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A STUDY ON PROMOTIONAL STRATEGIES OF YAMAHA

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Abstract
Marketing examines the promotional strategies adopted by Yamaha to strengthen its brand and market position. It focuses on advertising, digital marketing, sales promotion, and other promotional activities used to reach customers. The study also analyses Yamaha's product, pricing, distribution, and promotional strategies. Yamaha focuses on innovation, customer needs, brand development, and expanding its presence in different markets. The study concludes that effective promotional strategies help Yamaha improve brand awareness, customer engagement, and competitive advantage.

Introduction:
Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. The marketing concept requires that customer satisfaction, rather than profit maximization, is the goal of an organization. In other words, the organization should be consumer-oriented and should try to understand consumer's requirements and satisfy them quickly and efficiently.

Marketing is so basic that it cannot be considered a separate function; it is a whole business seen from the point of view of its final result, that is, from the customer's point of view. The essence of marketing is an exchange transaction intended to satisfy human wants. Marketing is a human activity directed at satisfying needs and wants through exchange process.

Definition of Authors:

- "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others."

  -Philip Kotler
- "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers."

  American Marketing Association (AMA)
- "The aim of marketing is to know and understand the customer so well that the product or service sells itself."

  -Peter Drucker
- "Marketing is a total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services."

  -Stanton

Importance of Marketing

➢ **Customer Understanding:**
Research helps businesses learn what buyers need and want so they can improve their products.

➢ **Brand Awareness:**
Without promotion, even the best products remain invisible to potential buyers.

➢ **Sales and Revenue**:
Targeted campaigns create demand and turn interested leads into paying customers.

➢ **Competitive Advantage:**
Clear messaging helps a company stand out from rivals in a crowded market.

➢ **Customer Retention:**

Keeping current buyers loyal is often cheaper and more effective than constantly chasing new ones.

Objectives of Marketing

✓ **Customer Satisfaction:**

The main objective is to satisfy the needs and wants of customers.

✓ **Profit Maximization:**

To earn maximum profit by increasing sales.

✓ **Creation of Demand:**

To create awareness about products like Amazon does through ads and offers.

✓ **Market Share:**

To increase the market share and stand ahead of competitors.

✓ **Customer Retention:**

To retain existing customers and build long-term relationship.

✓ **Building Brand Image:**

To build a good brand image and goodwill in the market.

✓ **Increasing Sales Volume:**

To increase sales through promotional strategies.

✓ **Social Responsibility:**

To provide quality products at a fair price to the society.

Company Profile:



Romanized name	Yamaha Hatsudoki Kabushiki-gaisha
Type	Public
Traded as	TYO: 7272
Industry	Automotive
Founded	July 1, 1955; 71 years ago.
Founder	Genichi kawakami
Headquarters	Iwata, Shizuoka, Japan
Area Served	Worldwide
Key people	Katsuaki Watanabe (chairman & Director) Motofumi Shitara (president & Representative Director)
Products	Motorcycles, commuter vehicles & scooters, recreational vehicles, boats, marine engines, small tractors, personal watercraft, electrically power assisted bicycles, automobile engines, golf carts, cycling components
Revenue	2.414 trillion (2023)
Owners	The Master Trust Bank of Japan (18.03%) Custody Bank of Japan (5.84%) Yamaha Corporation (4.73%) Toyota Motor Corporation (3.78%) SMBC Nikko Securities (3.37%) (As of December 31, 2023)[1]
Number of employees	52,664 (s of December 31,2014)
Subsidiaries	MBK Sugo Co., Ltd. MTT MZ
Website	global.yamaha-motor .com

❖ **Vision:**

To establish Yamaha as an exclusive and trusted brand by consistently delivering world-class products and services through people with a passion for customers.

❖ **Mission:**

To enrich lifestyles through performance excellence, proactive design, and innovative technology that exceeds changing customer needs.

Review of literature

➢ **Kotler and Keller (2016)** stated that promotion is an important element of the marketing mix that helps companies communicate product benefits, create awareness, and influence customer purchasing decisions.

