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“A STUDY OF EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES ADOPTED BY MAHALAXMI AUTOMOTIVES PVT. LTD, BARAMATI”

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Abstract:

In marketing field sales promotion is one of the most important topics. If you are aware in the changing market conditions. Customers are looking for convenience and value for money. The basic of this concept is to initiate a relationship with customer and grow it further. Keeping in touch with customer is the only way of finding out there needs and serving them there to satisfaction. There are various ways in which researcher can enhance and enrich relationship with the customer. Indian automobile sector is in full flow, which holds great future for an India. Standard of living of Indian people is increasing and more and more people find the need and demand for the four wheeler. Thus the sales of cars have increasing in recent year in India. Foreign automobile companies find a good scope in Indian market. It is also important to satisfy all the needs and wants of customers. Here researcher is study sales promotion activities carried out by Maruti Suzuki (India) Ltd for Wagon-R brand and find out responses of customers towards sales promotional activities carried out for Wagon-R. Also researcher is examining widely accepted sales promotional activity by customers of Wagon-R.

KEY WORDS:

sales promotion, Indian automobile sector, changing market conditions.

INTRODUCTION

“To manage a business well is to manage its future & to manage future is to manage information.”

Marketing research methodology requires the application of the system approach to the task of collecting, organizing, analyzing and interpreting desired marketing information. This means that each step in the research with all other related information so that all the steps are properly integrated and executed as specified at proper time and in the desired sequence.

Marketing research is directly concerned with all three operations – input, process and output. Input is data i.e. facts and figures and values often qualified. Researchers process the collected data. In data processing we have the operation of editing, classification and analysis and output are the result of processing. It is in the form of information

1.OBJECTIVES OF THE STUDY

1. To study sales promotion activities carried out by Maruti Suzuki (India) Ltd for Wagon-R brand.
2. To find out responses of customers towards sales promotional activities carried out for Wagon-R.
3. To examine widely accepted sales promotional activity by customers of Wagon-R.

2.SAMPLING METHODOLOGY:

When researcher study the characteristic of each and every unit in a given population, in the investigation of such population sampling method is very useful. The sampling method is useful carried out by complete enumeration or census method.

3.1 Convenience Sampling:

Convenience sampling (sometimes known as grab or opportunity sampling) is a type of nonprobability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, a population is selected because it is readily available and convenient. The researcher using such a sample cannot scientifically make generalizations about the total population from this sample because it would not be representative enough. This type of sampling is most useful for pilot testing. Several important considerations for researchers using convenience samples include:

- 1.Are there controls within the research design or experiment which can serve to lessen the impact of a non-random convenience sample, thereby ensuring the results will be more representative of the population?
- 2.Is there good reason to believe that a particular convenience sample would or should respond or behave differently than a random sample from the same population?
- 3.Is the question being asked by the research one that can adequately be answered using a convenience sample?

So that here researcher use the Convenience Sampling to study the effectiveness of sales promotional activities adopted by Maruti Suzuki (India) Ltd.

3.2 Sampling size:

Sample size relates to how many people to pick for the study. According to the law of large numbers, the larger the sample size, the better the estimates, or the larger the sample the closer the "true" value of the population is approached. Here researcher refers the sampling size is 100 customers of Maruti Suzuki in the Baramati and villages in the vicinity of Baramati area.

3.3 Sampling area:

Baramati and some villages' vicinity to Baramati area

3.4 Methods of Collecting Primary Data

The answer to these questions also will helpful to the organization for making future innovation and changes in the product. Thus all these questions were asked by meeting the customer personally. It makes lot of impact and also is effective process when we interact with the customer personally.

Thus questions were asked to the customer in the showroom as well as at their resident or in their offices. Thus researcher can say that with this process company can ideas which they keep searching all the time. It is always better and appropriate for the company to undertake this keep to know all the strong point and the weak point from the customer itself. His process really helps to build a familiar relation with the customer and the company. Researcher was also asked to take down the date of birth of all the customers so that we can send a greeting card to that will really create a feeling of belongingness and a feeling of care. A researcher adopts a Questionnaire Method for collection of data.

3.5 Methods of Collecting Secondary Data

The secondary data sources of information form internet and showroom records and magazines of Wagon R.

