



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

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ABSTRACT

Many newspapers and television stations have seen a decline in viewership due to the rise of social media, which has presented significant problems for conventional print and broadcast media as promotional vehicles. Political and corporate marketers alike have begun to utilise social media in some capacity for advertising their wares. Examining how political parties and businesses use social media for advertising purposes is the overarching goal of this study.

Because of the qualitative character of the data obtained, this study is exploratory in character. Two political parties and two businesses were interviewed for this study. Using Man gold and Faulds's new communication paradigm as a starting point, we enquired about their social media strategies for implementing each component of the promotional mix. Companies and political parties used social media for advertising in very similar ways, according to the results. When it came to social media, the statistics indicated that political parties were more concerned with public relations and personal marketing via online connections with voters than corporations were. In spite of the many advantages of social media marketing, this study shows that political parties and businesses alike continue to depend on more conventional forms of advertising.

Find out how much of an effect marketing campaigns have on people's choices to use the platform, both to make and purchase content. Decisions inside and between users are explained by the model as functions of consumer traits and marketing efforts, allowing for individual-level choices to be interdependent. We compared four different kinds of marketing campaigns: price discounts, PR, content creator referrals, and company internet activity. While PR and recommendations from content creators have a substantial impact on all user choices, we find that price discounts are particularly effective in influencing sales.

One intriguing aspect of the data is that, when promotional activities are not taking place, the price distribution under display or feature advertising is first order stochastically more pronounced than that under other conditions. Our proposed theoretical model is capable of producing an equilibrium that agrees with the data shown above.



I. 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, a service or Reliance. 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

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.

Sales promotion

Sales promotion is one of the seven aspects of the promotional mix. (The other six parts of the promotional mix are advertising, personal selling, direct marketing, publicity/public relations, corporate image and exhibitions.) Media and non-media marketing communication are employed for a pre-



determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called **consumer sales promotions**. Sales promotions targeted at retailers and wholesale are called **trade sales promotions**. Some sale promotions, particularly ones with unusual methods, are considered gimmicks by many.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

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 established a direct contact with the prospects. Most of the media are indirect in nature EX: Free Publicity, cinema, etc.

NEED AND IMPORTANCE OF 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 **TATA Motors limited**.
- To identify the impact of sales in the market by using promotional strategies of **TATA Motors limited**.
- 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 find out the factors that influences to the buy **TATA Motors**.
- To identify and study the problems faced by the consumers of **TATA Motor Services**.
- To study the satisfaction level of exist TATA consumer of **TATA Motor Services**.
- To assess the role of brand image in the purchase **TATA Motors**.

Scope of Study:

The scope is confirmed only to examine the “Customer relationship management with reference to **Tata Motors** services” and to find possible remedies to counteract their competition.

The study aims to measure satisfaction level of the dealers regarding **Tata Motors** industries. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the dealers in Ranga reddy district. To sum up the project had within the scope of the study in the area of “**Sales Promotional Actives**” of **Tata Motors** dealers in Ranga Reddy district for a particular time.

The research measures the experiences of customers. Defines and analyses the experiences based on key deliverables. Gains insights into Customer expectations.

II. METHODOLOGY OF THE STUDY:

Data collected method:

The data is collected through close ended questionnaire.

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.

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).

LIMITATIONS

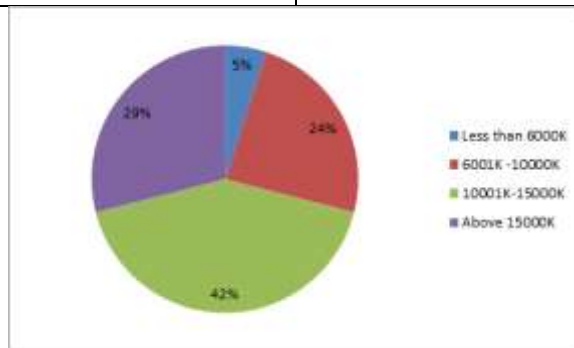
- Time is an important constraint. The whole study was conducted in a period of 45 days.
- The Study is Restricted to a limited region i.e., the twin cities of Hyderabad and Secunderabad. So, the inferences made by this study are not applicable to the entire market.
- The data collection from the respondents is qualitative in nature i.e., views, opinions, etc., so it is not a convenient data for the study for a longer duration.
- The Respondents were very apprehensive while taking the telephone number and address.
- I consulted only public, customers of TATA only. I collected only 100 samples.