➢ **Belch and Belch (2018)** explained that promotional activities such as advertising, sales promotion, public relations, and personal selling help organizations build effective communication with customers

➢ **Shimp and Andrews (2013)** found that integrated marketing communication strengthens brand awareness by combining different promotional tools and delivering a consistent message to consumers.

➢ **Fill and Turnbull (2019)** highlighted that effective promotion helps businesses attract new customers, retain existing customers, and develop strong relationships with their target market.

➢ **Chaffey and Ellis-Chadwick (2019)** emphasized the growing importance of digital promotion, including social media, online advertising, email marketing, and search marketing, in reaching customers quickly and effectively.

Research Methodology

➲ **Research Design**

Research methodology adopts a descriptive research design. It aims to describe and analysis the promotional strategies adopted by Yamaha and understand customers' awareness and opinions regarding Yamaha products and promotional activities.

➲ **Nature of the Study**

The nature of the study is descriptive and analytical. The study focuses on Yamaha's promotional strategies, advertising, pricing, distribution, brand image, and customer awareness.

➲ **Source of Data**

Primary Data:

Primary data is collected directly from respondents through a structured questionnaire. The questionnaire covers customers' awareness, preferences, satisfaction, advertising effectiveness, and opinions about Yamaha's promotional strategies.

Secondary Data:

Secondary data is collected from Yamaha's official website, books, journals, research articles, magazines, newspapers, and relevant online sources.

Objectives of the Study

✓ To research the promotional strategies adopted by Yamaha.

✓ To analysis customers' awareness of Yamaha products and promotional activities.

✓ To identify the effectiveness of Yamaha's advertising and promotional methods.

✓ To research customers' preferences towards Yamaha motorcycles.

➲ **Area of the Study**

The study is conducted among customers and potential customers of Yamaha in Kumbakonam.

➲ **Sampling Method**

The study uses a convenience sampling method to collect responses from selected respondents.

➲ **Tools for Data Collection**

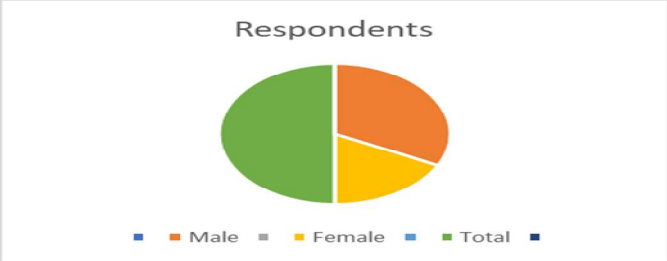
A structured questionnaire is used as the main tool for collecting primary data.

➲ **Tools for Data Analysis**

The collected data is analysis using:

Data analysis & interpretation

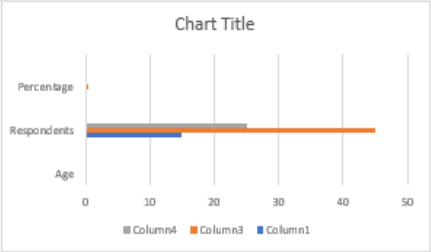
1. Gender of the Respondents



Gender	Respondents	Percentage
Male	65	65%
Female	35	35%
Total	100	100%

INTERPRETATION: The table shows that 65% of the respondents are male and 35% are female.

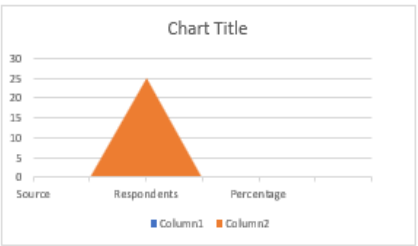
2. Age of the Respondents



Age	Below 20	21–30	31–40	Above 40	Total
Respondents	15	45	25	15	100
Percentage	15%	45%	25%	15%	100%

INTERPRETATION: The majority of respondents (45%) belong to the 21–30 age group.