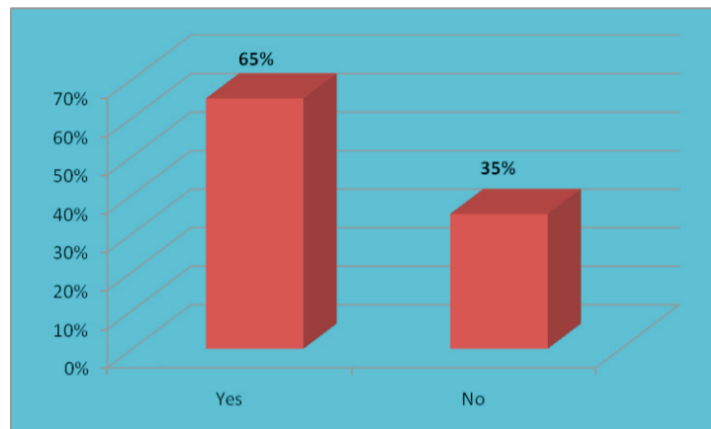
4.DATA ANALYSIS AND INTERPRETATION

1)Did you know sales promotional activities implemented by Maruti Suzuki (India) Ltd. for Wagon-R?

“A STUDY OF EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES ADOPTED BY.....”

Sr.No	Responses	Percentage
1.	Yes	65%
2.	No	35%
3.	Total	100%

Graph No.4.1 Sales promotional activities implemented by Maruti Suzuki



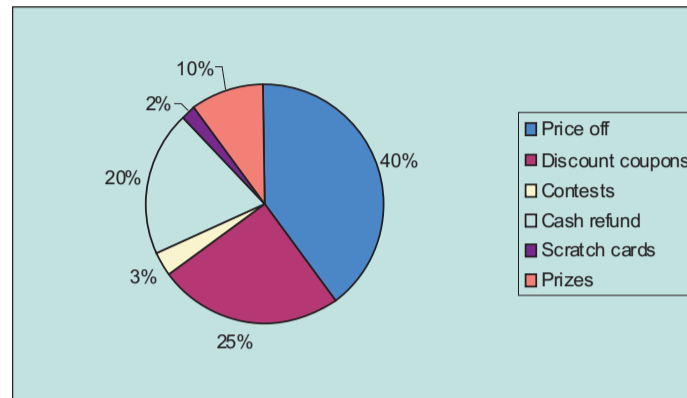
Interpretation

Among the total customers surveyed, 65% customers knew sales promotional activities implemented by Maruti Suzuki (India) Ltd while making their purchase decision on Wagon-R. Remaining 35% customers were not well aware of sales promotional activities.

1) Which sales promotional activities did you come across when buying Wagon-R car?

1	Price off	40
2	Discount coupons	25
3	Contests	03
4	Cash refund	20
5	Scratch cards	02
6	Prizes	10
	Total	100

Graph No.4.2 Sales promotional came across when buying Wagon-R car



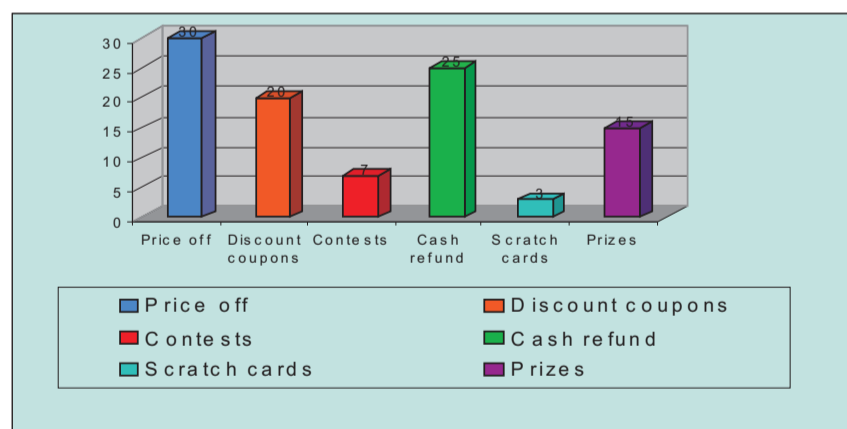
Interpretation

Among the total customers surveyed, 65% customers came across “Price off” and “Discount coupons” sales promotional activities when buying Wagon-R.

3) Which of the sales promotional activities exerted major influence on your decision to purchase Wagon-R car?

