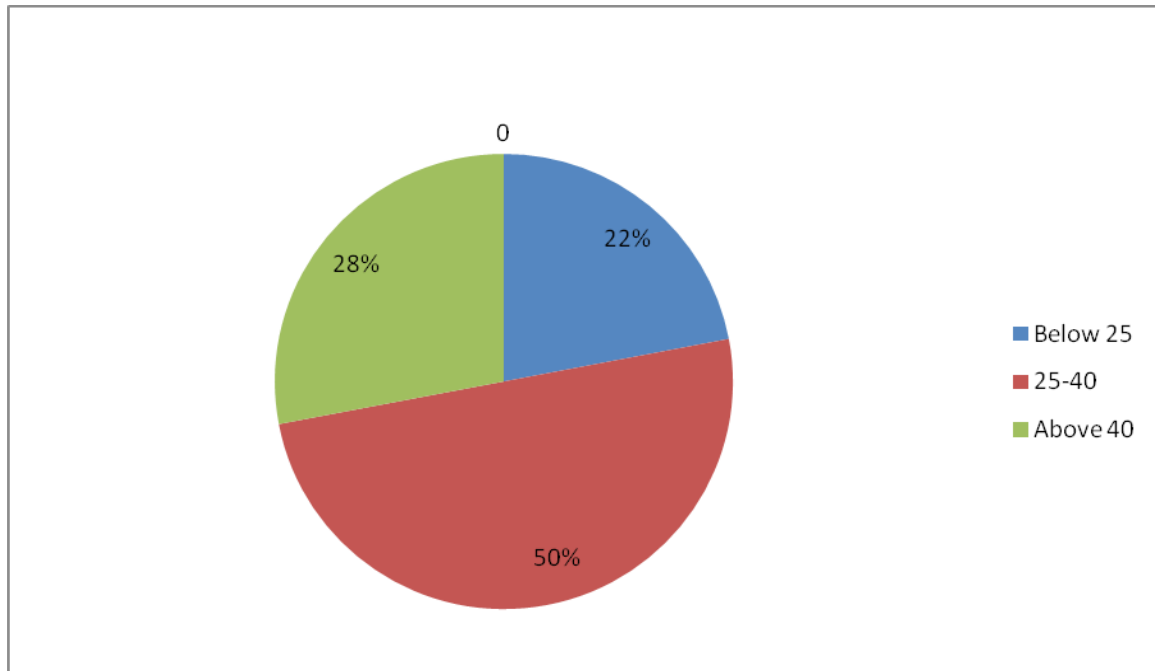
Sl.No.	Age group	Respondents	Percentage
1	Below 25	11	22%
2	25-40	25	50%
3	Above 40	14	28%
	TOTAL	50	100%

Analysis

From the above table, it is clear that 50% of the respondents belong to the age group of 25-40, 22% of the respondents belong to below 25 age group, 28% of the respondents belong to above 40 age group.

Graph 4.1:

Showing respondents on the basis of the age group



Interpretation:

From the above analysis, it is clear that the most 50% of the respondents belongs to the age group between 25-40.

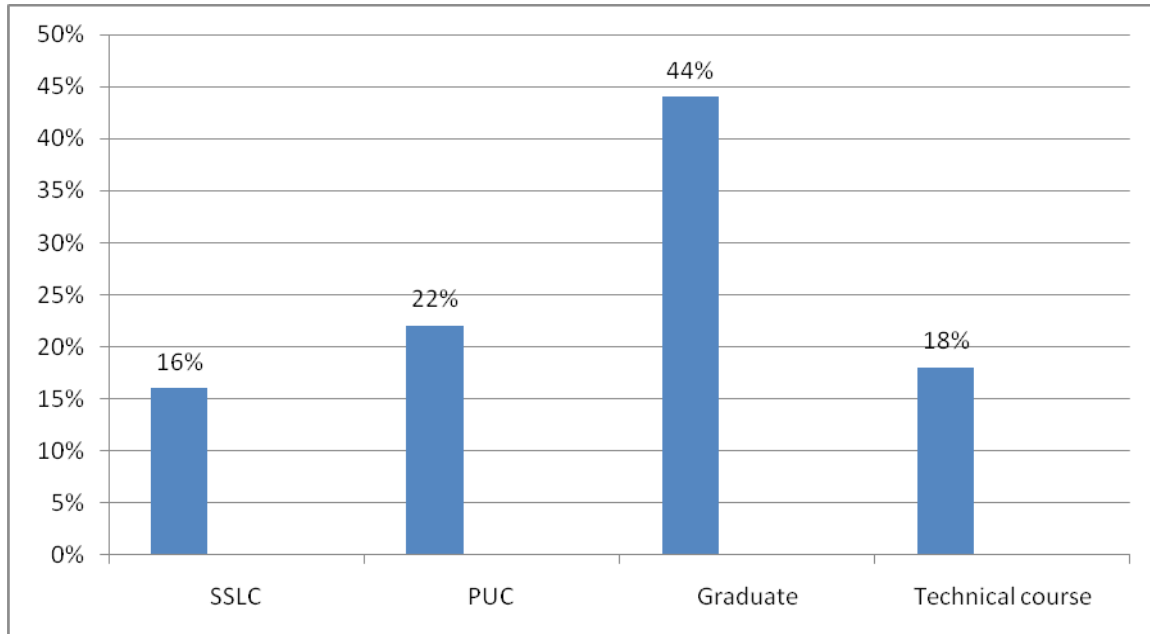
Table 4.2:
Showing education qualification of respondents

Sl.No.	Education	Respondents	Percentage
1	SSLC	8	16%
2	PUC	11	22%
3	Graduate	22	44%
4	Technical courses	9	18%
	Total	50	100%

Analysis

From the above table it is analyzed that respondents 44% respondents belong to the group of graduate, 16%respondents belongs to the group of SSLC, 18%respondentsbelong to the group of technical course and 22%respondents belong to the group of PUC.

Graph 4.2
Showing education qualification of respondents



Interpretation:

From the above analysis it is clear that majority 44% respondents are graduates in education level is use Yamaha bikes.