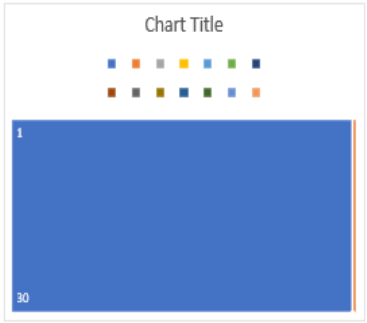
3. Source of Awareness about Yamaha



Source	Television	Social Media	Friends/Family	Dealer	Newspaper	Total
Respondents	10	25	20	27	18	100
Percentage	10%	25%	20%	27%	18%	100%

INTERPRETATION: Social media is the major source of awareness, accounting for 35% of respondents.

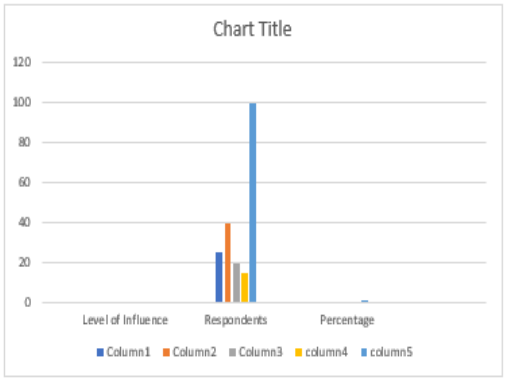
4. Most Effective Promotional Strategy



Promotional Strategy	Advertising	Social Media	Discounts/Offers	Test Ride	Dealer Promotion	Total
Respondents	25	30	20	15	10	100
Percentage	25%	30%	20%	15%	10%	100%

INTERPRETATION: Social media is considered the most effective promotional strategy by 30% of respondents, followed by advertising at 25%.

5. Influence of Promotional Activities on Purchase Decision



Level of Influence	Highly Influenced	Moderately Influenced	Less Influenced	Not Influenced	Total
Respondents	25	40	20	15	100
Percentage	25%	40%	20%	15%	100%

INTERPRETATION: 40% of respondents are moderately influenced by Yamaha's promotional activities, while 25% are highly influenced.

Findings:

- ✓ Most respondents are aware of the Yamaha brand.
- ✓ Advertising plays an important role in creating awareness.
- ✓ Many customers are influenced by digital and social media promotions.
- ✓ Product design and performance are important factors for customers.
- ✓ Test rides help customers understand the product before purchase.
- ✓ Dealer interaction influences customer purchase decisions.
- ✓ Promotional offers can attract potential customers.
- ✓ Customers expect more digital promotional activities.

Suggestions:

- ✓ Yamaha can increase promotional activities in Kumbakonam.
- ✓ More social media campaigns can be conducted.
- ✓ Regular test-ride events can be organized.

- ✓ Dealers can provide more information about new models and offers.
- ✓ Customer-oriented promotional schemes can be introduced.
- ✓ Local events can be used to improve brand awareness.
- ✓ Yamaha can increase digital advertisements targeting young customers.
- ✓ Customer feedback can be collected regularly to improve promotional activites.

Conclusion:

The study concludes that Yamaha's marketing strategy is based on customer orientation, product quality, competitive pricing, strong distribution and effective promotional activities. The company continuously adapts its products and marketing methods to meet changing customer needs and market conditions. Digital marketing, social media, motorsports and lifestyle promotions contribute to stronger brand awareness and customer engagement. Yamaha's focus on technological innovation and electric mobility also supports its ability to respond to future transportation trends. Overall, the combination of innovation, promotion, customer satisfaction and brand development provides a strong foundation for Yamaha's continued growth in the global mobility market.

The study also concludes that sustainability and operational efficiency are increasingly important to Yamaha's long-term marketing strategy. The company's efforts towards electric vehicles, eco-friendly technologies and environmental responsibility can support its response to changing consumer expectations. Improving dealer networks, after-sales service and product accessibility can further strengthen customer relationships and market reach. Yamaha can continue to expand by entering emerging markets, offering innovative and affordable products, and strengthening its digital presence. Therefore, balancing customer expectations, technological advancement, affordability and sustainability will remain important for Yamaha's future marketing performance and competitiveness.

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