1	Price off	30
2	Discount coupons	20
3	Contests	07
4	Cash refund	25
5	Scratch cards	03
6	Prizes	15
	Total	100

Graph No.4.3 sales promotional activities exerted major influence



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Interpretation

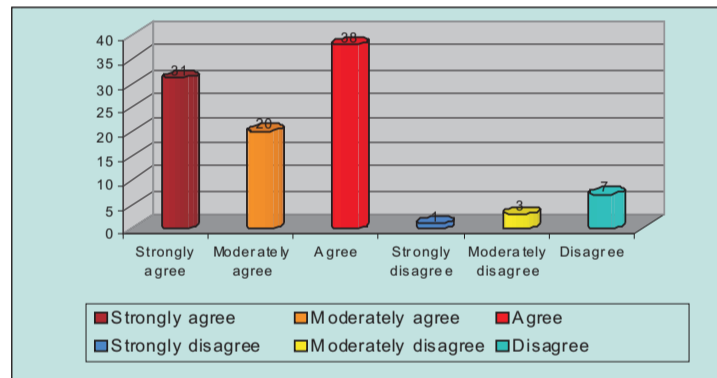
Among all the major sales promotional activities carried out by Maruti Suzuki, Price off and cash refund take major weight with 30% and 25% respondents respectively followed by discount coupons with 20% respondents, when buying Wagon-R.

Responses of customers towards sales promotional activities

4)I believe sales promotional activities facilitate decision making while buying a car?

Sr.No	Types of response of Customer	Percentages
1	Strongly agree	31
2	Moderately agree	20
3	Agree	38
4	Strongly disagree	01
5	Moderately disagree	03
6	Disagree	07
	Total	100

Graph No.4.4 sales promotional activities facilitate decision making while buying a car



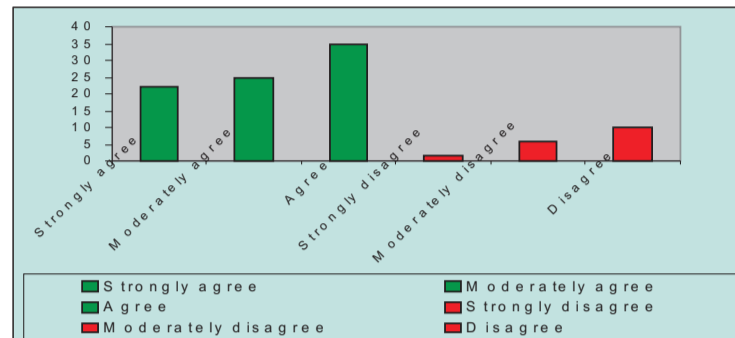
Interpretation

Among the total customers interviewed, most customers (89%) agree with the statement that sales promotional activities facilitate decision making while buying a car.

5) Sales promotional activities create immense awareness about brands.

Sr.No	Types of response of Customer	Percentages
1	Strongly agree	22
2	Moderately agree	25
3	Agree	35
4	Strongly disagree	02
5	Moderately disagree	06
6	Disagree	10
	Total	100

Graph No.4.5 sales promotional create immense awareness about brands



Interpretation

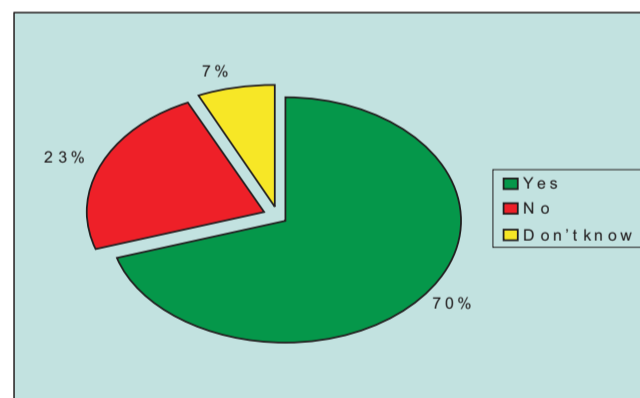
Among the total customers interviewed, most customers (82%) agree with the statement that sales promotional activities create a great deal of awareness among prospective buyers about their brands while buying a car.

Widely accepted sales promotional activity

6) Did your decision of buying a Wagon-R car, a result of sales promotional activities carried out by Maruti Suzuki?