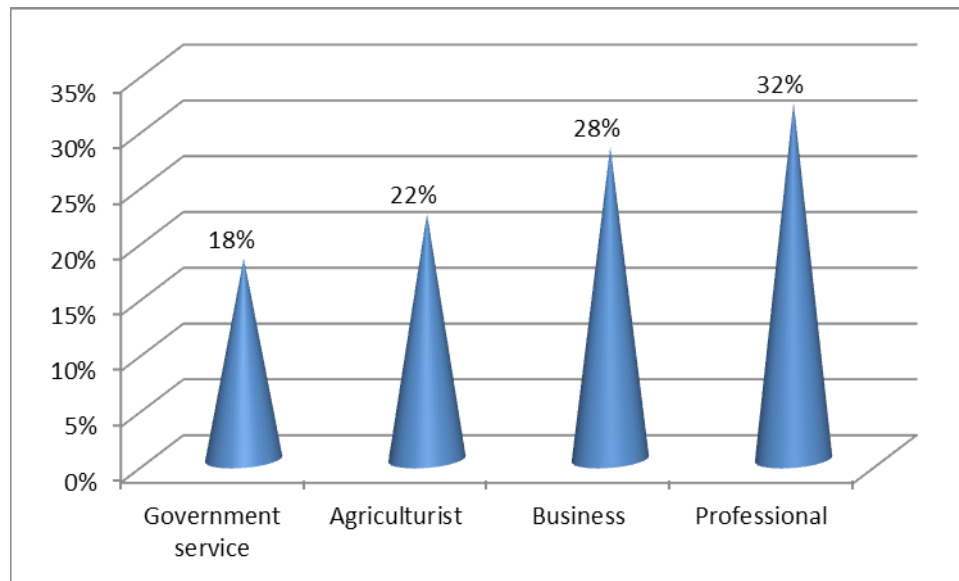
Table 4.3
Showing the occupation of the respondents

Sl.No.	Particulars	Respondents	Percentage
1	Government service	9	18%
2	Agriculturist	11	22%
3	Business	14	28%
4	Professional	16	32%
	Total	50	100%

Analysis

From the above table it is analyzed that 32% of respondents are professional users, 28% of respondents are belong to the group of business, 18% of respondents are govt, service, 22% of respondents are agriculture.

Graph 4.3
Showing respondents on the basis of occupation



Interpretation:

From the above analysis it is clear that majority of the respondents 32% are Professionals who use Yamaha bikes.

Table 4.4
Showing respondents on the basis of monthly income

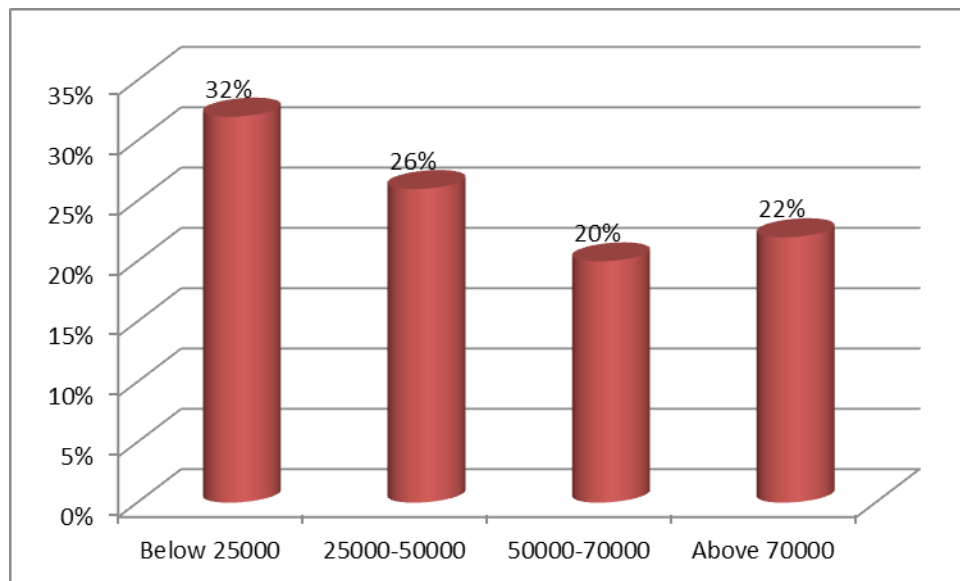
Sl.No.	Income	Respondents	Percentage
1	Below 25000	16	32%
2	25000-50000	13	26%
3	50000-70000	10	20%
4	Above 70000	11	22%
	Total	50	100%

Analysis

From the above table it is analyzed that the of respondents 32%of respondents below 25000 income, 26%of respondents are 25000-50000 income, 20% of respondents are 50000-70000 income and 22% of them of 70000 and above income.

Graph 4.4

Showing respondents on the basis of monthly income



Interpretation:

From the above analysis it is clear that majority 32% monthly income is having Yamaha bikes are below 25000 income group people.

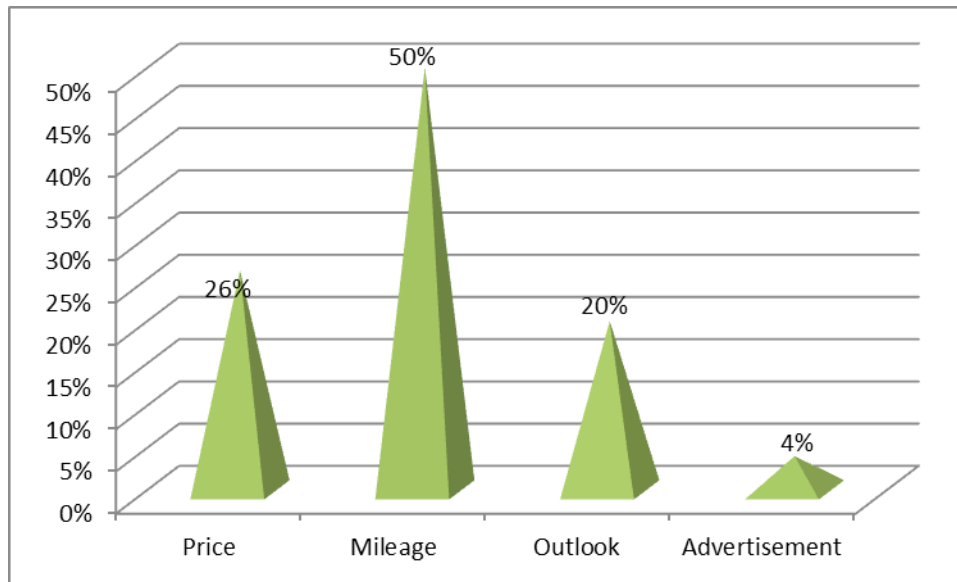
Table 4.5
Showing the respondents to purchase Yamaha Bikes

