

CONSUMER PREFERENCES AND PURCHASING BEHAVIOUR ON YAMAHA MT-15 IN COIMBATORE CITY

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ABSTRACT

The Indian two-wheeler market is quickly expanding, due to changing customer preferences, rising disposable income, and increased demand for high-performance yet accessible motorcycles. This study examines consumer preferences and purchasing behavior for the Yamaha MT-15 in Coimbatore, an important market for motorcycle lovers. It looks at things like brand reputation, engine performance, fuel economy, cost, design, technological features, after-sales service, and financing choices. A structured survey was conducted among Yamaha MT-15 owners and potential consumers to learn about their preferences and decision-making processes. The findings show that engine power, sporty design, fuel efficiency, and brake systems all have a substantial impact on purchasing behavior. Affordability, financing options, dealership experience, and internet marketing all play important roles. High maintenance costs, spare component availability, and brand competition were among the issues found. This study's findings can assist Yamaha and other stakeholders improve their marketing strategy, customer service, and product offers. These data help us better understand consumer behavior in the premium commuter bike segment.

Keywords: Yamaha MT-15, consumer preferences, purchasing behaviors, motorcycle market, engine performance, fuel efficiency, affordability, design, financing options, after-sales service, marketing strategy, premium commuter bikes, Coimbatore.

Introduction

The Yamaha MT-15 is becoming increasingly popular in Coimbatore, mirroring larger consumer tastes and spending behaviour. The city's diversified population, which includes students, professionals, and company owners, drives motorbike purchases. The MT-15's stylish style, modern technology, and strong 155cc engine make it a popular choice among young riders.

Brand reputation, financing possibilities, and peer influence are all important considerations in purchase decisions. Yamaha's dependability, EMI plans, and word-of-mouth recommendations increase its attractiveness. Additionally, well-placed showrooms and service centers provide convenience. Understanding these elements enables Yamaha to fine-tune its marketing efforts and increase consumer satisfaction in a competitive market.

Objectives of the study

- To identify the sources of awareness level of the Yamaha MT-15 model in Coimbatore city.
- To ascertain consumer preference for the features and technology of the Yamaha MT-15.
- To examine the buying behaviour factors of the Yamaha MT-15 in Coimbatore city.
- To find out how the safety features of the Yamaha MT-15 influence consumer preference.

Statement of the problem

In Coimbatore, there are numerous brands fighting for consumers' attention in the competitive motorcycle market. The design, performance, and reputation of the Yamaha MT-15 make it stand out. Understanding the elements affecting Coimbatore consumer preferences and purchasing behaviour for the Yamaha MT-15 is crucial, though. Little research has been done on the particular tastes and habits of the city's consumers. Demographics, cultural influences, brand perception, product attributes, and post-purchase services are all important factors. By examining these variables, this study hopes to assist Yamaha and nearby dealerships in improving their marketing plans and boosting sales.

Review of literature

Thakur. P. & Singh. R. (2023) : Thakur and Singh (2023) explored how motorcycle design influences consumer preferences, with a particular focus on the Yamaha MT-15. The study found that design played a significant role in the purchasing decision, especially among younger consumers who prioritized aesthetics and visual appeal. The MT-15's aggressive styling, muscular tank, and sleek headlamp were highlighted as key features that attracted buyers looking for a bike that matched their dynamic personality. The research also noted that consumers viewed design as a symbol of status and individuality.

Verma. S. & Gupta. A. (2022) : Verma and Gupta (2022) focused on the importance of features in the decision-making process of motorcycle buyers. They found that consumers in India were increasingly prioritizing advanced features such as digital displays, ABS, and LED headlights. Yamaha MT-15 was particularly popular among young buyers for its cutting-edge features, contributing to its market success. The research highlighted that consumers often viewed such features as indicators of both safety and innovation, which made the MT-15 an appealing option.

Roy. S. & Pandey. A. (2021) : Roy and Pandey (2021) explored how after-sales service influenced consumer satisfaction and brand loyalty in the Indian motorcycle market. The study concluded that effective service networks and customer support played a key role in influencing repeat purchases. Yamaha's strong after-sales service network contributed to high consumer satisfaction levels among MT-15 owners. Consumers valued Yamaha's efficient servicing, which further cemented their brand loyalty and influenced future purchasing decisions.

Rao. V. & Saini. N. (2020) : Rao and Saini (2020) explored the increasing preference for sporty motorcycles in urban India, focusing on models like the Yamaha MT-15. Their study identified that young, urban consumers preferred motorcycles with aggressive styling, high performance, and unique features. The MT-15, with its bold design and excellent handling, stood out in the market. The study emphasized that customers were not only drawn to the looks but also to the bike's performance on the road, with a focus on the smooth riding experience and advanced technology.