III. 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



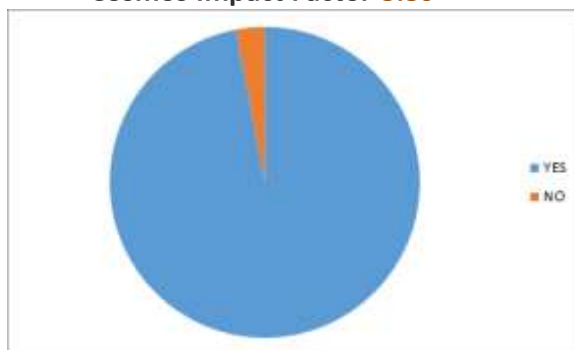
Interpretation:

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:

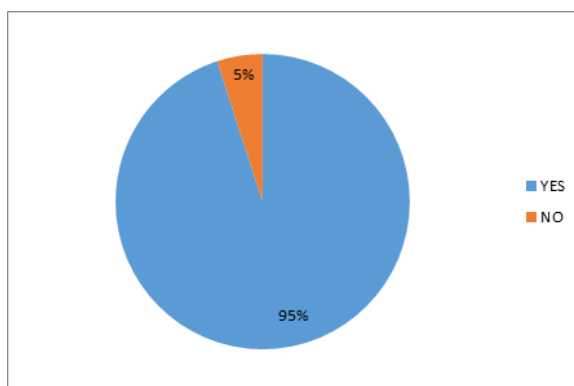
By the above pie-chart we know that 97% of the respondents are having their car and 3% are living without car. So the study is concentrated on both the type of respondents.

3. Did you hear about *TATA car*?

a) YES

b) NO

YES	NO
95	5



Interpretation:

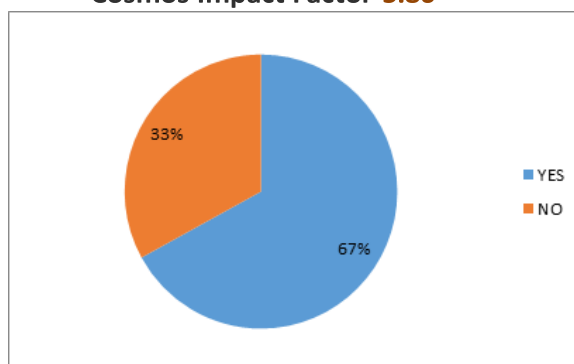
By this pie-chart we can understand most of the respondents know about the TATA car.

4. Are you using TATA car?

a) YES

b) NO

YES	NO
67	33



Interpretation:

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

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

IV. FINDINGS

- The company's advertisement is fair and is it reaching to all people.
- The advertisement is difficult to understand.
- TATA Motors is not concentrating on the promotional activities for the customers and for the retailers.
- TATA Motors is not giving gifts for the customers.
- 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.
- Service Network is not reaching to rural villages.
- 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 retailers.
- TATA Motors must improve their personnel selling direct contacting customers to give awareness of their products.

SUGGESTIONS

- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Service Network should be expanding to rural villages.
- Reduce the service 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 TATA Motors brings cards for the different groups of people such as, Students, Employees, etc.,



V. CONCLUSION

The results of this experiment show that word-of-mouth advertising and regular service maintenance in accordance with sales promotional activities are the two most effective ways to promote any service. The research helped shed light on how managing relationships with different types of clients via the introduction of novel formulas may propel Automobile to the forefront of several market niches.

Nearly 70% of consumers are familiar with the brand, suggesting that automobiles were the product of choice for the majority of high-income consumers.

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