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A STUDY ON SALES PROMOTION OF TATA MOTORS

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ABSTRACT:

Tata Motors Sales and promotional activities play a crucial role in driving customer engagement, brand awareness, and revenue generation for organizations. This abstract provides an overview of sales and promotional activities, their significance, and key considerations for designing and implementing effective sales and promotional strategies. Tata Motors Sales and promotional activities encompass a range of marketing efforts aimed at attracting and persuading customers to purchase products or services. These activities can include advertising campaigns, sales promotions, public relations initiatives, and direct selling approaches. This abstract explores the importance of sales and promotional activities in creating market demand, increasing brand visibility, and driving customer loyalty. It highlights how well-executed sales and promotional strategies can lead to increased sales volumes, market share expansion, and a competitive edge in the marketplace.

KEYWORDS: Sales, promotions, Consumers, share expansion, promotional Strategies

1. Introduction

Tata Motors Sales promotion is one of the elements of the promotional mix. The primary elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Tata Motors Sales promotion uses both media and non-media marketing communications 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 purchase displays, premiums, prizes, product samples, and rebates.

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Sales promotions can be directed at 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. Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, 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.

Tata Motors 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 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.

Tata Motors Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers 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 consumers to buy their products.

2. Review of literature

**A N SANTOSH KUMAR, A.N. HARI
RAO, and M.C. VIJAYAKANTH URS
(May 2013)**

The Indian economy has been significantly influenced by the automobile industry over the past ten years. The Indian market has opened its doors to multinational corporations, which has increased competitiveness in terms of product quality and customer service. The emphasis on client happiness has increased as a result, particularly at the dealer level. Companies now are more responsive,

provide better products, and continuously improve them using the Total Quality Management methodology. Dealers are essential to this since they not only sell customers four-wheeler's but also provide after-sale services.

In June 2013, Prof. Madhavi Dhole said: The Indian and global economies both depend heavily on the automobile industry. With the licensing of the industry in 1991 and the subsequent opening up for 100 percent FDI via automatic method, the Indian automobile industry set out on a new adventure.

About 5 lakh people in India work directly in the automobile sector.

Eter Binodini (May 2013) Amiya Priyadarsini: The automobile sector will benefit greatly from India's economy's continued rapid growth. This is generally true throughout all automotive markets, from those that supply commercial cars to those that serve people with four-wheelers. The emergence of ultra-cheap vehicles, general GDP development, the rising affluence of the typical customer, and the maturing of Indian original equipment manufacturers (OEMs) are the key drivers of this rise. The path to mass motorization in India, however, will be quite different

from that in industrialized nations since new government policies, business models, and technological advancements must first be made in India

Dr. Gautam Patikar and E. Thangasamy (2014): When making these purchases to satiate their desires, consumers try to achieve the most consumer surplus, whether it be for durables or non-durables. Because of this, marketers frequently rely on research studies regarding changing consumer behavior to determine how to best position their product planning and development initiatives. Therefore, academics from all around the world must conduct a thorough analysis of this complex customer purchasing behavior.

The researcher in this report examined customer purchasing patterns, finding that these patterns varied by area.

3. Need of the study

- The success of the organization is highly dependent on the sales. The organization has to implement the effective sales promotion to improve the sales to increase profits
- The aim of sales promotion is to introduce a new product in the market. This study attempts to assess

the promotional activities of the organization

- 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 repurchase, intention to increase the usage,

intention to recommend the product and Service to others. Today the customers have wide variety of motorcycles to choose. 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. **4. Scope of the study**

- Scope – Sales promotion is a supplementary effort to advertising and personal selling.
- It does not include advertising and personal selling, publicity and public relations.
- Motivation – It is an effort by which the consumers, traders and sales force are motivated towards maximum sales.

➤ **5. Objectives of study**

- To study the effectiveness of the sales promotional activity of Tata Motors.