Sl.No	particulars	Respondents	Percentage
1	Price	13	26%
2	Mileage	25	50%
3	Outlook	10	20%
4	Advertisement	2	4%
	Total	50	100%

Analysis

From the above table it is analysed that the respondents opinion about purchasing of Yamaha bikes i.e. 50% of respondents are preferred mileage, 26% of respondents are preferred price, 20% of respondents are preferred outlook and 4% of respondents are preferred advertisements.

Graph 4.5
Showing the respondents to purchase Yamaha Bikes



Interpretation:

From the above analysis it is clear that majority of the 50 % respondents opinion about mileage is good.

Table 4.6

Showing the respondent opinion about the price of the Yamaha bikes

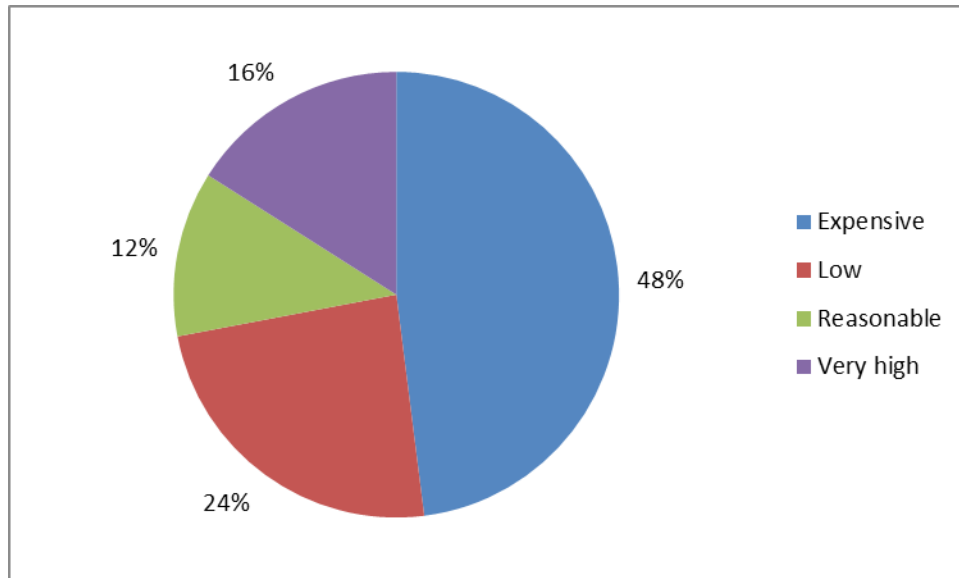
Sl.No.	Particulars	Respondents	Percentage
1	Expensive	24	48%
2	Low	12	24%
3	Reasonable	6	12%
4	Very high	8	16%
	Total	50	100%

Analysis

From the above table it is analyzed the respondent 48% came to know the expensive, 24% of the low, 12% of the reasonable and 16% of the very high.

Graph 4.6

Showing the respondent opinion about the price of the Yamaha bikes



Interpretation:

From the above analysis it is clear that majority (48%) of the respondents opinion that Yamaha bikes are expensive.

Table 4.7

Showing the respondents are satisfied with Yamaha bike

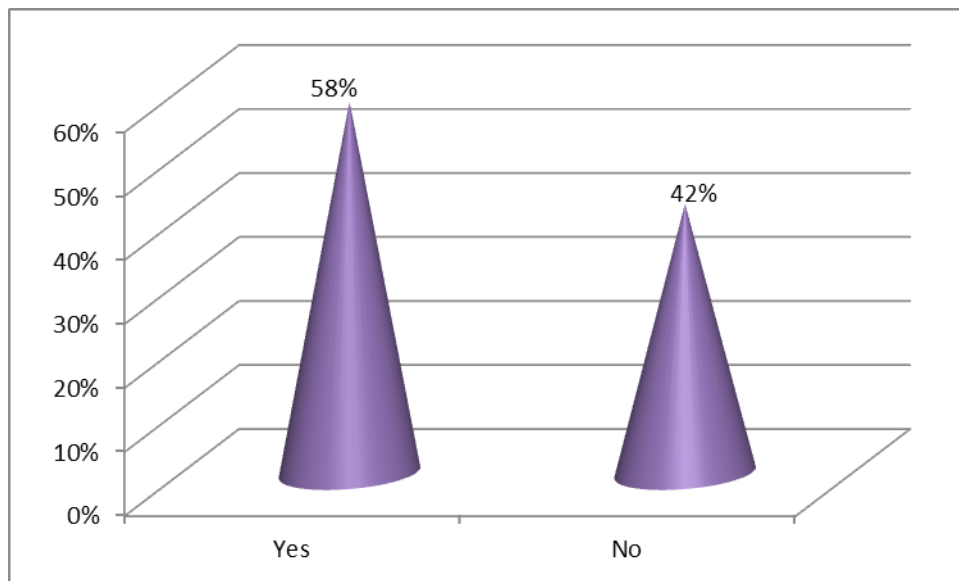
Sl.No.	Opinion	Respondents	Percentage
1	Yes	29	58%
2	No	21	42%
	Total	50	100%

Analysis

From the above table it is analyzed that 58% of the respondents are satisfied with Yamaha bikes.

Graph 4.7

Showing the respondents are satisfied with Yamaha bike



Interpretation:

From the above analysis it is inferred that majority (58%) of the respondents are satisfied with it.