Yes	70
No	23
Don't know	07
Total	100

Graph No.4.6 decision of buying a Wagon-R car



Interpretation

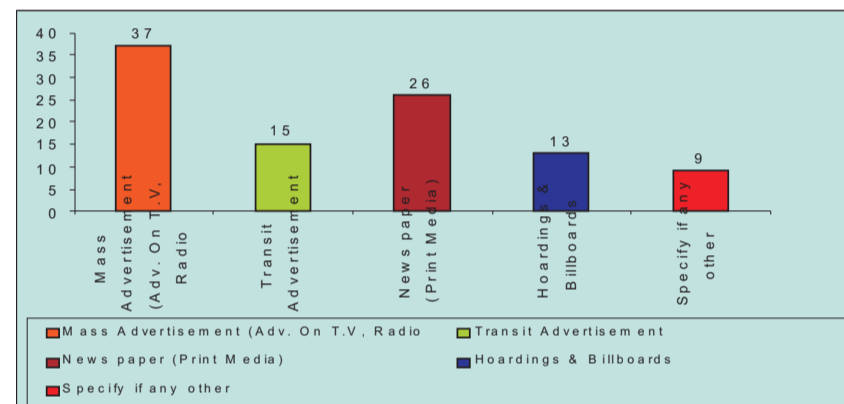
Above graph gives an idea about how effective sales promotional activities are with almost 70% people bought Wagon-R car owing to sales promotional activities carried out by Maruti Suzuki.

7) Which one of the following media of sales promotional activities, did you find more appealing?

“A STUDY OF EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES ADOPTED BY.....”

Sr.No	Answers of customers	Percentages
1	Mass Advertisement (Adv. On T.V, Radio	37
2	Transit Advertisement	15
3	News paper (Print Media)	26
4	Hoardings & Billboards	13
5	Specify if any other	9
	Total	100

Graph No.4.7 Media of sales promotional activities



Interpretation

Above graph demonstrates that Mass Advertisements (Adv. On T.V, Radio etc), and News paper (Print media) have been found to be the most appealing media of sales promotional activities with 37% and 26% contribution towards them respectively. Whereas Hoardings & billboards have been less appealing.

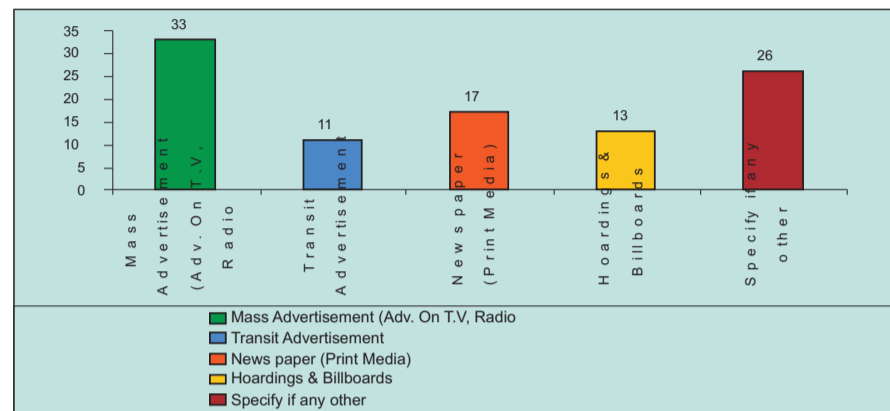
Sources of information used by customers

8) How did you come to know about Wagon-R car?

Sr.No	Answers of customers	Percentages
1	Mass Advertisement (Adv. On T.V, Radio	33
2	Transit Advertisement	11
3	News paper (Print Media)	17
4	Hoardings & Billboards	13
5	Others	26
	Total	100

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Graph No.4.8 Customers knew about Wagon-R car



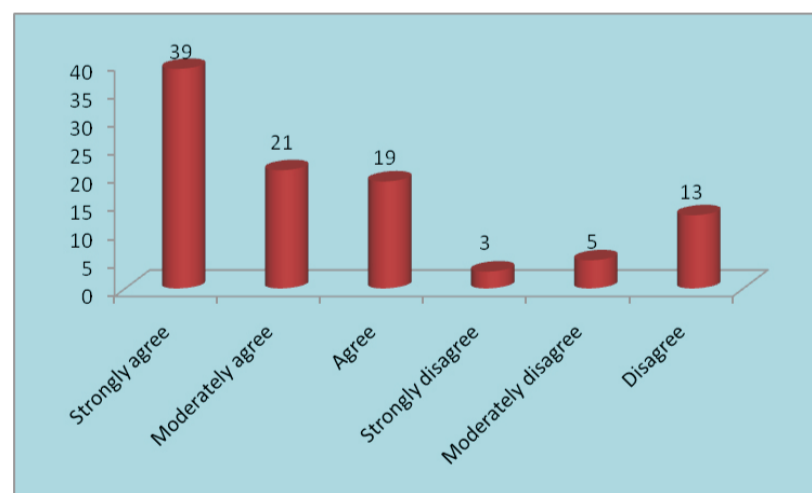
Interpretation

Above graph demonstrates that major portion of customers (33%) was agreed that Mass media contributed a lot to make them have more information on Wagon-R.

