

The Effectiveness of Sales Promotion Technique on Consumer Purchasing Behavior at Bimal Auto Agency India Pvt. Ltd

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Abstract: In order to satisfy the objective of the study convenience sample random technique. A structured questionnaire is administered to exact the information from the respondents, the data is referring subject to the analysis by using statistical tools like SPSS. The sample size of 119 respondents has been approach randomly for exacting the information. From the study on the topic is found that the majority of the customers prefer lucky draw offers and discount by Bimal Auto Agency at Bangalore. Because of its sales promotion techniques the customers are very much happy with the purchase of all vehicles like Alto 800, swift. The study "Effectiveness of sales promotion techniques on consumer purchasing behavior at Bimal Auto Agency India Pvt Ltd at Bangalore" get us to the conclusion that the company is giving various sales promotion techniques like offers, rebate, quantity gift, loan it is not more effective than the discount and lucky draw.

Index words: sales promotion techniques, purchasing behavior

I. INTRODUCTION

Each industry goes for augmentation of profits over the long haul or short run. Deals advancement is an apparatus to do it deals advancement incorporates all people exercises other than promoting, individual offering, advertising, attention and so on that proposed to invigorate clients request and advance the advancement routine of vendors. The present review is to look at the effect of offers advancement of offers by taking deals as needy relative variable and aggregate spent on publicizing and deals advancements automatic variable. Deals advancement is an arrangement of an assortment of and different and regularly brief period thought process devices which is utilized for shopper's or purchaser's disappointment to purchase increasingly and quicker. Advancement instruments comprise of coupons, prizes, free specimens, rebates, publicizing merchandise and so on

Another variable prompting the significance of learning client purchasing conduct is quick progressions in the technology. Because of the improvement of data advances and IT frameworks, taking in the purchaser buying conduct has turned out to be more useful and simpler. It is additionally expressed that the vast and multinational business are contributing essentially on upgrades of their shoppers. This thus empowers them to recognize what and how regularly their clients are buying

II. NEED OF THE STUDY

In Bimal Auto Agency service centers are strategically spread out across the city, ensuring that their customers can reach us with ease. Each of these is fully equipped with a strong workforce of well-trained sales executives and skilled professionals to make customer buying and servicing experience hassle free. Bimal Maruti is responsible for the sale of about 11000 cars annually, with a steady increase every year. Their workforce comprises of over 22000 skilled employees working at 18 service centers. Their executives are trained to guide through the complete process of buying a new car based on customer requirements and preference.

III. OBJECTIVE OF THE STUDY

- To study the sales promotion techniques conducted at Bimal Auto Agency India Pvt Ltd.
- To study the influence of selected demographic variables on sales promotion techniques.
- To evaluate the relationship between components of sales promotion techniques.

IV. SCOPE OF THE STUDY

- The scope of this study relates contextually to sales promotion and organization performance in Bimal Auto Agency India Pvt Ltd
- This study sales outlet sells showroom brand products including cars, spare parts to consumers who patronize Bimal Auto Agency India Pvt Ltd.

V. LIMITATION OF THE STUDY

- The views of the people are maybe unfair therefore it doesn't reproduce the true image
- The time taken to collect required data is limited so that chances of some information is missing
- Data was composed on trial basis as such result may not give a correct representation of the inhabitants

VI. METHODOLOGY

In this study descriptive & casual research design is used. Because this research included the gathering of both primary and secondary data visiting various dealers and asking them about their promotional strategies and requirement of customers.

Data collection method

Primary data and secondary data

Primary data: The primary data were collected through discussion with the sales manager of Bimal Auto Agency India Pvt Ltd and questionnaire.

- By individual observation
- By issuing a questionnaire

Secondary data: The secondary data were collected through articles, website, journals.

- Articles
- Journals
- Internet

VII. LITERATURE REVIEW

Ekta Chakravarty (2013)⁽¹⁾ the idea of the learning is to know that various considered performance made for the increase in sales in the vehicle corporation. The study covers the northeastern region including Kolkata, Agartala, shilling unsays and Guwahati city for Bajaj and hero Motor Corporation. The researcher looks for the improved sales of the likes and also recommended marketing strategy to assist enhance their sales.

Isaac Tandoh (2015)⁽²⁾ the objective of the study is to analyze the connection among t.the presentation of the association and sales encouragement, to learn the force of sale promotion and to find the challenges behind the effectiveness of sales promotion. The study was conducted on the descriptive research method. It conducted that the connection between the presentation of the association and sales promotion, sales promotion gives additional incentives to buy and also stimulated reseller's success and demand.

