

SALES PROMOTION PRACTICES AT TVS MOTOR COMPANY LIMITED

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1. ABSTRACT

Sales promotion has become a vital tool for marketing and its importance has been increasing significantly over the years. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm's consumers. Firms have to rethink the relationship between attitude and behavior of their consumers. Sales promotions are highly effective in exposing consumers to products for the first time and can serve as key promotional components in the early stages of new product presentation.

2. INTRODUCTION

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 Mixl consists of four major tools.

1. Advertising.
2. Sales Promotion
3. Publicity
4. Personal Selling

3. MARKETING COMMUNICATION PROCESS:

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

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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.

4. NEED FOR THE STUDY

This particular topic is chosen because every organization required sales promotion and distribution to promote their product and services. Sales promotions and distribution are playing a vital role in today's market. So it is important to know how far these promotional activities are creating brand awareness in the minds of the customer and influencing them to go for the products and services and also the need to increase the quality, creativity and utilization of technology in the distribution and sales promotions.

5. OBJECTIVES OF THE STUDY

- ✓ To find out the opinion of customer about the perfect promotion technique.
- ✓ To find out the opinion of the customer on the subject, sales promotion.
- ✓ To find out the ways to promote the product so that it reaches the high standards.
- ✓ To know how well the product TVS is doing well in the market.
- ✓ To know how well the product TVS is withstanding on their words, which makes it to increase the sales.
- ✓ To determine the share of the TVS in two-wheeler by directly questioning the customer.

6. ABOUT TVS MOTORS

TVS Motor Company Limited, part of the TVS Group, is one of India's leading two-wheeler manufacturers. With a turnover of over Rs.2800 crores, the Company manufactures a wide range of motorcycles, scooters, mopeds.

With the joint venture with Suzuki Motor Corporation in 1983, TVS-Suzuki became the first Indian company to introduce 100 cc Indo-Japanese motorcycles in September 1984. Through an amicable agreement the two companies parted ways in September 2001.

Today TVS Motor Company has the largest market share in the moped category and is also the undisputed leader in the scooterette segment. It also holds a considerable market share-in motorcycles.

With a strong sales and service network of 500 Authorized Dealerships, 1018 Authorized Service Centers and over 864 Certified Service Points, TVS is growing from strength to strength. The company manufactures its motorcycles, scooters and mopeds at its state-of-the-art factories in Mysore and Hosur.

Various TVS two-wheelers

6.1 TVS offers a wide range of two-wheelers:

Motorcycles - TVS Centra / TVS Victor / TVS Fiero F2/ TVS Max 100 / TVS/Max 100R

Scooterettes - TVS Scooty Pep/ TVS Scooty 2S

Mopeds - TVS XL Super/ TVS XL Super HD

7. IN GENERAL PROMOTION FALLS IN TO THREE MAIN CATEGORIES:

Final Customer Promotion Manufacturer Promotion to the channels or Trade Promotion. Channel originated Promotion, or Retailer Promotion.

Final Customer Promotion comes directly to the Customer from the manufacturer. Trade Promotion, in contrast, is directed at intermediate channels of distribution in an attempt both to get them to buy more of a product and to commit their own effort to "pushing" the product through the next channel and ultimately to the consumer. Channel-originated Promotions are run by the channel itself to either the next channel in the distribution chain or to final Customers.

