

A STUDY ON SALES PROMOTION OF TWO WHEELER IN VIJAY TVS SHOW ROOM AT CHIDAMBARAM

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Abstract

In recent years, sales promotion is gaining momentum among the two wheeler producing organizations. The sales promotion in two wheeler industry is influenced by a large number of factors. In view of this, this paper has made an attempt to explore the major influencing sales promotion in Vijay TVS show room in Chidambaram town. The result of the study show that among the factors, advertisement, availability of spare parts and fuel efficiency and the major factors influencing the sales promotion in Vijay TVS show room in Chidambaram town.

Key Words: Promotion, influencing, advertisement, efficiency.

INTRODUCTION

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is rarely suitable as a method of building long-term customer loyalty. Some sales promotions are aimed at sales promotion. Others are targeted at intermediaries and at the firm's sales force. Sales promotion is one of the five aspects of the promotional mix. 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 sales promotion, 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.

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside 9 activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Sale promotions often come in the form of discounts. Discounts impact the way sales promotion think and behave when shopping. The type of savings and its location can affect the way sales promotion view a product and affect their purchase decision. The two most common discounts are price discounts (“on sale items”) and bonus packs (“bulk items”). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince sales promotion to buy their products.

OBJECTIVES

1. To analyse whether there exist any significant difference among the respondents' opinion about sales promotion on the basis of demographic variables.
2. To identify the difference among the respondents' opinions about the various brands of Two Wheeler.
3. To analyse the factors influencing the respondents' opinion that t factors that promote the products of two wheeler.
4. To find out the difference in respondents' opinion about sales promotion activities given by two wheeler company.

METHOD OF DATA COLLECTION

To collect the primary data standard questionnaire were used. The tool was circulated among the selected respondents and the tool was distributed, Respondents completed their responses in the tool.

SAMPLING METHOD AND SAMPLE SIZE

The **random sampling** method was used to select the samples. **100 samples** were selected.

STATISTICAL TECHNIQUES USED

The following statistical tools were used to analyse the data . They were

- Descriptive statistics
- Chi-square analysis
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RESULTS AND DISCUSSION

It involves computing measures of central tendencies such as, mean and the measures of variability like standard deviation. The computed values are used to describe the properties of a particular sample and the descriptive statistics is used to reduce mountains of data to a manageable size.

Table 1: Classification of Sales Promotion Based on the Occupation Wise.

S.No.	Occupation	No. of sales promotion	Percentage
1	Students	6	6
2	Employees	52	52
3	Professional	42	42
	Total	100	100

It is inferred from the table, 6 percent of sales promotion are students, 52 percent of sales promotion are employed and 42 percent of sales promotion are professional. Thus the above table reveals that majority of sales promotion are employees.

Table 2: Classification of Sales Promotion Based on the Age Wise.

S.No.	Age	No. of sales promotion	Percentage
1	Below 20	6	6
2	20-30	25	25
3	30-40	49	49
4	40-50	13	13
5	50 and above	7	7
	Total	100	100

As per results, 49 percent of sales promotion are in the age group of 30-40 years, 25 percent of them are in the age group of 20-30 years, 13 percent of them are in the age group of 40-50 years and 7 percent of them are in the age group of above 50 years. Thus majority of sales promotion are in the age group of 30-40 years of age.

Table 3: Classification of Sales Promotion Based on the Income Wise.

S.No.	Income	No. of sales promotion	Percentage
1	Below 5000	14	14
2	5000 – 10,000	39	39
3	10,000 – 15,000	40	40
4	15,000 and above	7	7
	Total	100	100

Results of the table reveal that 14 percent of sales promotion has income below Rs5000, 39 percent of them have income of Rs5000-10000, and 40 percent of them have income of Rs10000-15000. Thus majority of sales promotion have income of below Rs 10,000-15,000.

Table 4: Classification of Sales Promotion Based on the Family Size Wise

S.No.	Family Size	No. of sales promotion	Percentage
1	Below 4	75	75
2	5 – 7	12	12
3	7 and above	13	13
	Total	100	100

The above table portrays that 75 percent of sales promotion have family size of below 4members, 12 percent of them have family size of 5-7 members and 13 percent of them have family size of above 7 members. Thus the result concludes majority of sales promotion have family size of below 4 members.

Table 5: Classification of Sales Promotion Based on the Education Wise.

