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A COMPREHENSIVE ANALYSIS OF SALES PROMOTIONAL ACTIVITIES: STRATEGIES AND THEIR IMPACT ON CONSUMER BEHAVIOR AT HYUNDAI MOTORS

[1] V. Divya, [2] Chitla Bhavani
[1] *Professor,* [2] *MBA Student*
Department of MBA
Sree Chaitanya College of Engineering, Karimnagar

ABSTRACT

Sales promotional activities play a vital role in modern marketing by influencing consumer behavior, increasing product awareness, and boosting sales performance. Organizations use various promotional strategies such as discounts, coupons, free samples, contests, cashback offers, loyalty programs, and seasonal campaigns to attract customers and encourage purchases. These activities help businesses create brand visibility, enhance customer engagement, and gain a competitive advantage in the marketplace.

This study presents a comprehensive analysis of sales promotional activities and their impact on consumer behavior. It examines how different promotional strategies influence customers' purchasing decisions, brand preferences, and buying frequency. The study also explores the effectiveness of both traditional and digital promotional methods in attracting and retaining customers. Data collected from consumers provides insights into their perceptions, preferences, and responses toward various promotional tools.

The findings indicate that sales promotional activities significantly affect consumer purchase intentions and contribute to increased sales and customer satisfaction. Price-based promotions such as discounts and cashback offers are found to be highly influential, while loyalty programs and personalized promotions help in building long-term customer relationships. The study concludes that well-planned sales promotion strategies are essential for enhancing market performance and achieving organizational objectives in a highly competitive business environment.

I. INTRODUCTION

"As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer."

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 Mix” consists of four major tools.

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

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.

The purpose of advertising is motivating but to sell something a product or service, the real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is “Increased

awareness" list of the following specific objectives of advertising.

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods.

It is a marketing process with which consumers are personally persuaded to by goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuraries ago salesman ship was practiced in Greece and Rome. According to Peter Drucker Cyrus Mecornie was the first man to use modern technique of selling.

Features:

1. It helps to establish a cordial and abiding relationship between the organization and its customers.
2. It is a creative art. It creates wants a new.
3. It is a science, in the sense that "One human mind influences another human mind".
4. Personal selling imparts knowledge and technical assistance to the consumers.

Promotion includes all those functions, which have to do with the marketing of a product all other activities designed to increase and expand the market. But it is clearly distinguished from advertising and personal selling, through basic aim or all the three is one and the same viz., to increase the volume of sales.

"Sales promotion in a specific sense refers to those sales activities that supplement both personal selling and advertising and co-ordination ate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non recurrent selling efforts not in the ordinary routine".

Evaluation of Sales Promotion:

Two decades ago, there was no agreement among the marketing people that there was a separate sales promotion function. In those days, promotion was a "share- run to gain a short run good".

The importance of sales promotion is modern marketing has increased mainly an account of its ability in promoting sales and preparing the ground for future expansion. The main objective of sales promotion is to attract the prospective buyer towards the product.

NEED AND IMPORTANCE THE STUDY:

The increasing competition in business is the reason to pay much more attention to satisfying customers. It may help the market to notice role of customer satisfaction in the overall context of product of service development and management.

Customers do not buy services, they buy satisfaction. Hence marketers must be clear about the satisfaction the customer is seeking and check out whether the customers are getting the actual satisfaction. This study helps the marketers to take necessary steps to gain the competitive advantage over the competitors.

The study helps to predict further behavior intentions of the customers such as intention to re-purchase, intention to increase the usage, intention to recommend the product and Service to others. Today the customers have wide variety of motorcycles to chose.

If the satisfaction level of the customer goes down he may switch over to other brand. Ultimately the company loses its actual customers. This study helps the marketer to take necessary steps to overcome this problem and retain in the increase of customer loyalty.

OBJECTIVES OF THE STUDY:

1. To analyze the various sales promotional activities used by organizations to attract customers.
2. To examine the impact of sales promotion strategies on consumer buying behavior.
3. To identify the most effective promotional tools that influence purchase decisions.
4. To evaluate customer awareness and perception regarding different sales promotional activities.

5. To study the relationship between promotional offers and customer satisfaction.
6. To assess the role of discounts, coupons, cashback offers, and loyalty programs in increasing sales.
7. To understand the influence of digital promotional activities on consumer purchasing patterns.
8. To measure the effectiveness of sales promotions in enhancing brand awareness and customer engagement.
9. To identify factors that motivate consumers to respond to promotional campaigns.
10. To provide suggestions for improving sales promotional strategies to achieve better marketing outcomes.

Scope of the Study:

The area of study is considered to be in two districts. Those are Hyderabad and Ranga Reddy districts.