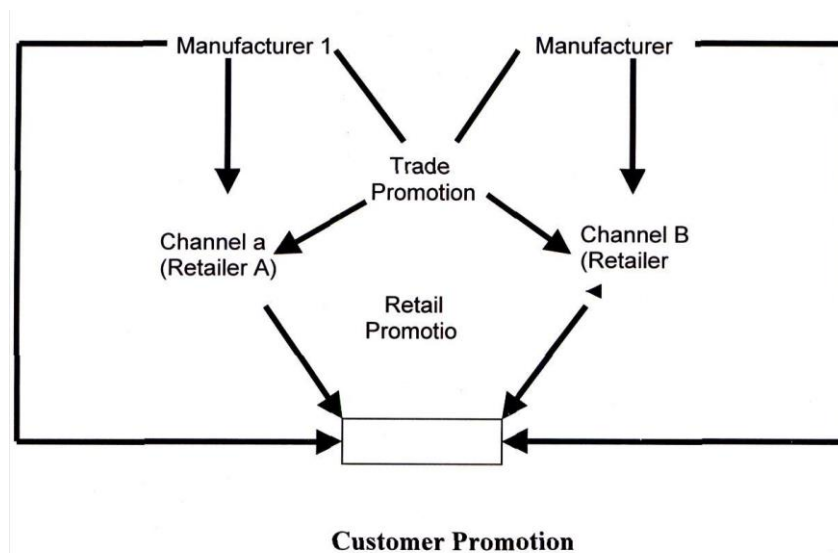
For consumer packaged goods sold through supermarkets, retailer Promotions are an especially visible form of Promotions. Displays, feature advertising, and price deals (price cuts, free merchandise, and retailer-issued coupons) all affect sales and profits and either augment or detract from manufacturers direct Customer Promotions. In general, the purpose of channel Promotions is to increase sales of all products to the Customer.

Promotion objectives and programs may be gathering offensive, or defensive. Offensive Promotion attempt to gain an advantage through exclusivity: being the only company to offer a particular Promotion or level of Promotion support. In most markets, however, competitors quickly match Promotions. On top of that, in some areas, notably consumer packaged goods; the channels have become sufficiently powerful to both demand and schedule Promotions. The result is that companies, including those with household brand names and dominant market shares, are promoting due more to a perceived necessity to match competition and satisfy the channels than to a conviction that Promotions benefit the manufacturer.

Many types of consumer products, service and industrial products use sales promotion devices extensively. Short-term price discounts to consumers are very common in industrial markets. In addition, farm equipment and office

Products manufacturers, for example, frequently target channel members for promotions which may or may not passed on to the customers.

Simplified Channel and Promotion Structure



8. DATA ANALYSIS & INTERPRETATION

1. Which is the best modal of TVS two wheeler?

Table-01

Options	No. of Respondents	Respondents in %
Apache	48	48%
Victor	38	38%
Fiero	8	8%
Star city	2	2%
Centra	4	4%
Total	100	100%

2. Did the salesperson spend sufficient time with you and explain everything about the vehicle?

Table-02

Options	No of respondents	No.of respondents in %
Yes	72	72%
No	28	28%
Total	100	100%

3. Is the vehicle delivered on promised time?

Table-03

Options	No of respondents	respondents in %
Yes	85	85%

No	15	15%
Total	100	100%

4. Were you offered a test drive during your visit to our showroom?

Table-04

Options	No of respondents	respondents in %
Yes	60	60%
No	40	40%
Total	100	100%

5. How do you feel about TVS two wheeler vehicles?

Table-05

Options	No. of Respondents	Respondents in %
Excellent	22	22%
Good	30	30%
Moderate	18	18%
Satisfactory	24	24%
Unsatisfactory	6	6%
Total	100	100%

6. State the level of satisfaction for the service provided by Rangaraya TVS showroom?

Table-06

Options	no of respondents	respondents in %
Completely satisfied	8	8%
Satisfied	34	34%
Dissatisfied	18	18%
Not at all satisfied	14	14%
Neither Satisfied nor Dissatisfied	26	26%
Total	100	100%

7. Whether brand name plays important role in purchase of TVS two wheeler?

Table-07

Options	no of respondents	respondents in %
Yes	40	40%
No	60	60%
Total	100	100%

8. What are the reasons to purchase TVS vehicles?

Table-08

Options	no of respondents	respondents in %
Mileage	80	80%
Low maintenance	60	60%
Brand name	30	30%
Price	75	75%
Wide range of products	20	20%
Total	100	100%

9. When did you owned TVS vehicles?

Table-09

Options	no of respondents	respondents in %
6month	18	18%
1-2years	32	32%
3years	38	38%
3-5years	12	12%
Total	100	100%