Scope of the study

This study looks at Coimbatore city's Yamaha MT-15 motorbike consumers' preferences and purchasing behaviors. Demographics, cultural factors, brand

impression, product attributes (design, performance, fuel efficiency, and technology), and post-purchase services are all examined. Social and psychological elements like family preferences, peer recommendations, motivation, perception, and attitudes are also examined in the study. The study intends to give Yamaha and nearby dealerships practical insights and suggestions to improve marketing tactics, raise customer satisfaction, and boost sales by identifying current market trends.

Sample Size: In this research, the sample size is 120.

Sampling Area: The study was conducted in Coimbatore City, where a limited population was selected using a convenient random sampling method.

Methodology

Both primary and secondary data were used for this study. Primary data was collected from one hundred and twenty respondents using a convenient random sampling method. Secondary data was gathered from websites, books, and journals.

Limitations of the study

- The sample size was limited to 120 respondents only.
- A lack of time to complete the results.
- The research was entirely focused on Coimbatore City.

Analytical Tools

The following analytical tools were used to analyze the collected data:

- Percentage Analysis
- Chi-Square Test
- Correlation
- ANOVA

Table 1: Simple Percentage Analysis

Awareness of Yamaha MT-15, Feature of Yamaha MT-15, Safety feature of Yamaha MT-15 according to consumers

Factor	Option	No. of Respondents	Percentage
Age	18-20	40	33.3
	21-25	41	34.2
	25-30	25	20.8
	30 above	14	11.7
Gender	Female	40	33.3
	Male	80	66.7
Education qualification	Bachelor's degree	80	66.7
	Master's degree	12	10
	Primary education	9	7.5
	Secondary education	19	15.8
Occupation	Employed	36	30
	Self-employed	12	10
	Student	64	53.3
	Unemployed	8	6.7
Marital status	Married	24	20
	Single	96	80
Residential area	Rural	24	20
	Urban	96	80
Source awareness about the Yamaha MT-15	Friends or family	29	24.2
	Online reviews	14	11.7
	Social media	50	41.7
	Television advertisements	27	22.5
Type of online advertisement influences your awareness of the Yamaha MT-15	Display/Banner Ads	20	16.7
	Search Engine Ads	39	32.5
	Social Media Ads	44	36.7

	Video Ads	17	14.2
Most appealing feature of the Yamaha MT-15	Brand reputation	21	17.5
	Design and styling	34	28.3
	Engine performance	32	26.7
	Fuel efficiency	33	27.5
Consumer's view on Yamaha MT-15 handling improvement	Anti-lock Braking System (ABS)	26	21.7
	Braking system	36	30
	Headlight visibility	29	24.2
	Tire grip	29	24.2
Do you consider specific factors when choosing between different stores for your purchases	Availability of products	28	23.3
	Location	26	21.7
	Price	38	31.7
	Store hours	28	23.3
Does your timing for making a purchase depend on specific influences	Availability of discounts or offers	36	30
	Convenience during off-peak hours	37	30.8
	Immediate product need	24	20
	Recommendations by friends or family	23	19.2
Most appealing Yamaha MT-15 safety feature according to consumers	Anti-lock Braking System (ABS)	37	30.8
	Disc brakes	32	26.7
	LED headlights	20	16.7
	Wide tires	31	25.8

Source: Primary Data

Interpretation: The majority of respondents for the Yamaha MT-15 survey are aged 21-25 years (34.2%), predominantly male (66.7%), and mostly students (53.3%). Most have a bachelor's degree (66.7%) and reside in urban areas (80%). Awareness of the Yamaha MT-15 is primarily influenced by social media (41.7%), with social media ads (36.7%) being the most effective online advertisements. The most appealing feature of the Yamaha MT-15 is design and styling (28.3%). Consumers believe the braking system (30%) requires the most improvement in handling, while the most appealing safety feature is Anti-lock Braking System (ABS) (30.8%). When selecting stores, the most important factor is price (31.7%), while purchase timing is influenced by convenience during off-peak hours (30.8%) and discounts or offers (30%).