To find out the customer opinion about the promotional activity of Tata motors

To find out the promotional practices of Tata motors

6. Research methodology

Sales promotion is needed to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. Methods used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

In this survey the report has been prepared by using both primary and secondary data.

Primary data collection

Data that has been collected from first-hand-experience is known as primary data. Primary data was collected with the help of an structured questionnaire. The questionnaires were administered to 100 respondents

- Techniques of primary data collection
- The questionnaire has been designed and used to collect the needed primary data.

Secondary data

- Data collected from books journals and internet.

Sources of Secondary Data:

- Secondary data is often readily available. After the expense of electronic media and internet the availability of secondary data has become much easier.

Area of study

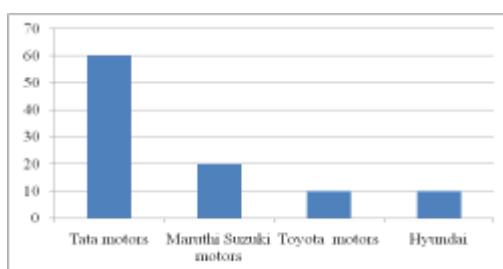
- The study on sales promotion has been limited to customers located in **Hyderabad** only.

- Period of study
- The period of study cover **45 days**.
- **7. Limitations of the study**

- Increased price sensitivity.
- Consumers wait for the promotion deals to be announced and then purchase the product.
- Quality image may become tarnished:
- Merchandising support from dealers is doubtful:
- Short-term orientation:
- Analysis is based on the information given by the customers. Sometimes the customers may not give the exact information intentionally.
- The time given for the project is (only 45 days) has restricted me to conduct in-depth analysis on the sales promotion.
- The scope of the study is restricted to the boundaries of the Hyderabad district. So it is difficult to generalize this study to the entire population of Indian market.

8.Data analysis

8.1 Which company do prefer?



SNO	OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
1	Advertisement	40	40%
2	Relatives	20	20%
3	Internet	30	30%
4	Self	10	10%
	TOTAL	100	100

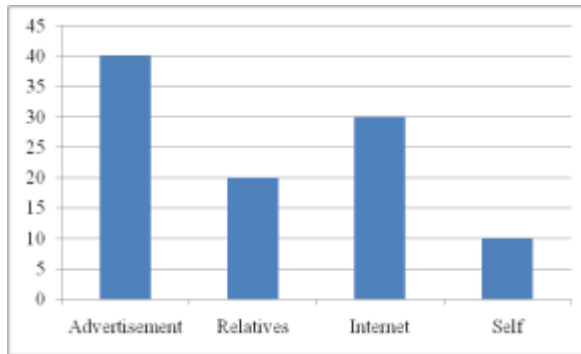
INTERPRETATION:

From the above table shows that tata motors are 60% maruthi motors is 20% Toyota motors is 10% and Hyundai is

SNO	OPTIONS	NO.OF RESPONDENTS	% OF RESPONDENTS
1	Tata motors	60	60%
2	Maruthi Suzuki motors	20	20%
3	Toyota motors	10	10%
4	Hyundai	10	10%
	TOTAL	100	100

10%.

2. How do you know about Tata motors?

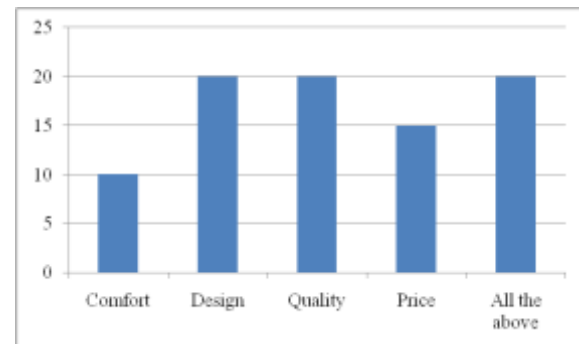


INTERPRETATION:

From the above analysis we can say that the Tata motors have a good promotional activity for promoting their products so that 40% of customers know Tata products by advertisements and 30% know by internet and 20% by relatives and 10% by self

What is important for you while choosing a Tata product?