10. What are the improvements in service that you need from Rangaraya TVS Motors?

Table-10

Options	no of respondents	respondents in %
Service in time	32	32%
Reliable service	18	18%
Availability of spares	7	7%
Well trained mechanics	8	8%
Less labour charge	35	35%
Total	100	100%

11. What are the different problems that you face at the time of service of your vehicle?

Table-11

Options	no of respondents	no of respondents in %
High Price of Spare parts	36	36%
Not easily available	17	17%
Delay in service	39	39%
Low quality of spare parts	7	7%
Total	100	100%

12. How do you rate the service performance of Rangaraya TVS.

Table-12

Options	no of respondents	no of respondents in %
Very Good	16	16%
Good	42	42%
Average	33	33%
Bad	9	9%
Very Bad	0	0%
Total	100	100%

13. How would you choose your preference on the following promotional schemes?

Table - 13

Criteria	No. of respondents	% of respondents
Price off	20	20%
Discount coupons	30	30%
Contents	10	10%
scratch card	10	10%
Cash refund	20	20%
Prizes	10	10%
Total	100	100

14 Do you think that Sales Promotional Activities that are adopted by forever bike are according To the Consumer Perceptions?

TABLE:14

Criteria	No. of respondents	% of respondents
Yes	50	50%

No	30	30%
Not Right Now	20	20%
Total	100	100

15. Do you think that Sales Promotional Activities has power to influence Sales happening?

TABLE: 4.15

Criteria	No. of respondents	% of respondents
Yes	65	65%
No	25	25%
Not Right Now	10	10%
Total	100	100

16. Does Sales Promotion Activities of Forever are better than others?

TABLE:16

Criteria	No. of respondents	% of respondents
YES	64	64%
NO	36	36%
Total	100	100

FINDINGS

- ✓ According to the survey it is found that most of the respondents have scooty(48%) and victor(38%)and few of respondents have fiero ,star city and centra
- ✓ Most of the respondents (72%) are satisfied with the service of the salesman and least number of respondents (28%) is not satisfied.
- ✓ To most of the respondents (85%) the vehicle is delivered on promised time. Only few of the respondents(15%) vehicle is not delivered on promised time.
- ✓ 60% of the respondents were offered test drive and 40% of Respondents were not offered the test drive.
- ✓ According to the survey 30% of the respondents feel good and 24% Of respondents feel satisfactory and 22% of the respondents feel excellent 18% of respondents feel moderate and 6% of respondents feel unsatisfactory.
- ✓ Most of the respondents(34%) are satisfied and 26% of respondents Are neither satisfied nor satisfied 18% of respondents are dissatisfied 14%of respondents are not at all satisfied and 8% respondents are fully satisfied

- ✓ Most of the respondents(60%) feel brand name is important 40% of the respondents feel brand name is not important
- ✓ 38% respondents purchased Vehicles before 3 years 32% of Respondents purchased before 1- 2 years 18% of respondents Purchased before 6 months and 12% of respondents purchased before 3 – 5 years
- ✓ Most of the respondents are need of less labour charges (35%)And Service in time (32%) and 18% of respondents need reliable Service and few of the respondents need well trained mechanics (8%) And availability of Spares (7%)
- ✓ Most of the respondents face the problem of delay in service (39%)And high price of spare parts (36%) some of the respondents face problem of not easily availability of spares (17%) and low quality Of spare parts (7%)
- ✓ Most of respondents rate the service performance as good (42%) And Average (33%) some of the respondents rate as very good (16%) And bad (9%)
- ✓ Most of the respondents are need of increase in number of service stations to reach maximum number customers.
- ✓ Most of the respondents have complaint about delay in availability of spare parts and high price.

CONCLUSION

Sales Promotion is an important function of any Organization in today's Market. Sales Promotion deals with various promotion techniques for improving the Sales and Brand awareness of TVS Brand two-wheelers. Knowing the importance of the Sales Promotions in to-days Market, I want to conclude by saying that the TVS Brand two-wheelers should carry out the various program's for increasing the Sales of TVS brand two-wheelers in the Market.

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