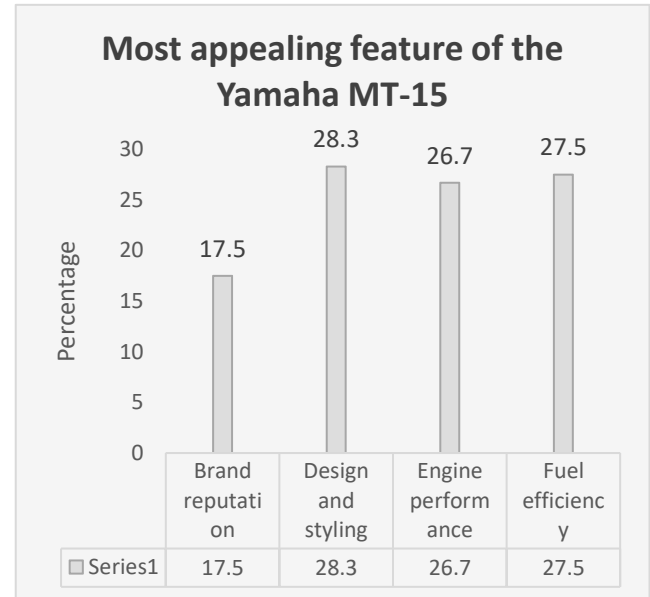


Figure 1: Source awareness about the Yamaha MT-15

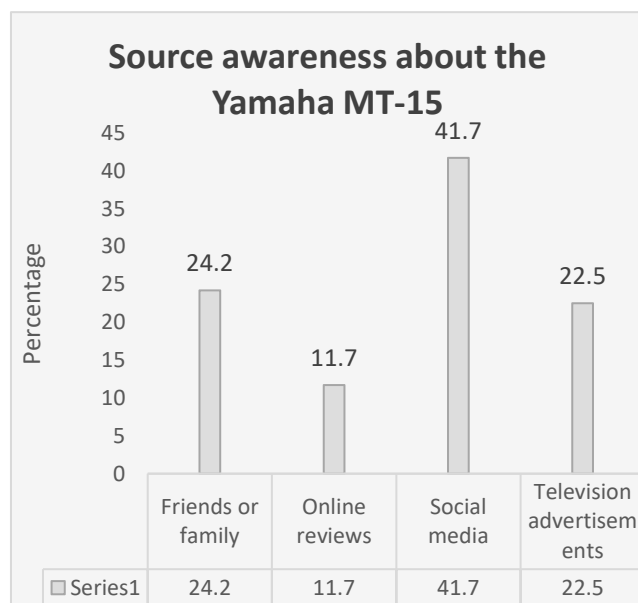


Figure 2 : Most appealing feature of the Yamaha MT-15

Figure 3: Most appealing Yamaha MT-15 safety feature according to consumers

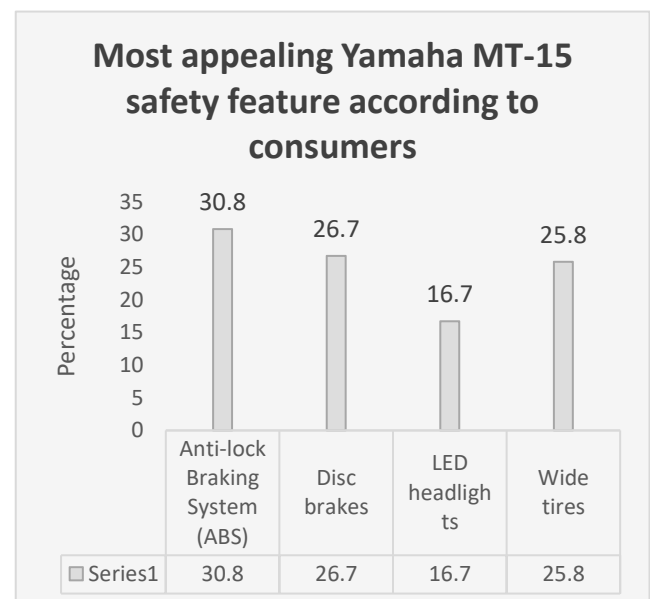


Table 2:Chi-Square Test 1

Age and Source awareness about the Yamaha MT-15

Calculated Value	Table Value	Degrees of Freedom (df)	Level of Significance (α)	Results
3.089	16.919	9	0.05	Rejected

Source: Primary Data

Significance at 5% level

Interpretation: The calculated chi-square value ($\chi^2=3.089$) is greater than the table value ($\chi^2=16.919$), leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. This indicates a significant relationship between the respondents' age and their source of awareness about the Yamaha MT-15.