Table 4.8

Showing the respondents are not satisfied with Yamaha bikes with reason

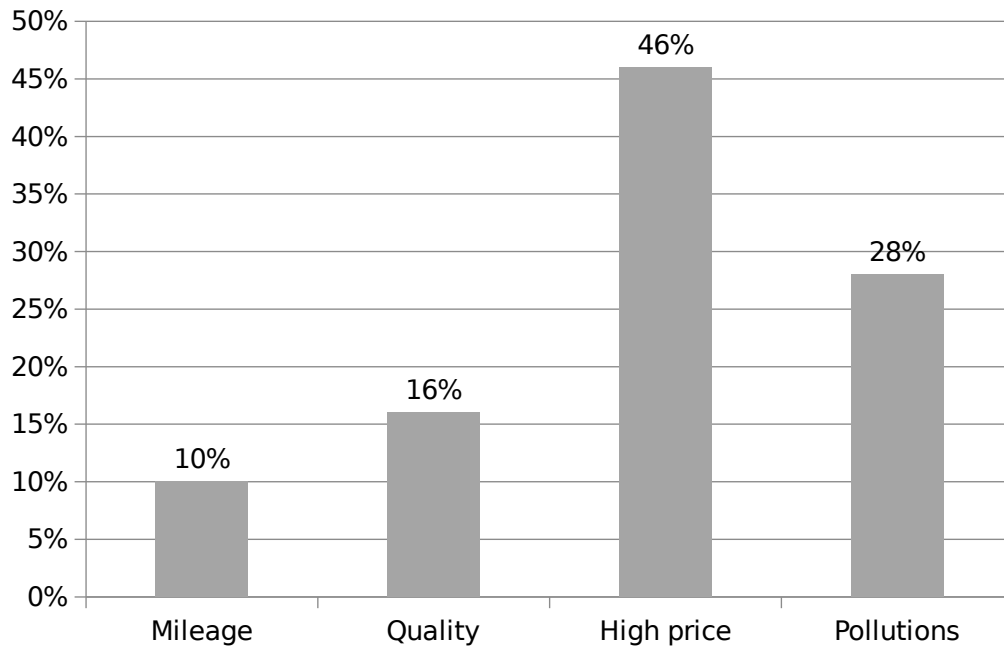
Sl.No.	Color	Respondents	Percentage
1	Mileage	5	10%
2	Quality	8	16%
3	High price	23	46%
4	Pollutions	14	28%
	Total	50	100%

Analysis

From the above table it is analyzed that 46% of the respondents are not satisfied due to high price and 16% of the respondents are not satisfied due to quality and 10% of the respondents are not satisfied due to mileage and also 28% of the respondents are not satisfied because it creates high pollution.

Graph 4.8

Showing the respondents are not satisfied with Yamaha bikes with reason



Interpretation:

From the above analysis it is clear that majority (46%) of respondents opinion that the price of the Yamaha bikes is High and it also create pollution.

Table 4.9

Showing the respondents opinion about the services provided by Yamaha showroom

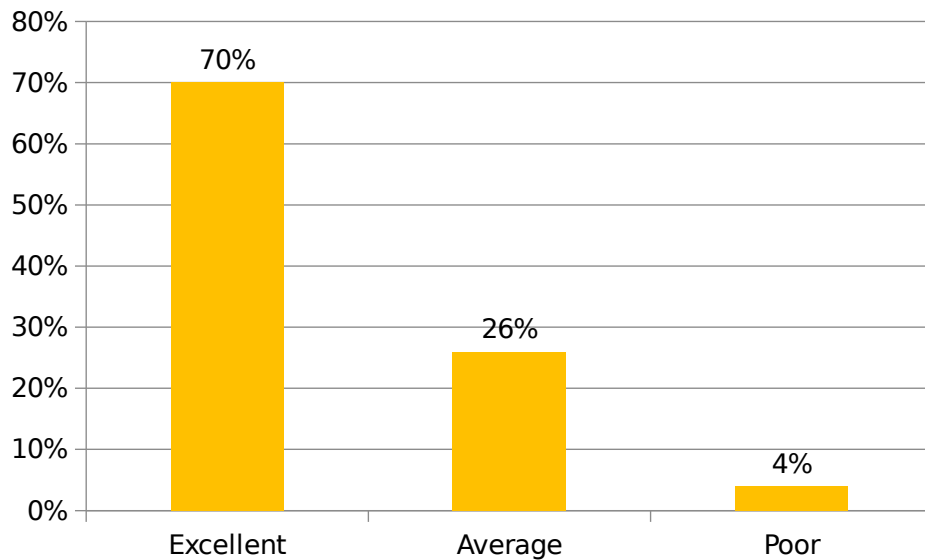
Opinion	Respondents	Percentage
Excellent	35	70%
Average	13	26%
Poor	2	4%
Total	50	100%

Analysis

From the above table it is analyzed that the opinion about services provided by Yamaha , 70% of the services provided by Yamaha bikes excellent , 26% of the services provided by Yamaha bikes are average , 4% of the services provided by Yamaha bikes are poor.

Graph 4.9

Showing the respondents opinion about the services provided by Yamaha showroom



Interpretation

From the above analysis it is inferred that majority (70%) of the respondents opinioned excellent about services.

Table 4.10
Showing the brand of bike owned by the respondents

Sl.No.	Company	Respondents	Percentage
1	Hero	9	18%

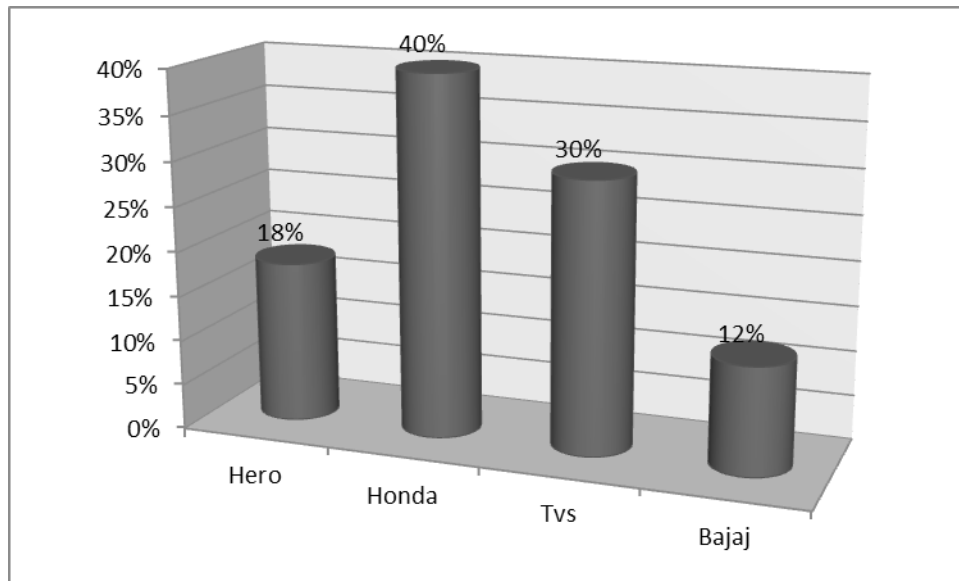
2	Honda	20	40%
3	Tvs	15	30%
4	Bajaj	6	12%
	Total	50	100%