9) I believe, sales promotional activities help in guiding customers on purchase decision.

Sr.No	Types of response of Customer	Percentages
1	Strongly agree	39
2	Moderately agree	21
3	Agree	19
4	Strongly disagree	3
5	Moderately disagree	5
6	Disagree	13
	Total	100

Graph No.4.9 Sales promotional activities guiding customers on purchase decision



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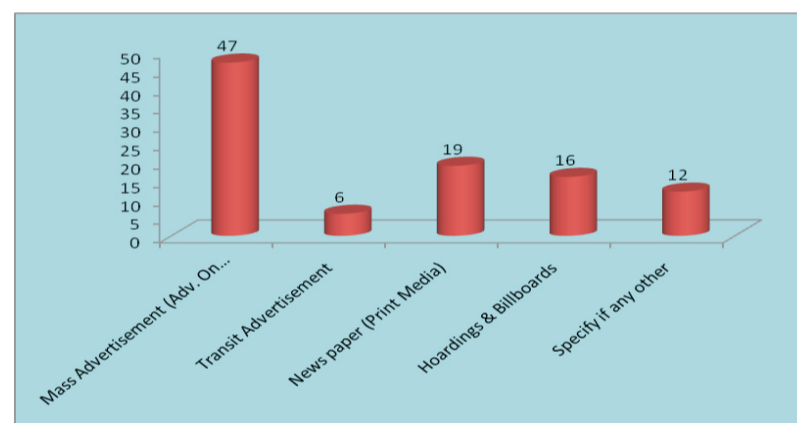
Interpretation

Among the total customers interviewed, 79% customers believed that sales promotional activities help them in guiding on purchase decision while buying a car.

10) Which source of information did you find more trustworthy and appealing?

Sr.No	Answers of customers	Percentages
1	Mass Advertisement (Adv. On T.V, Radio	47
2	Transit Advertisement	6
3	News paper (Print Media)	19
4	Hoardings & Billboards	16
5	Specify if any other	12
	Total	100

Graph No.4.10 Source of information is more trustworthy and appealing



Interpretation

Above graph shows that Advertisements on T.V and in Newspapers were found to be more trustworthy with 66% contribution, following Hoardings and Billboards with 16% contribution.

FINDINGS OF THE STUDY:

Among the total customers surveyed, maximum customers knew the sales promotional activities implemented by Maruti Suzuki (India) Ltd. for Wagon-R.

Most customers believe that Price off and Discount coupons are the sales promotional activities, which they came across when buying Wagon-R.

Lot of customers believed that sales promotional activities facilitate decision making while buying a car.

Many customers agreed that Sales promotional activities created immense awareness about brands.

Majority of customers bought Wagon-R car as a result of sales promotional activities carried out by Maruti Suzuki

Broad-spectrum of people agreed that Mass Advertisements, News paper and Hoardings & billboards were more appealing.

Maximum portion of people knew Wagon-R car owing to Adv. On T.V, Radio, News paper (Print media) and other media.

SUGGESTIONS OF STUDY

Mahalaxmi Automotive Pvt.Ltd.is in the rural area. There are many people in the Baramati area which are probable customers of car. By using Road shows, Banners, Sales Promotion campaign,

"A STUDY OF EFFECTIVENESS OF SALES PROMOTIONAL ACTIVITIES ADOPTED BY....."

Pamphlets etc. sales of Maruti Suzuki's cars and Wagon-R can be easily increased.

It is Suggested to give the information about advanced and latest cars that are launched by Maruti Suzuki to the Doctors, Businessman's, Government employees', Advocates, Contractors that can be purchases a car.

LIMITATIONS OF STUDY

- 1) There was limited geographical area of the study.
- 2) There was limited time span of the study.
- 3) Consumers are not willing to give the complete information about product.
- 4) Problems are related to behavior of the people at the time of working in survey.
- 5) All the customers are not satisfied with style, price and overall Performance of car i.e. it is very difficult to suit all the needs of customers.

CONCLUSION OF THE STUDY

Researcher have seen Maruti Suzuki's showroom at Baramati and conclude that the products and services of company are outstanding. Its products have full potential to stand in market and face the competition by the players in this car segment. Maruti Suzuki Wagon-R is good product which satisfies the utmost needs of the customers in the geographical area studied.

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