Table 3 Chi-square Test

Occupation and most appealing feature of the Yamaha MT-15

Calculated Value	Table Value	Degrees of Freedom (df)	Level of Significance (α)	Results
9.732	16.919	9	0.05	Rejected

Source: Primary Data

Significance at 5% level

Interpretation: The calculated chi-square value ($\chi^2=9.732$) is greater than the table value ($\chi^2=16.919$), resulting in the rejection of the null hypothesis and acceptance of the alternative hypothesis. This confirms a significant relationship between the respondents' occupation and the most appealing feature of the Yamaha MT-15.

Table 4: Correlation

Relationship between Age and Consumer's view on Yamaha MT-15 Handling improvement

	Pearson Correlation (r)	Significance (p-value)
Interpretation	0.150	0.102

Source: Primary data

Significance at 5% level

Interpretation: The Karl Pearson correlation result of 0.150, with a significance level (2-tailed) of 0.102, indicates a very weak positive correlation between the respondents' monthly income and the price range they are willing to pay beyond conventional vehicles. However, since the significance value is greater than 0.05, the correlation is not statistically significant.

Table 5 : Correlation

Relationship between Occupation and Importance of Yamaha MT-15 performance features by consumers

	Pearson Correlation (r)	Significance (p-value)
Interpretation	-0.138	0.132

Source: Primary data

Significance at 5% level

Interpretation: The Karl Pearson correlation result of -0.138, with a significance level (2-tailed) of 0.132, indicates a very weak negative correlation between the respondents' Occupation and Importance of Yamaha MT-15 performance features by consumers. However, since the significance value is greater than 0.05, the correlation is not statistically significant.

Table 6: One-way Anova

Relationship between Age and Most appealing feature of the Yamaha mt-15

	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	1.864	3	0.621	0.612	0.608
Within Groups	117.727	116	1.015	—	—
Total	119.592	119	—	—	—

Source: Primary data

Significance at 5% level

Interpretation: The statistical analysis examined the relationship between Age and the Most Appealing Feature of the Yamaha MT-15. The calculated p-value of 0.608 is greater than the significance level of 0.05, leading to the acceptance of the null hypothesis. This indicates that there is no statistically significant relationship between Age and the Most Appealing Feature of the Yamaha MT-15, suggesting that age does not play a significant role in determining which features of the bike are most appealing.

Findings: The Yamaha MT-15 survey reveals that the majority of respondents are aged 21-25 years (34.2%),

predominantly male (66.7%), and mostly students (53.3%). Most hold a bachelor's degree (66.7%) and reside in urban areas (80%). Awareness of the Yamaha MT-15 is primarily influenced by social media (41.7%), with social media ads (36.7%) being the most effective form of online advertising. The most appealing feature of the Yamaha MT-15 is its design and styling (28.3%), while consumers believe the braking system (30%) requires the most improvement in handling. The most appealing safety feature is the Anti-lock Braking System (ABS) (30.8%). When selecting stores, price is the most important factor (31.7%), while purchase timing is influenced by convenience during off-peak hours (30.8%) and discounts or offers (30%). A significant relationship was found between age and source awareness about the Yamaha MT-15, as well as between occupation and the most appealing feature of the motorcycle. Additionally, a weak positive correlation ($r = 0.150$) was observed between monthly income and the price range respondents are willing to pay, while a weak negative correlation ($r = -0.138$) was found between occupation and the importance of Yamaha MT-15 performance features. However, no significant relationship was found between age and the most appealing feature of the Yamaha MT-15 ($p\text{-value} = 0.608 > 0.05$).

Suggestions: To enhance the Yamaha MT-15, investing in advanced braking technologies like ABS, EBD, and disc brakes will improve safety and control. Introducing modern, customizable designs can attract diverse customers, while optimizing engine efficiency ensures better fuel economy and performance. Expanding digital marketing, influencer collaborations, and targeted campaigns can reach wider age groups. Transparent pricing, competitive trade-ins, and flexible financing will improve affordability. Strengthening service centers, adding safety features, and gathering customer feedback will drive continuous improvement and satisfaction.

Conclusion: The study highlights key factors influencing consumer preferences for the Yamaha MT-15, including social media influence, stylish design, engine performance, and safety features. Consumers are drawn to its modern aesthetics and powerful performance, while safety remains a priority. Price sensitivity also plays a crucial role, with subsidies, financing options, and affordability impacting purchasing decisions. Offering flexible payment plans and competitive pricing can expand its appeal. Addressing braking concerns and increasing awareness campaigns on the bike's features can build trust. By enhancing safety, pricing transparency, and digital engagement, Yamaha can strengthen its market position and better meet consumer demands.

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