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Research Paper

A STUDY ON COMPREHENSIVE ANALYSIS OF SALES PROMOTIONAL ACTIVITIES: STRATEGIES AND THEIR IMPACT ON CONSUMER BEHAVIOR WITH REFERENCE TO HYUNDAI MOTORS

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ABSTRACT

Traditional print and broadcast media face serious challenges in the age of social media, which has led to falling readership and viewership for many news outlets. Marketers in both the political and business spheres have started to use social media to promote their products. This research aims to examine the ways in which political parties and corporations use social media for promotional objectives. This research is exploratory in nature due to the qualitative nature of the data acquired. This research examined two companies and two political parties. We asked Man gold and Faulds about their social media tactics for executing each part of the marketing mix, using their new communication paradigm as a jumping off point. The findings showed that political parties and businesses used social media for promotional purposes in very comparable ways. According to the data, political parties were more active on social media than companies in terms of public relations and personal marketing via online contacts with voters. Both political parties and companies still rely on traditional types of promotion, according to this survey, even though social media marketing has several benefits.

Research the impact of marketing efforts on platform users' decisions to create and buy content. The model allows for interdependence of individual-level decisions by explaining them as functions of consumer attributes and marketing activities, both within and between users. Discounts, public relations, content creator recommendations, and business online activity were the four marketing strategies we evaluated. Although public relations and content creator recommendations greatly affect all user decisions, we discover that sales are most impacted by price cuts.

The data shows an interesting thing: the price distribution under display or feature ads is first order stochastically more prominent when promotional activities aren't happening, compared to other situations. Consistent with the aforementioned facts, our suggested theoretical model can generate an equilibrium.

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1. INTRODUCTION

"As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer."

Promotion is true that products are manufactured to satisfy the needs of the

consumers.. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in

offering the right product of the right price of the right place (and time) with right promotion.

In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities commonly known as promotional Mix. The marketing communication Mix also called as the “Promotion Mix” consists of four major tools.

1. Advertising.
2. **Sales Promotion**
3. Publicity
4. Personal Selling

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

The purpose of advertising is motivating but to sell something a product or service, the real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “Increased awareness” list of the following specific objectives of advertising.

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods.

It is a marketing process with which consumers are personally persuaded to by goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuries ago salesman ship was practiced in Greece and Rome. According to Peter Drucker Cyrus Mecornie was the first man to use modern technique of selling.

Features:

1. It helps to establish a cordial and abiding relationship between the organization and its customers.

2. It is a creative art. It creates wants a new.
3. It is a science, in the sense that “One human mind influences another human mind”.
4. Personal selling imparts knowledge and technical assistance to the consumers.

Promotion includes all those functions, which have to do with the marketing of a product all other activities designed to increase and expand the market. But it is clearly distinguished from advertising and personal selling, through basic aim or all the three is one and the same viz., to increase the volume of sales.

“Sales promotion in a specific sense refers to those sales activities that supplement both personal selling and advertising and co-ordination ate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non recurrent selling efforts not in the ordinary routine”.

Evaluation of Sales Promotion:

Two decades ago, there was no agreement among the marketing people that there was a separate sales promotion function. In those days, promotion was a “share- run to gain a short run good”.

The importance of sales promotion is modern marketing has increased mainly an account of its ability in promoting sales and preparing the ground for future expansion. The main objective of sales promotion is to attract the prospective buyer towards the product.

PUBLICITY

The publicity is derived as “Any form of commercially significant news about a product, and institution, a service, or a person published I a space or radio i.e. not paid for by the sponsor”. In short advertisement is paid form of publicity. It is to be noted here that though the terms

'ADVERTISING' AND 'Publicity' or differences in the field of marketing, both are used interchangeably.

The media are broadly classified into direct indirect. Direct method of advertising refers to such methods used by the advertiser with which he could establish a direct contact with the prospects. Most of the media are indirect in nature EX: Free Publicity, cinema, etc.

Need And Importance the Study:

The increasing competition in business is the reason to pay much more attention to satisfying customers. It may help the market to notice role of customer satisfaction in the overall context of product of service development and management.

Customers do not buy services, they buy satisfaction. Hence marketers must be clear about the satisfaction the customer is seeking and check out whether the customers are getting the actual satisfaction. This study helps the marketers to take necessary steps to gain the competitive advantage over the competitors.

The study helps to predict further behavior intentions of the customers such as intention to re-purchase, intention to increase the usage, intention to recommend the product and Service to others. Today the customers have wide variety of motorcycles to chose.