In the present study an attempt has been made to know the actual implementation of Communication Process as management techniques in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in particular.

Human resource projections are valid on appraisals. By improving job skills, the employees have lot of scope for development and prepare themselves for higher responsibilities.

II. METHODOLOGY AND DATA BASE

a) Source of data:

1) Primary Data:

The primary data is collected through questionnaires from the customers.

2) Secondary Data:

The secondary data is collected from the books, journals and internet.

Data collected method:

The data is collected through close ended questionnaire.

b) Sample size:

1. The sample size of the survey (N) is 100.
2. Samples are collected customers of showroom.
3. The age limit of the customers is in between 20-55.
4. The customers will be randomly selected.

c) Tools & Techniques: For analyzing the data statistical tables, percentages, and bar-diagrams will be used.

d) Further scope of study; The topic of promotional activities is vast there is further scope of study for eg; Advertising, sales promotion etc.

e) Kind of research: The research study will be carried out in qualitative and quantitative research approaches.

The research has to be done in very efficient way; the frame work for collecting data is called research design.

The statistical involves the study of a few factors in large number of cased. The contents of research design are

i) Data collected method.
ii) Research instrument.

f) Survey approach: The survey will be conducted through close ended questionnaire. This questionnaire will contain the multiple choice questions; each question will be given options. The collection of data in survey follows two types they are

i) Primary data (first hand data).
ii) Secondary data (used data).

Period Of The Study:

Since so many years **Hyundai Motors Limited** Hyderabad has been following the same procedure of Communication Process for their executives and employees and for the study of my project last one-year data has collected on Promotional Activates..

LIMITATIONS TO THE STUDY:

1. The study is limited to a specific group of respondents and may not represent the views of the entire population.

2. The accuracy of the findings depends on the honesty and understanding of the respondents while answering the questionnaire.
3. Consumer behavior is dynamic and may change over time due to market trends, economic conditions, and personal preferences.
4. The study focuses only on selected sales promotional activities and does not cover all promotional techniques used by organizations.
5. Time constraints may have restricted the depth of data collection and analysis.
6. The research is based primarily on primary data collected through surveys, which may contain personal biases.
7. Geographical limitations may affect the generalizability of the results to other regions or markets.
8. External factors such as brand reputation, product quality, and competitor activities were not extensively analyzed.
9. Rapid changes in digital marketing and promotional strategies may reduce the long-term applicability of the findings.
10. The study does not consider the impact of all demographic and psychological factors influencing consumer behavior.

III. REVIEW OF LITERATURE

The increasing competition in business to pay much more attention to satisfying customers. It may help the marketer to notice role of customer satisfaction in the overall context of product of service development and management.

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1. Can be major source of revenue, although it often receives too little management attention.
2. Is essential for achieving customer satisfaction and good long-term relationship-as identified by a number of researches.
3. Can provide a competitive advantage.
4. Play a role in increasing the success rate of new products introduced.
5. Needs to be fully evaluated during new product development, as good product design can make customer support more efficient and cost-effective. Increased competition within many industries has led to increased attention on customer service.

Various studies indicate that upset customers may have big effect on sales of company. Therefore all dealers try to put all their attention to keep their customers satisfied and fulfill their needs and wants as much as possible. One of the strong tools which help all companies in this matter is providing best after-sales service.

Market: The set of all actual and potential buyers of a product of a service.

Marketing:

In today's competitive world any organization to run successfully three factors plays an important role are

1. Finance.
2. Human resources.
3. Marketing.

Along with the above mentioned the other three factors which plays an important role to achieve the organizational goals and objectives in the competitive market they are

1. Innovative technology.
2. Quality.
3. Price.

Because of globalization, privatization and liberalization the number of competitors are

increasing at a constant rate as a result of which consumers are preferring products which are of high quality, technology and at a reasonable price.

Though the company is producing high quality products at a reasonable price to be success in the competitive market the company should take promotional activities and marketing tools and techniques to achieve its mission and vision.

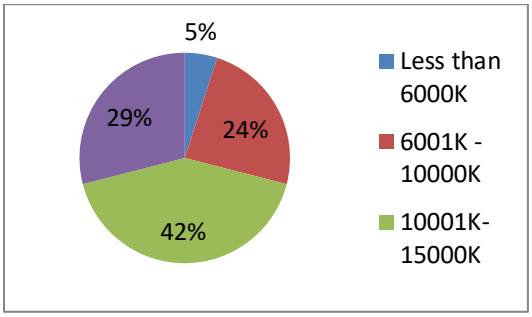
Marketing is not just telling and selling but in the new sense satisfying customer needs marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate and flow of goods and services from producer to consumer in the process of distribution.