Analysis

From the above table it is analyzed that it clearly states that the 40% of respondents owned Honda, 30% of respondents owned TVS, 18% of respondents owned Hero, 12% of respondents owned Bajaj bike owned earlier.

Graph 4.10

Showing the brand of bike owned by the respondents



Interpretation:

From the above analysis it is inferred that majority (40%) of the people owned Honda bikes earlier.

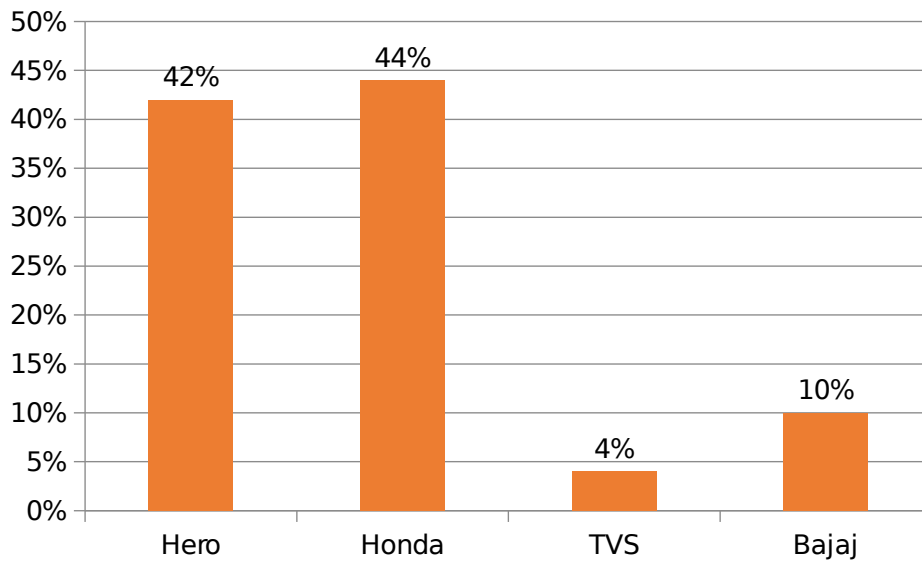
Table 4.11
Showing the Nearest competitors of Yamaha Bike

Sl.No.	Particulars	Respondents	Percentage
1	Hero	21	42%
2	Honda	22	44%
3	TVS	2	4 %
4	Bajaj	5	10%
	Total	50	100%

Analysis

From the above table it is analyzed that 42% of respondents Honda, 44% of respondents Hero, 4% of respondents owned TVS, 10% of respondents owned by Bajaj.

Graph 4.11:
Showing the Nearest competitors of Yamaha Bike



Interpretation:

The above graph it can be interpreted that Hero 42% and Honda 44% are major competitors of Yamaha bike.

Table 4.12
Showing the aware of latest models of Yamaha Bikes

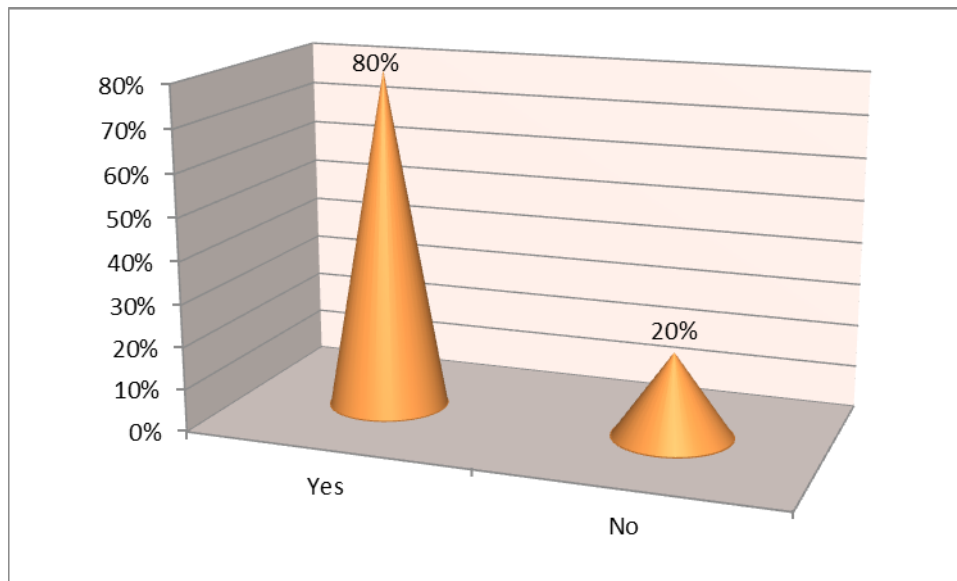
Sl.No.	Opinion	Respondents	Percentage
1	Yes	40	80%
2	No	10	20%
	Total	50	100%

Analysis

From the above table it is analyzed that 80% of respondents said yes and 20% of respondents said no.

Graph 4.12

Showing respondents are aware of latest models of Yamaha bike



Interpretation:

From the above analysis it is clear that majority (80%) of respondents said that aware of latest models Yamaha bike.