S.No.	Education qualification	No. of sales promotion	Percentage
1	Secondary	20	20
2	Graduation	39	39
3	Post Graduation	14	14
4	Professionals	27	27
	Total	100	100

It is evident from the table, 39 percent of sales promotion is graduates, 27 percent of them are professionally qualified, 20 percent of them have secondary education and 14 percent of them are post graduates. Thus the above table results conclude majority of sales promotion are graduates.

Table 6: Classification of Consumers Based on the Sources of Awareness about the Product.

S.No.	Factor	No. of consumers	Percentage
1	Newspaper	28	28
2	Advertisement	40	40
3	Local Mechanic	7	7
4	Banner-Posters	7	7
5	Others	18	18
	Total	100	100

As per results, 40 percent of consumers say that they know their vehicle only by means of advertisement, 28 percent of them through Newspaper, 7 percent of them through Local Mechanic and Banners-posters and 18 percent of them through other media. Thus advertisement plays a major role among the consumers to know this vehicle.

Table 7: Classification of Type of Sales Promotional Activity with Two Wheeler.

S.No.	Opinion	No. of consumers	Percentage
1	Discount	34	34
2	Gift	20	20
3	Coupons	28	28
4	Offers	18	18
	Total	100	100

The above table shows that 34 percent of discount, 28 percent of them gift, 20 percent of them coupons, 18 percent of them offer. Thus, majority of sales promotion is in discount.

Table: 8 Showing One Way ANOVA for Respondents Opinion about Sales Promotion on the Basis of Occupation.

Occupation	Mean	S.D	F-value	P-value
Students	12.68	0.90	74.51	0.001(S)
Employees	11.99	1.56		
Professional	8.00	0.001		
Total	12.28	1.45		

Source: Primary data

* Significant at 0.05 level

**Not significant

The above table exhibits the details of Mean, S.D. and F-value for respondents' opinion about sales promotion on the basis of occupation.

It is inferred from the obtained F-value there is a significant difference in respondents opinion about sales promotion on the basis of occupation. Since the calculated F-value (74.51) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their opinion about sales promotion on the basis of occupation.

Table: 9 Showing One Way ANOVA for Respondents Opinion about Sales Promotion on the Basis of Age

Age	Mean	S.D	F-value	P-value
Below 20	21.08	1.79	16.07	0.001(S)
20-30	19.85	1.97		
30-40	19.00	0.62		
40-50	8.15	0.85		
50 and above	4.59	0.42		
Total	20.59	1.93		

Source: Primary data

* Significant at 0.05 level

**Not significant

The above table exhibits the details of Mean, S.D. and F-value for respondents' opinion about sales promotion on the basis of age. It is inferred from the obtained F-value there is a significant difference in respondents opinion about sales promotion on the basis of age. Since the calculated F-value (16.07) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their opinion about sales promotion on the basis of age.

Table: 10 Showing One Way ANOVA for Respondents Opinion about Factors Expect from Two Wheeler to Promote their Products.

Opinion	Mean	S.D	F-value	P-value
Promotional	64.79	13.29	19.13	0.001(S)
Scheme sales follow-up	47.39	9.91		
Service	63.23	14.44		
Credit Facility	24.8	8.49		
Total	61.34	14.52		

Source: Primary data

* Significant at 0.05 level

**Not significant

The above table exhibits the details of Mean, S.D. and F-value for respondents' opinion about factors expect from two wheeler to promote their products. It is inferred from the obtained F-value there is a significant difference in respondents' opinion about factors expect from two wheeler to promote their products. Since the calculated F-value (19.13) which is significant at 0.001 level. Therefore the stated null hypothesis is rejected and alternate hypothesis is accepted. Therefore it is concluded that respondents differ in their opinion about factors expect from two wheeler to promote their products.

Table: 11 Chi square Test Between Occupation and Priority Purchasing a New Horn

Occupation	Purchasing a new horn				Total
	Price	Quality brand name	Durability feature	Comfort	
Students	3	2	0	1	6
Employees	29	5	8	10	52
Professional	25	7	6	4	42
Total	57	14	14	15	100

Chi square	df	P-value
16.79	6	0.001 Significant

The above table shows the chi square test between occupation and purchasing a new horn. From the above table, in the occupation group of students, 3 respondents of price, 2 of the respondents are quality brand name and 1 of the respondents are comfort. Also in employees group, 29 of the respondents are price, 5 of the respondents are quality brand name, 8 of the respondents are durability feature and 10 of the respondents are comfort. Further in professional group, 25 of the respondents are price, 7 of the respondents are quality brand name, 6 of the respondents are durability feature and 4 of the respondents are comfort.