Shimp (2003)⁽³⁾, sales promotion refers to any motivation used by a construct to induce the trade and regulars to buy a variety and to support the sales strength to insistently sell it. Sales promotion more short-term learning and talented of control activities. The term sales promotion refers to several kinds of promotion incentive and techniques future to formed to produce instant or short-term sales property

Karti Sharma (June 2012)⁽⁴⁾ The Hindustan motor was started in 1942 to produce automobiles in India. The recently branded showroom has improved the demand for pre-owned cars in our regions. The marketing strategy is an important source to draw any customers. Before and after sale services are the main objective of the companies in which they can do their customer faithful with their company cars, spare parts to consumers who patronize Bimal Auto Agency India Pvt Ltd.

VIII. DATA ANALYSIS AND INTERPRETATION**GENDER**

H1: Male and female customer differ significantly in their perception of the various effects of sales promotion techniques

GP	Gender	N	Mean	Std. Deviation	T VALUE	P VALUE
Discount	Male	57	57.8070	13.91997	.471	.638
	Female	62	56.5323	15.45986		
Quantity Gift	Male	57	60.2807	11.31016	1.124	.285
	Female	62	62.6452	11.60991		
Loan	Male	57	61.1228	10.27492	.701	.485
	Female	62	62.5161	11.31913		
Offers	Male	57	58.5965	13.25419	1.664	.099
	Female	62	62.5806	12.85933		
Rebate	Male	57	59.8830	13.82953	.233	.816
	Female	62	59.2473	15.79028		
Lucky Draw	Male	57	64.4912	12.07288	.931	.354
	Female	62	66.7097	13.77618		

Interpretation;

The male and female customers course on various sales promotion techniques results of independent sample T-test for mean scores of male and female customers on various sales promotion techniques. From the table, it is evident that gender as that didn't have significant influence over the effectiveness of various sales promotion techniques. The T-values obtain for discount(T-0.471; P-0.638), quantity gift (T-1.124; P-0.263), loan (T-0.701; P-0.485), offers (T-1.664; P-0.99), rebate (T-0.233; P-0.816) and for lucky draw (T-0.931; P-0.354) for all found to be non significant in other words the mean effectiveness score on various sales promotion techniques as persuades by male and female customers are systematically same

Correlation

H2: Various sales promotion techniques are significantly related to each other

Interpretation;

Discount strategy significant positively related to loan facilities and lucky draw the coefficient correlation between discount and loan was responded 0.278 with the significant of 0.008 and the lucky draw the coefficient correlation 0.267 with the significant level of 0.003 in other words as a scores in discount increase in scores on loans and lucky draw was increase linear and significantly however discount was not be related to quantity gift, offers, rebate.

Sales promotion techniques		quantity	loan	Offers
Discount	Pearson Correlation	.134	.278	.115
	Significance	.145	.002	.212
Quantity gift	Pearson Correlation		.146	.284
	Sig. (2-tailed)		.114	.002
Loan	Pearson Correlation		.063	.063
	Sig. (2-tailed)		.498	.498
Offers	Pearson Correlation		.081	.329
	Sig. (2-tailed)		.380	.000
Rebate	Pearson Correlation			.198
	Sig. (2-tailed)			.031

IX. FINDINGS

- When effectiveness of various sales promotion technique were analysed lucky draw had a higher effectiveness will be 65.6471 followed by loan facilities which ranked 2 (61.8487), quantity gift rank 3(61.5126), offers rank 4th (60.6723), rebate ranks 7th (59.5518), and discount had the least rank with 6th (57.1429).
- . The T-values obtain for discount(T-0.471; P-0.638), quantity gift (T-1.124; P-0.263), loan (T-0.701; P-0.485), offers (T-1.664; P-0.99), rebate (T-0.233; P-0.816) and for lucky draw (T-0.931; P-0.354) for all found to be non significant in other words the mean effectiveness score on various sales promotion techniques as persuades by male and female customers are systematically same.
- Discount strategy significant positively related to loan facilities and lucky draw the coefficient correlation between discount and loan was responded 0.278 with the significant of 0.008 and the lucky draw the coefficient correlation 0.267 with the significant level of 0.003 in other words as a scores in discount increase in scores on loans and lucky draw was increase linear and significantly however discount was not be related to quantity gift, offers, rebate.

X. SUGGESTIONS:

- Discount had the least rank with 6th rank so it can be improved for promoting the sales, at least it should reach the rebate
- Discount strategy significantly related to loan facilities and lucky draw the coefficient correlation is only discount and loan, it should improve the correlation between quantity gift, offers, rebate.

XI. CONCLUSION:

The results of the independent sample for mean scores of male and female customer on various sales promotion techniques. It is evident that gender as that didn't have significant influence over the effectiveness of various sales promotion techniques. As scores in a discount increase in scores on loan and the lucky draw was increased linear and significantly, however, the discount was not found to be related to quantity gift, offer, rebate.

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