IV. DATA ANALYSIS AND INTERPRETATION

1) Income per month

a) Less than 6000K b) 6001K -10000K c) 10001K-15000K d) Above 15000K

Less than 6000K	6001K - 10000K	10001K-15000K	Above 15000K
5	24	42	29



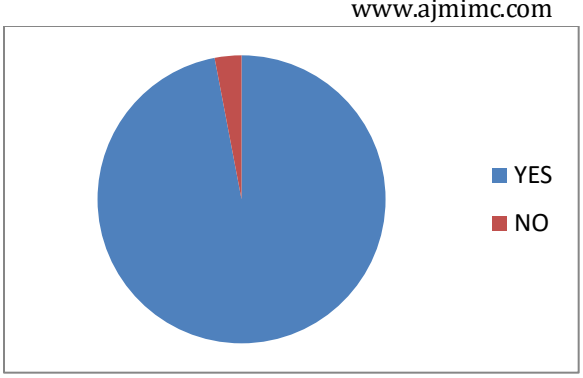
Interpretation:

By the above pie chart we know that the customers have an income per month , 10,000 to 20,000 is 42%, above 15000 are 29%, between 6,000 and 10,000 are 24% and less than 6000 are 5%.

2) Do you have CAR?

a) YES b) NO

YES	NO
97	3



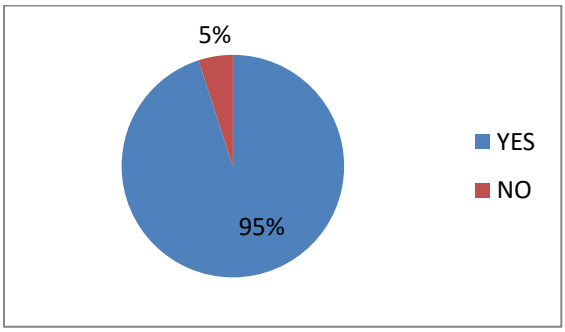
Interpretation:

By the above pie-chart we know that 97% of the respondents are having their CAR and 3% are living without CAR. So the study is concentrated on both the type of respondents.

3. Did you hear about ***Hyundai Motors***?

a) YES b) NO

YES	NO
95	5



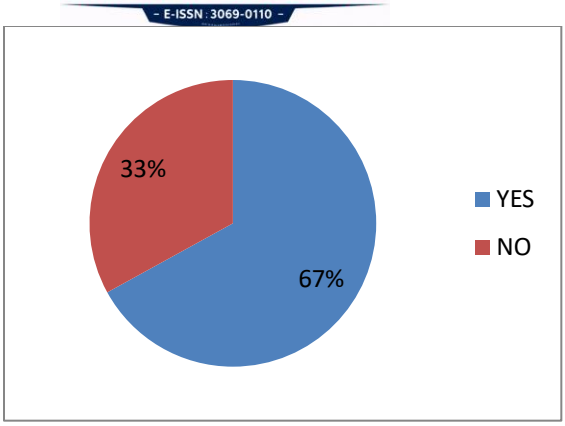
Interpretation:

By this pie-chart we can understand most of the respondents know about the ***Hyundai Motors***.

4. Are you using Hyundai Motors CAR?

a) YES b) NO

YES	NO
67	33



Interpretation:

By the above pie –chart we know that 67% respondents are using Hyundai Motors CAR and rest of the 33% respondents are not using Hyundai Motors CAR.

So we have to concentrate more on those 33% as well as 67% respondents.

V. FINDINGS

- The company is advertisement is fair and is reaching to all people.
- The advertisement is difficult to understand in rural areas.
- Hyundai Motors is not concentrating on the promotional activities for the customers and for the retailers.
- The company is not concentrating on other types of advertising media.
- The package design is not communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and deals.
- Hyundai Motors must improve their personnel selling direct contacting customers to give awareness of their products.

VI. SUGGESTIONS

- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network (Market) should be expanding to rural villages.
- Reduce the Tariff rates to increase the market share.
- The company should conduct road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- The offers should be fairer and should also necessary to bring new models with fascinating offers.
- It will help full in Increasing of Sales if The Hyundai Motors brings cards for the different groups of people such as, Students, Employees, Girls etc.,

VII. CONCLUSIONS

From project conclude that promotion of any service can be successfully executed by creating awareness through word of mouth and by maintaining the service according to Advertising and Sales Promotional Activities.

To enable the customers to get in touch with the service personal more easily, the number of direct phones should be increase or provide the toll free number to give solutions of constructions.

Periodically, review meetings with the customers in different areas should be convinced, to have a general consensus regarding problems being faced by them.

To increase sales of the Hyundai Motors services, the company should concentrate on advertisements and try to provide special offers.

If the company reduce the price of the Hyundai Motors services for who purchase huge quantities, then sales will be increased dramatically

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