



‘SALES PROMOTION ON HYUNDAI’

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ABSTRACT

The promotional mix, which also comprises personal selling, advertising, and publicity/public relations, incorporates sales promotion as a vital component. Its main objective is to temporarily increase market demand, consumer desire, or product availability through the use of both media and non-media marketing messages.

While a lot of sales promotions are aimed at consumers, it's crucial to understand that there are also trade sales promotions that are aimed at wholesalers and distributors. These can include cooperative marketing campaigns between a manufacturer and a distributor, sales promotion tools like flyers and automobile displays, as well as rewards for distributor salespeople and their retail customers. It's critical to recognise the value of sales promotion at every stage of the supply chain, from the manufacturer to the final customer.

INTRODUCTION

Hyundai Group was founded by Chung Ju-yung as a construction company in Seoul, South Korea, in 1947. Chung remained in charge of the company until his death in 2001. After the East Asian financial crisis in 1997 and Chung's death, Hyundai underwent significant restructuring and divestment, resulting in a reduction in its business operations. Today, most companies bearing the Hyundai name are not legally affiliated with Hyundai Group, including Hyundai Motor Group, Hyundai Department Store Group, Hyundai Heavy Industries Group, and Hyundai Development Company. Nevertheless, many former Hyundai subsidiaries are still run by Chung's relatives. If considered a single broad family business, they would be the largest company in South Korea, holding significant economic and political power in the country.

Organisations employ a variety of strategies for sales promotion to boost usage, trial, or sales of their products or services. While the techniques employed in sales promotions are numerous and constantly evolving, some common examples include:

- Providing consumer incentives through consumer Relationship Management (CRM) programmes, such as bonus points or money-off coupons that are frequently utilised in supermarkets and banks.
 - Using new media platforms, such as websites and mobile devices, to support activities that promote sales. For instance, Nestle placed special codes on KIT-KAT packaging in the UK so that customers could enter the codes to see
 - if they had won a prize.
 - Using merchandise enhancements to boost sales, such as garbage bins, point-of-sale materials, and product demos.
 - Giving out free items, such as Subway's programme that gave customers a card with six sticker places with each sandwich
 - purchase; once the card was filled, the client received a free sandwich.
- Notifying clients through email of the most recent low-priced discounts, like what low-cost airlines like Easy Jet and Ryanair do for their customers.
- Participating in cross-promotions across various brands, either internally or with those of other firms. Toys relating to new movie releases are a common promotional item at fast food restaurants.
- Coupons and vouchers might be advertised in print media or included on retail packaging.
- Holding contests and giving away prizes using many forms of media, including as print, broadcast, digital, and even in-package promotions.
 - Buying fair-trade and cause-related items to help charities and underprivileged farmers and producers.
 - Providing attractive financing options, including zero-percent financing for three years on some automobiles.

It is important to note that promotions can also target wholesalers and distributors, referred to as Sales Promotions

LITERATURE REVIEW

Hyundai Motor India Limited (HMIL) is India's number two automaker and the biggest exporter of passenger vehicles. Hyundai Motor Company (HMC), headquartered in South Korea, runs it

as a fully owned subsidiary. The Santro, i10, i20, Accent, Verna, and Sonata Transform are just some of the passenger vehicle models produced by HMIL.

Near Chennai, Hyundai Motor India Limited (HMIL) operates a cutting-edge manufacturing complex with cutting-edge production, quality, and testing infrastructure. In February 2008, a second plant was installed, increasing annual production capacity by 300,000. This brings the total annual production capacity to 600,000.

HMIL has spent millions on a new R&D centre in Hyderabad so that they may provide cutting-edge international technology to their Indian clientele. The building's primary mission is to advance automotive engineering and it hopes to become a world-class research and development hub.

More than a million small automobiles have been shipped by HMIL to more than 110 nations and regions throughout the globe. HMIL has dominated the Indian passenger vehicle export market for the last six years.

HMIL has created a strong dealer network in India, with 290 dealerships and 580 service locations, and expects to expand this even more in 2010.

RESEARCH METHODOLOGY

The precision, consistency, and sufficiency of the findings are all dependent on the quality of the research methods used to get them. Researchers may utilise the approach as a road map to figure out what methods and processes will work best for them. It also makes it easier for other people to assess studies. Researchers should thus design the research approach before beginning the study to ensure that the research serves a useful goal and produces useful results.