Table 4.13

Showing the respondents influenced to switched to Yamaha bikes

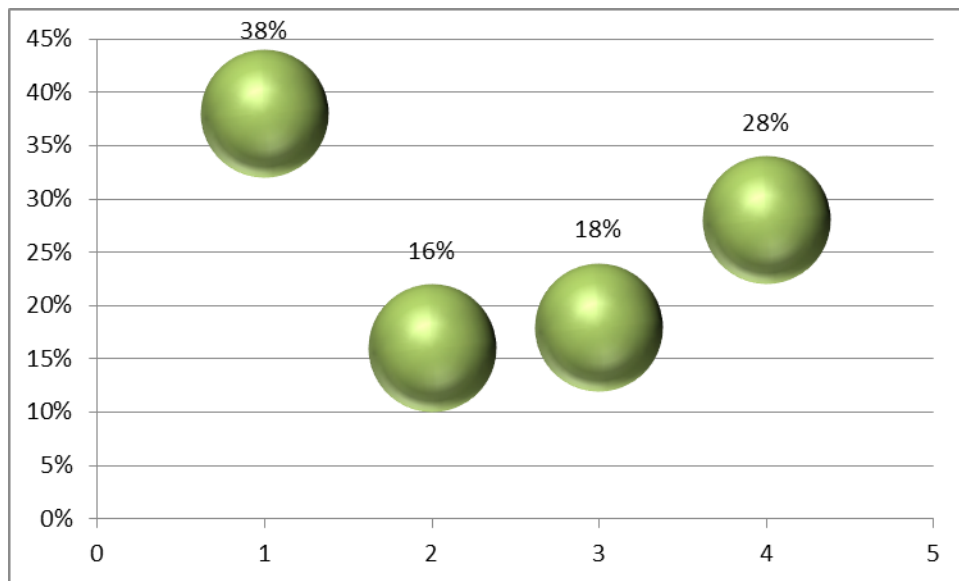
Sl.No.	Two wheeler	Respondents	Percentage
1	Outlook	19	38%
2	Mileage	8	16%
3	Advertisements	9	18%
4	Price	14	28%
	Total	50	100%

Analysis

From the above table it is analyzed that 38% of respondents preferred Yamaha bikes of its outlook, 28% of respondents preferred Yamaha bikes of its mileage, 16% of respondents preferred Yamaha bikes of its advertisement, 18% of respondents preferred Yamaha bikes of its price.

Graph 4.13

Showing the respondents influenced to switched to Yamaha bikes



Interpretation:

From the above analysis it is clear that majority (38%) of the respondents prefer Yamaha brand because of its Outlook and its price.

Table 4.14

Showing respondents opinion about the dealers at sales point

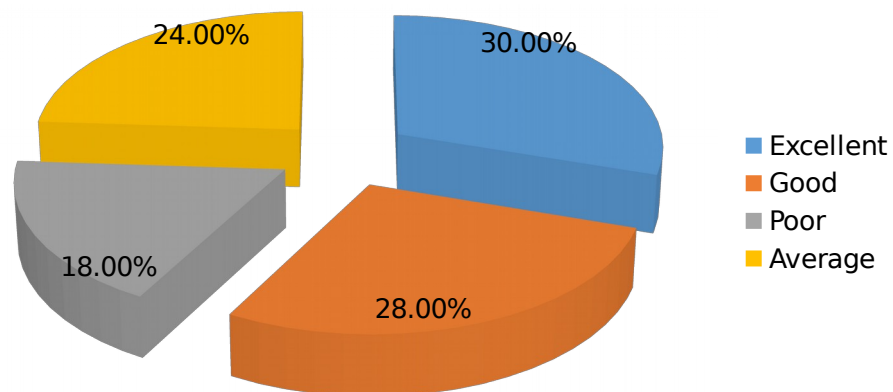
Sl.No.	Color	Respondents	Percentage
1	Excellent	15	30%
2	Good	14	28%
3	Poor	9	18%
4	Average	12	24%
	Total	50	100%

Analysis

From the above table it is analyzed that the respondents opinioned that the dealers 30% of the response is excellent at sales point followed by 28% of the respondents opinion that dealers response at sales point is Good followed by 18% of the respondents opinion that dealers response at sales point is poor and 24% of the respondents opinion that dealers response at sales point is average.

Graph 4.14

Showing respondents opinion about the dealers at sales point



Interpretation:

From the above analysis it is inferred that majority (30%) of the respondents opinion that the dealers response is Excellent.

Table 4.15
Showing the respondents of which factors influence to build up brand image

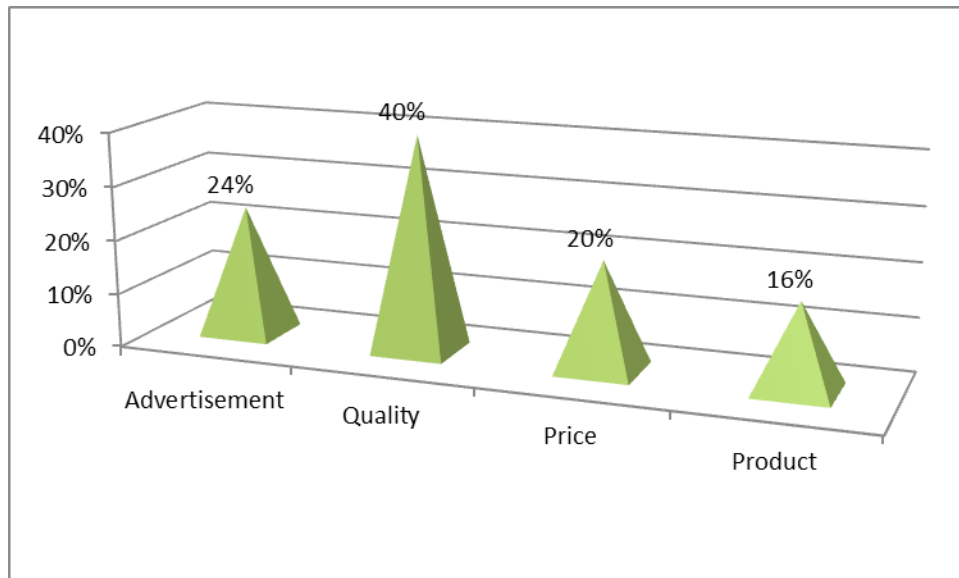
Sl.No.	Particulars	Respondents	Percentage
1	Advertisement	12	24%
2	Quality	20	40%
3	Price	10	20%
4	Product	8	16%
	Total	50	100%

Analysis

From the above table it is analyzed that the respondents opinion about building brand image are 40%, suggested about quality,24% suggested to advertisements,20% suggested about price, 16% suggested about product on which these above factors are responsible to build up brand image.