If the satisfaction level of the customer goes down he may switch over to other brand. Ultimately the company loses its actual customers. This study helps the marketer to take necessary steps to overcome this problem and retain in the increase of customer loyalty.

Objectives of the Study:

- To study the promotional activities offered by **LAKSHMI HYUNDAI**.
- To identify the impact of sales in the market by using promotional strategies of **LAKSHMI HYUNDAI**.

- To study the influence of schemes offered by firm on sales.
- To study the customer's awareness towards the after sale services offered to him or her.
- To study the effect of advertisement on the customers to promote the product.
- To study the customer satisfaction with usage of their Cars.
- To study the information resources that the customer using before purchasing the Cars.

Scope of the Study:

The area of study is considered to be in two districts. Those are Hyderabad and Ranga Reddy districts.

In the present study an attempt has been made to know the actual implementation of Communication Process as management techniques in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in particular.

Human resource projections are valid on appraisals. By improving job skills, the employees have lot of scope for development and prepare themselves for higher responsibilities.

2. METHODOLOGY AND DATA BASE

a) Source of data:

1) Primary Data:

The primary data is collected through questionnaires from the customers.

2) Secondary Data:

The secondary data is collected from the books, journals and internet.

Data collected method:

The data is collected through close ended questionnaire.

b) Sample size:

1. The sample size of the survey (N) is 100.
2. Samples are collected customers of showroom.
3. The age limit of the customers is in between 20-55.
4. The customers will be randomly selected.

c) Tools & Techniques: For analyzing the data statistical tables, percentages, and bar-diagrams will be used.

d) Further scope of study; The topic of promotional activities is vast there is further scope of study for eg; Advertising, sales promotion etc.

e) Kind of research: The research study will be carried out in qualitative and quantitative research approaches.

The research has to be done in very efficient way; the frame work for collecting data is called research design.

The statistical involves the study of a few factors in large number of cased. The contents of research design are

- i) Data collected method.
- ii) Research instrument.

f) Survey approach: The survey will be conducted through close ended questionnaire. This questionnaire will contain the multiple choice questions; each question will be given options. The collection of data in survey follows two types they are

- i) Primary data (first hand data).
- ii) Secondary data (used data).

Period Of The Study:

Since so many years **Hyundai Motors Limited** Hyderabad has been following the same

procedure of Communication Process for their executives and employees and for the study of my project last one-year data has collected on Promotional Activates..

Limitations to the study:

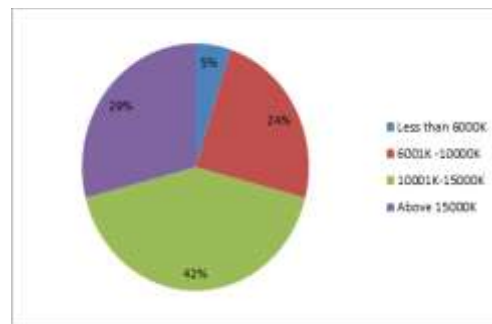
- Primary data analysis only depended on the respondents.
- Process of study/survey is limited only to some customers.
- Survey will be conducted for the period of 45 days only.
- Due to constraint of time only city is selected and so it cannot claim to be a comprehensive study of the population.

3. DATA ANALYSIS AND INTERPRETATION

1) Income per month

- a) Less than 6000K
- b) 6001K -10000K
- c) 10001K-15000K
- d) Above 15000K

Less than 6000K	6001K - 10000K	10001K-15000K	Above 15000K
5	24	42	29



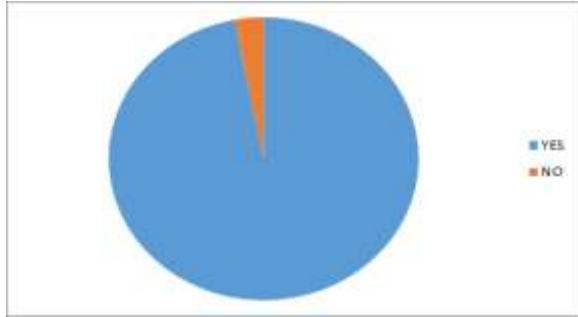
Interpretation:

By the above pie chart we know that the customers have an income per month , 10,000 to 20,000 is 42%, above 15000 are 29%, between 6,000 and 10,000 are 24% and less than 6000 are 5%.

2) Do you have CAR?