The Chi square test is applied for further discussion. The calculated chi square value 16.79 at 6 degrees of freedom is significant at 0.001 level. Therefore, it is concluded that the alternative hypothesis that "there is an association between respondents' purchasing a new horn based and occupation group" is accepted. Therefore, the null hypothesis is rejected.

Table: 12 Chi square Test Between Factors Expect from Two Wheeler to Promote their Products and Quality of Two Wheeler Product

Two wheeler promote	Quality of two wheeler product				Total
	Very good	Good	Satisfactory	Poor	
Promotional	12	6	10	4	32
Scheme sales follow-up	6	5	2	3	16
Service	9	15	1	3	28
Credit Facility	8	13	1	2	24
Total	35	39	14	12	100

Chi square	df	P-value
20.4	7	0.001 Significant

The above table shows the chi square test between factors expect from two wheeler to promote their products and quality of two wheeler product. It is evident from the table, in the promotional group, 12 of the respondents are very good, 6 of the respondents are good, 10 of the respondents are satisfactory and 4 of the respondents are poor. But in the Scheme sales follow-up group, 6 of the respondents are very good, 5 of the respondents are good, 2 of the respondents are satisfactory and 3 of the respondents are poor. Further in the service group, 9 of the respondents are very good, 15 of the respondents are good, 1 of the respondents is satisfactory and 3 of the respondents are poor. Also in the credit facility group, 8 of the respondents are very good, 13 of the respondents are good, 1 of the respondents is satisfactory and 2 of the respondents are poor.

The Chi square test is applied for further discussion. The calculated chi square value 20.4 at 7 degrees of freedom is significant at 0.001 level. Therefore, it is concluded that the alternative hypothesis that “there is an association between respondents’ factors expect from two wheeler to promote their products and quality of two wheeler product group” is accepted. Therefore, the null hypothesis is rejected.

FINDINGS

The study aimed to find out the sales promotion of two wheelers. The researcher collected data by means of questionnaire method and collected data were analysed using statistical package and results were framed in the form of the tables. From the results, certain findings were derived by the researcher.

1. It is inferred that 6 percent of sales promotion are students, 52 percent of sales promotion are employed and 42 percent of sales promotion are professional. Thus the above table reveals that majority of sales promotion are employees.
2. Results show that 49 percent of sales promotion are in the age group of 30-40 years, 25 percent of them are in the age group of 20-30 years, 13 percent of them are in the age group of 40-50 years and 7 percent of them are in the age group of above 50 years. Thus, a majority of sales promotion are in the age group of 30-40 years of age.
3. Results reveal that 14 percent of sales promotion has income below Rs5000, 39 percent of them have income of Rs5000-10000, 40 percent of them have income of Rs10000-15000. Thus majority of sales promotion have income of below Rs 10,000-15,000.
4. Analysis proved that 75 percent of sales promotion has family size of below 4members, 12 percent of them have family size of 5-7 members and 13 percent of them have family size of above 7 members. Thus the result concludes majority of sales promotion have family size of below 4 members.
5. It is evident that 39 percent of sales promotion is graduates, 27 percent of them are professionally qualified, 20 percent of them have secondary education and 14 percent of them are post graduates. Thus the above table result concludes majority of sales promotion are graduates.
6. Results shows 40 percent of consumers say that they know their vehicle only by means of advertisement, 28 percent of them through Newspaper, 7 percent of them through Local Mechanic and Banners-posters and 18 percent of them through other media. Thus advertisement plays a major role among the consumers to know this vehicle.
7. Survey exhibits that 34 percent of discount, 28 percent of them gift, 20 percent of them coupons, 18 percent of them offers. Thus majority of sales promotion in discount.
8. Analysis proved that respondents differ in their opinion about sales promotion on the basis of occupation.
9. Therefore it is concluded that respondents differ in their opinion about sales promotion on the basis of age.
10. Therefore it is concluded that respondents differ in their opinion about factors expect from two wheeler to promote their products.

CONCLUSION

The present study aims to know the sales promotion and advertisement plays a major role in the sales promotion of a vehicle. The advertisement is so attractive compared to others which was naturally helped the sales of two wheeler. Availability of spare parts is also one of the most contributing factors for the sales and purchase of a particular brand of a vehicle. It has become imperative for the company to concentrate on this most contributing factor. Fuel efficiency is also to be concentrated upon. Marketing is the major tools for sales and purchase of the product. In order to market the product, the company should come forward with innovative marketing methodology and techniques. The catchy phrases in advertisement attract the consumer more.

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