Graph 4.15

Showing the respondents of which factors influence to build up brand image



Interpretation:

From the above analysis it is inferred that majority (40%) of the respondents in brand build up are impacted from quality.

Table 4.16

Showing that respondents expect these features from Yamaha bikes

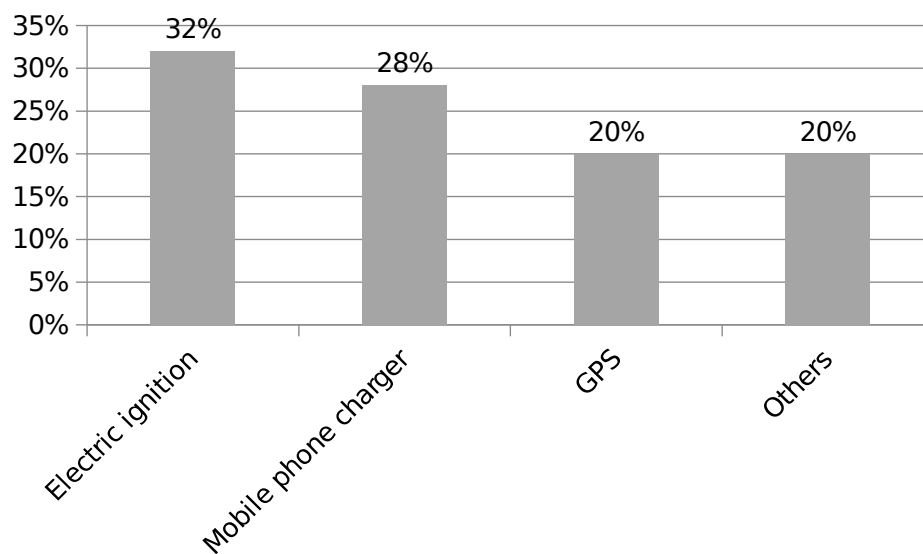
Sl.No.	Particulars	Respondents	Percentage
1	Electric ignition	16	32%
2	Mobile phone charger	14	28%
3	GPS	10	20%
4	Others	10	20%
	Total	50	100%

Analysis

From the above table it is analyzed that respondents expect 32% preferred Electric ignition, 28% preferred mobile phone charger, 20% preferred GPS navigation and remaining, 20% expect much more features from Yamaha bikes.

Graph 4.16

Showing that respondents expect these features from Yamaha bikes



Interpretation:

From the above analysis it is inferred that majority (32%) of the respondents expect Electric ignition from Yamaha bikes.

Table 4.17

Showing the respondents how many years are using Yamaha bikes

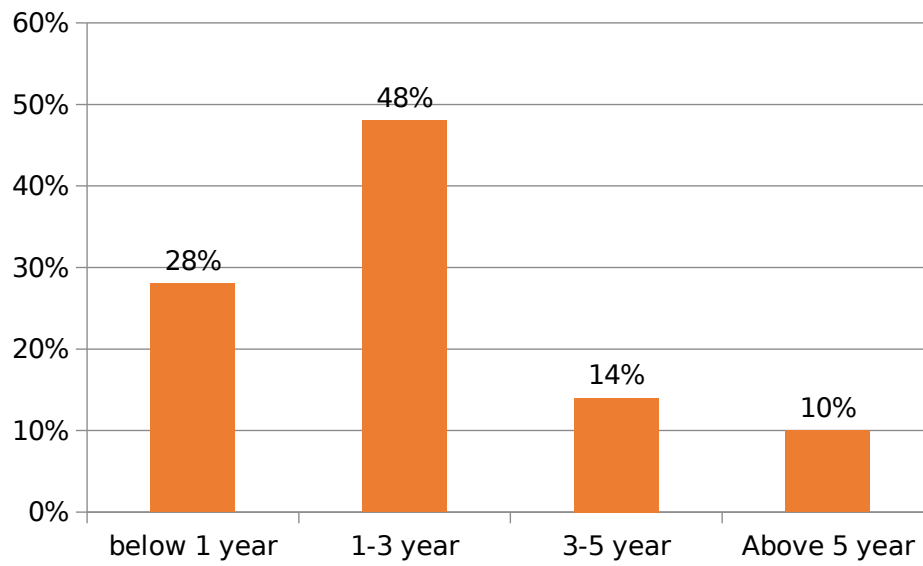
Sl.No.	Particulars	Respondents	Percentage
1	below 1 year	14	28%
2	1-3 year	24	48%
3	3-5 year	7	14%
4	Above 5 year	5	10%
	Total	50	100%

Analysis

From the above table it is analyzed that respondents using 28% below 1 year, 48% using bikes 1- 3 year, 14% using 3 – 5 years and remaining 10% using above 5 years Yamaha bikes.

Graph 4.17

Showing the respondents how many years are using Yamaha bikes



Interpretation:

From the about analysis it is clear that majority (48%) of the respondents using 1 – 3 years.

CHAPTER-5

FINDINGS SUGGESTIONS AND CONCLUSION

Findings

1. According to age factor 50% of the respondents belongs to age group between 25-40 years.
2. It is found that 44% of the respondents are graduates based on education level.
3. Majority of the 32% of respondents are using Yamaha bikes are professionals.
4. It is found the family income 32% of the family having Yamaha bikes are below 4000income group people.
5. According to 50% of the respondents opinioned that mileage is the major factor which influence on building brand image.
6. Most of that 48% of the respondents opinioned that expense is the major factor which influence on building brand image.
7. Among these 58% of the respondents are satisfied with Yamaha bikes.
8. According to 47% of the respondents opinioned that High price is the major reason if they are not satisfied with Yamaha bikes.
9. 70% of the respondents are satisfied with services provided in Yamaha .
10. There is a 40% of the respondents opinioned that they are using Honda bikes earlier.
11. 38% of the respondents opinioned that outlook is the major factor which influence on building brand image.
12. It is found that most of the 30% of the respondents opinioned that the dealers response at sale is excellent.
13. There is a 39% of the respondents opinioned that quality is the major factor which influence on building brand image.
14. According to 32% of the respondents opinioned that they expect Electric ignition from Yamaha bikes.