While designing a research methodology, the following aspects should be considered:

DATA COLLECTION

Data collection commences after identifying the research problem and establishing the research design. Two main types of data should be considered when determining the method data collection:

primary data and **secondary** data.

Secondary information was used for this analysis.

Secondary Data:

Project undertaken has focused on collecting secondary data pertaining to Bihar. This data primarily comprises of data on the methods and procedures used in marketing a product. Multiple resources, including the organization's website, have been mined for this information

which details its products, offers, and various strategies, in addition to business magazines and news websites.

RESEARCH OBJECTIVES

The research objective for this study has been categorized into two types: primary and secondary objectives:

- Primary Objective:

To examine the extent of brand loyalty among customers towards Hyundai's range of products.

- Secondary Objectives:

To assess customer satisfaction and sales promotion strategies for various Hyundai car models.

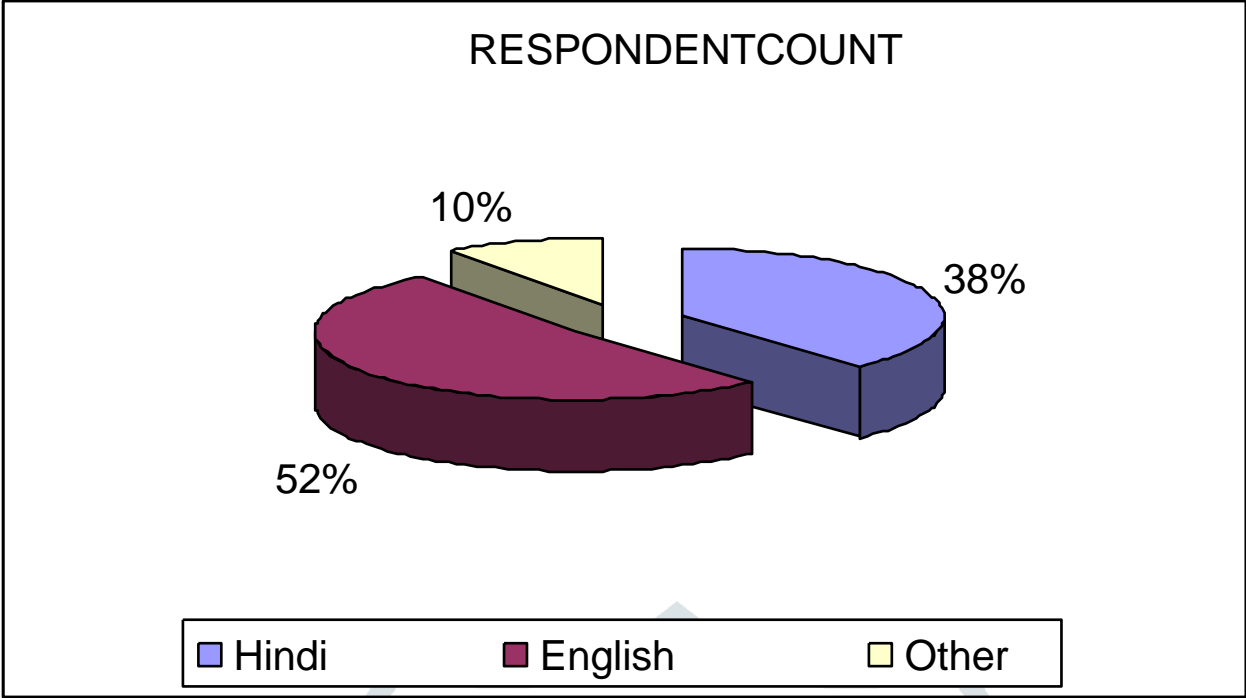
To evaluate the quality of after-sales service provided by the company.

DATA ANALYSIS AND INTREPATATION:

1. Information source about Hyundai ?

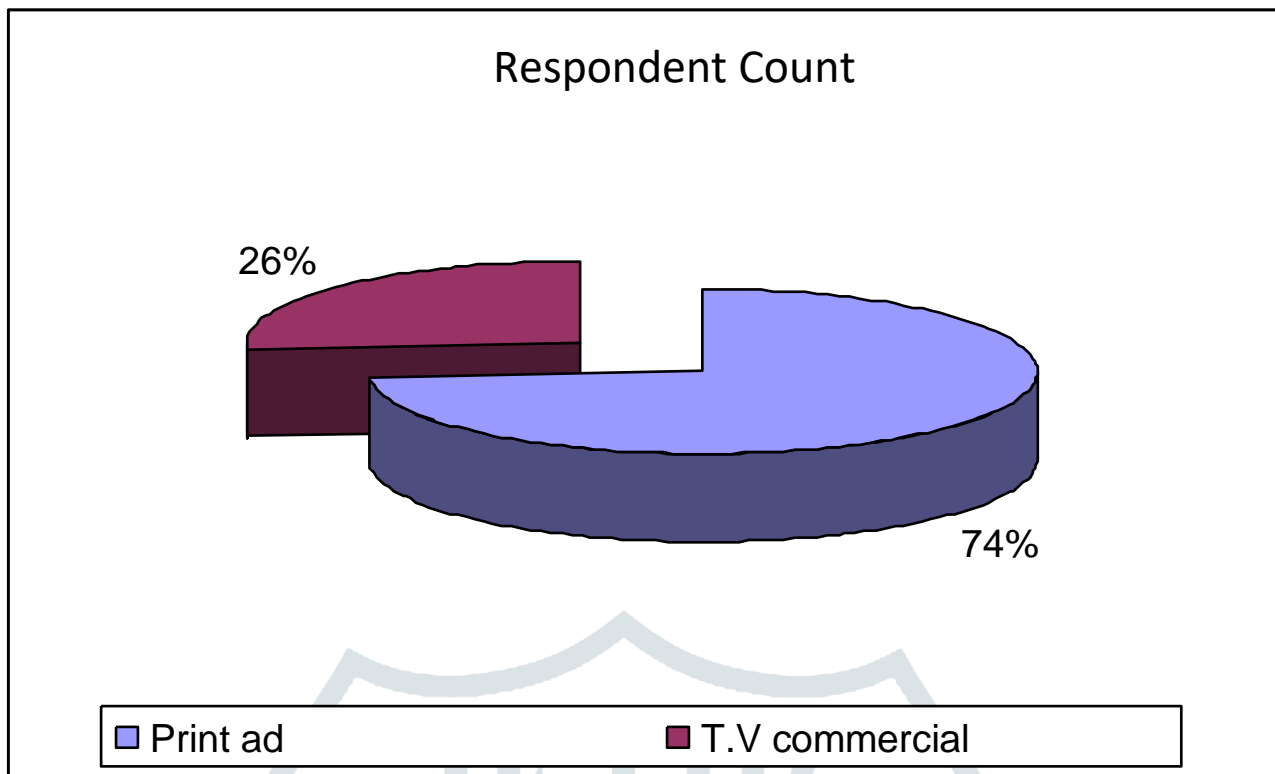
Which newspapers and TV channels do you prefer, and in which language?

	RESPONDENT COUNT
Hindi	38
English	52
Other	10



2. Have you come across any advertisements of Hyundai, either in print media or on television?

	RESPONDENT COUNT
Print ad	74
T.V commercial	26



FINDINGS

- ❖ Here are some possible rewrites:
- ❖ Customers prefer using mobile applications for shopping over the official website due to a better shopping experience.
- ❖ Cash on delivery and card transactions are the most popular payment methods for online purchases.
- ❖ Amazon is the preferred online shopping platform over Flipkart due to various factors.
- ❖ Customers choose to shop with Flipkart over Amazon due to the convenience of their website and mobile application.
- ❖ Online shopping is most popular when discounts and offers are available.
- ❖ The most popular product categories for online shopping are clothing, footwear, and electronics.
- ❖ Amazon offers lower product costs, more product choices, and faster delivery compared to Flipkart.
- ❖ Flipkart has better product descriptions and display, customer feedback and ratings, exchange/return/replacement and refund policies, and after-sales service compared to Amazon.

CONCLUSION

This initiative to innovate sales promotions for Hyundai cars will help increase brand awareness through road shows, TV advertisements, and word-of-mouth publicity. Additionally, offering discounts, Diwali offers, and free gifts such as music systems and accessories can also attract customers.

The objective of my project is to enhance customer satisfaction across all segments. Research shows that Hyundai customers exhibit a strong sense of brand loyalty, with a majority of them not considering switching to other brands. However, a small percentage may do so to experience something new. The performance of Hyundai cars is highly appreciated when compared to other brands, and the quality of after-sales service provided by the company is a critical factor that contributes to customer loyalty.

SUGGESTIONS:

After conducting this study, some key points have emerged which could enhance the impact of advertisements for sales promotion. These include:

- Newspapers should provide more space for advertisements.
- Advertisements should be published in color, as it is more effective for sales promotion.
- Sales promotion can be effectively achieved through advertisements.

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