- a) YES
- b) NO

YES	NO
97	3



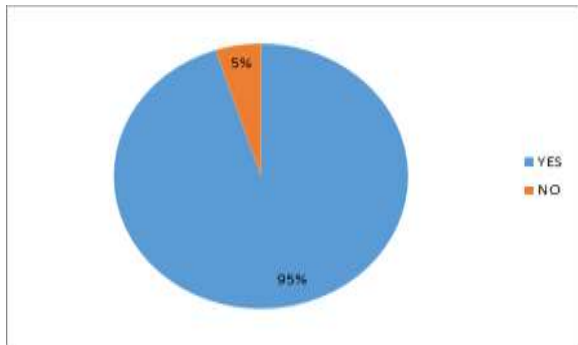
Interpretation:

By the above pie-chart we know that 97% of the respondents are having their CAR and 3% are living without CAR. So the study is concentrated on both the type of respondents.

3. Did you hear about *Hyundai Motors*?

a) YES b) NO

YES	NO
95	5



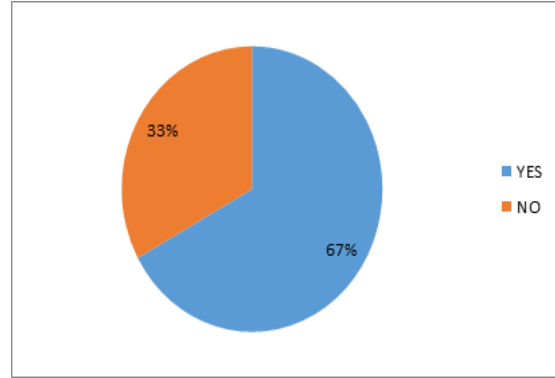
Interpretation:

By this pie-chart we can understand most of the respondents know about the *Hyundai Motors*.

4. Are you using Hyundai Motors CAR?

a) YES b) NO

YES	NO
67	33



Interpretation:

By the above pie –chart we know that 67% respondents are using Hyundai Motors CAR and rest of the 33% respondents are not using Hyundai Motors CAR.

So we have to concentrate more on those 33% as well as 67% respondents.

5. What is your rating factor for CAR which you will give

RATING FACTOR GOOD FAIR BAD

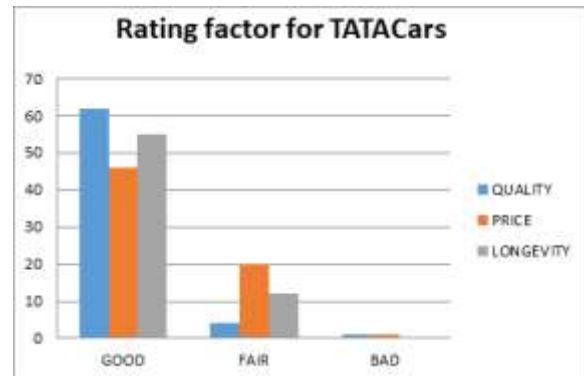
Quality

Price

Longevity

Others ()

62	4	1
46	20	1
55	12	0



Interpretation:

By the above bar-chart we know that out of 100 respondents 67% have used the Hyundai Motors. Out of 67% respondents 62% people rated good quality, 4% respondent’s rated fair quality and remaining 1% respondents rated bad quality.

Out of 67% respondents 46% respondents rated good price, 20% respondents rated fair quality and remaining 1% respondents rated bad

price. Out of 67% respondents' 55% respondents rated good longevity and 12% respondent's rated fair longevity.

FINDINGS

- The company is advertisement is fair and is reaching to all people.
- The advertisement is difficult to understand in rural areas.
- Hyundai Motors is not concentrating on the promotional activities for the customers and for the retailers.
- The company is not concentrating on other types of advertising media.
- The package design is not communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and deals.
- Hyundai Motors must improve their personnel selling direct contacting customers to give awareness of their products.

SUGGESTIONS

- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network (Market) should be expanding to rural villages.
- Reduce the Tariff rates to increase the market share.
- The company should conduct road shows so as to get awareness in the public about the product and services.

- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- The offers should be fairer and should also necessary to bring new models with fascinating offers.
- It will help full in Increasing of Sales if The Hyundai Motors brings cards for the different groups of people such as, Students, Employees, Girls etc.,

4.CONCLUSION

The results of the experiment show that the best ways to promote any service are via advertisements, sales promotions, and word of mouth.

Clients should be able to reach service workers for construction-related questions more rapidly if there were more direct phones or a toll-free number.

Review sessions with customers should be scheduled often so that you can gauge the level of difficulty they are experiencing.

If Hyundai Motors is serious about increasing service sales, it has to invest more in marketing and promotions.

Offering hefty discounts to consumers who purchase in bulk might lead to a substantial increase in sales for Hyundai Motors.

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