Suggestions

There is no doubt about the popularity of the Yamaha products Hence the marketing strategies of the company are more service oriented to the benefit of the users and General public.

This enables the company dealer relationship which is necessary for creating and maintaining customer satisfaction.

This study or project is a purely academic one and has been accomplished in very short period.

So, The suggestions may not consider effective or they may need tested & also been obvious that is easily understood & may it be accepted but this is a attempt.

The Relationship of co & dealers are must be in very good manner. Future Yamaha is the only one showroom, which deals with the Yamaha product. Now a days this showroom is try to attract the customers & also successes in this Job. The company thinks that increasing in number of dealers results in more sales.

- ❖ The advertisement for product is very less when compare to other leading two wheeler manufacturing companies. Yamaha company give advertisement for their product only in National channels.
- ❖ As the present customers are product users gives much imp. To the service of their two wheeler advertising & sales promotion techniques should be made on the basis of service orientation.
- ❖ The advertising strategy should be mainly targeted to the middle class people & Young Generation.
- ❖ The company should attract the village to buy their vehicle because village peoples are buy a vehicle with full cash.
- ❖ The company should give much emphasis on environment pollution factor.
- ❖ The company must concentrate on the production of mileage given vehicles because today the price of fuel is very high.
- ❖ Road shows should be arranged other & often.
- ❖ Spare parts costs are very high compare to other vehicle spare parts the researcher should be undertaken to reduce the cast of spare parts the ultimately repair cast is low then would lead to greater purchasing activity of YAMAHA motorcycle.
- ❖ Some of the respondents suggested for the improvements of shock observe bush of the vehicle. Tank improvement of petrol task durability.

Conclusion

The concept of marketing has undergone a sea change moving from individual transaction to building value laden relationship and value delivery network. Long-term value to customers of success is long run customer satisfaction.

After the having studied brand image with respect to good service is value added for the customers. Almost inevitable, customers make buying decisions based on their perceptions of extra value. Service is key to profits, service created sales opportunities, management commitment is what service signs. Leading an organization towards the goal of better service requires effective system and timely information. For efficient marketing of services or products all suggestions resulting from the study are to be implemented judiciously.

The efficiency of introducing each suggestion or recommending depends upon how executives handle them with English tended decisions; when the suggestions are rationally carried out, there is need to push their working carefully for a better ‘beed back’.

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QUESTIONNAIRE

Dear sir/madam

I am NAVEEN P M, Final year BBM from Sree Siddaganga college of Arts, Science and Commerce, Tumakuru as a part of my study, I am doing project on "**A Study on brand image towards Yamaha Bikes in Tumakuru city**" I would request you to spend a few minutes of your valuable time to complete the attached questionnaire. I am trying to find results which will be of great help to me. The information collected will be kept confidential and used for academic purpose only.

1) Name -----

2) Residence -----

3) Age

- a) Up to 20 years ()
- b) 21years to 30 years ()
- c) 31 years to 40 years ()
- d) 41 and above ()

4) Gender

- a) Male ()
- b) Female ()

5) Qualification

- a) SSLC/PUC ()
- b) PG ()
- c) Degree ()
- d) Others ()

6) Occupation.

- a) Self employed ()
- b) Private employee()
- c) Govt employee ()
- d) Student ()

7) Marital status

- a) Married ()
- b) Unmarried ()

8) Salary

- a) Below 6000 ()
- b) 6000 to 10000 ()
- c) 10000 to 15000 ()
- d) 15000 to above ()

9) What factors influence you to purchase Yamaha bike?

- a. Price ()
- b. Mileage ()
- c. Outlook ()
- d. Outlook ()
- e. Craze ()
- f. Advertisements ()

10) What is the opinion about price of the YAMAHA bike?

- a) Expensive ()
- b) Low ()
- c) Reasonable ()

d) Very high ()

11) Are you satisfied with Yamaha Bike?

a) Yes ()

b) No ()

12) If No Give reason?

a) High price ()

b) Quality ()

c) Mileage ()

d) Pollution ()

e) Others ()

13) What is your opinion about the services provided by Yamaha Showrooms?

a) Excellent ()

b) Very good ()

c) Good ()

d) Average ()

e) Poor ()

14) Which brand of bike you are owned earlier?

a) Honda ()

b) TVS ()

c) Suzuki ()

d) Hero ()

e) Bajaj ()

15) Why you switched to Yamaha?

- a) Price ()
- b) Outlook ()
- c) Craze ()
- d) Advertisements ()
- e) Others

16) What is your opinion about the dealers at sales point?

- a) Excellent ()
- b) Average ()
- c) Good ()
- d) Poor ()

17) What are the factors according to you which build up brand image for Yamaha bikes?

- a) Advertisement ()
- b) Quality ()
- c) Price ()
- d) Product ()

18) Who are the nearest competitors of Yamaha bikes, according to you?

- a. Suzuki ()
- b. TVS ()
- c. Hero Honda ()
- d. Bajaj ()

19) Do you agree that brand image is most important factor that influence brand choice?

- a. Yes ()
- b. No ()

20) How many models introduced in Yamaha brand bikes? If you are aware?

- a. 15 models ()
- b. 5 models ()
- c. 10 models ()
- d. 20 models ()

21) What features you expect from Yamaha bikes?

- a. Electric ignition ()
- b. Mobile phone charger ()
- c. GPS ()
- d. Others ()

22) Which model of Yamaha bikes are you using?

- a) 2016 model ()
- b) 2018 model ()
- c) 2019 model ()
- d) 2020 model ()

23) From how many years you are using this model?

- a) 0-2 years ()
- b) 2-4 years ()
- c) 4-6 years ()
- d) 6-8 years ()

24) Would you like to re purchase the Yamaha bikes?

- a) Yes ()
- b) No ()

25) What kind of change are you expecting in Yamaha bikes?

- a) Increased ()
- b) new facilities ()
- c) reduction in price ()
- d) changes in design ()