SN O	OPTI ONS	NO. OF RESPOND ENTS	% OF RESPOND ENTS
1	Comfo rt	30	30%
2	Design	20	20%
3	Quality	20	20%
4	Price	10	10%
5	All the above	20	20%
	TOTA L	100	100

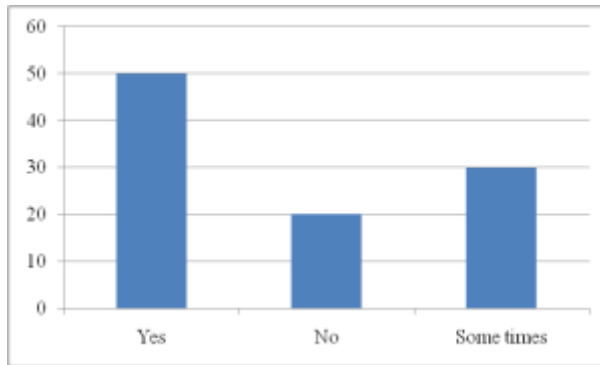


INTERPRETATION

From the above table shows that comfort is 10% design is 20% quality is 20% price is 15% and all the above is 20%.

3. Does your buying decision factors are effected by brand?

SN O	OPTI ONS	NO. OF RESPOND ENTS	% OF RESPOND ENTS
1	Yes	50	50%
2	No	20	20%
3	Some times	30	30%
	TOTA L	100	100

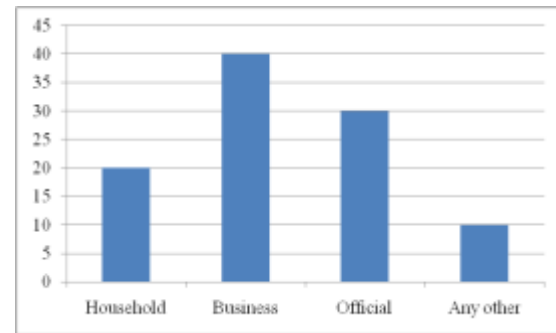


INTERPRETATION:

From the above table is yes is 50% no is 20% and sometimes is 30%.

5. For what purpose do you use Tata products?

SN O	OPTI ONS	NO. OF RESPOND ENTS	% OF RESPOND ENTS
1	Househ old	20	20%
2	Busine ss	40	40%
3	Officia l	30	30%
4	Any other	10	10%
	TOTA L	100	100

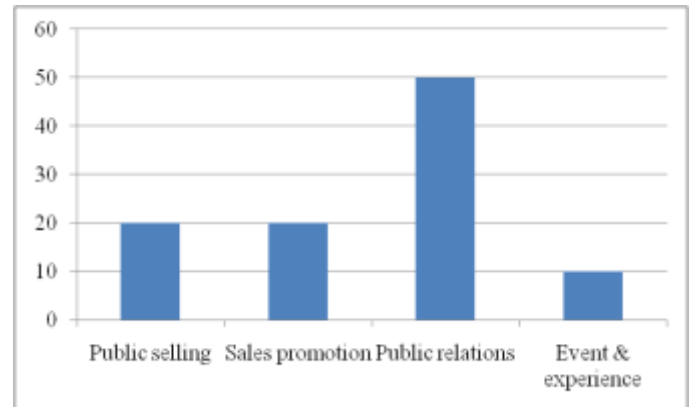


INTERPRETATION:

From the above graph shows that house hold is 20% business is 40% official is 30% and any other is 10%.

6. Which promotional tolls are effective For Tata motors according to you?

SN O	OPTI ON	NO. OF RESPOND ENTS	% OF RESPOND ENTS
1	Public selling	20	20%
2	Sales promot ion	20	20%
3	Public relatio ns	50	50%
4	Event & experie nce	10	10%
	TOTA L	100	100



INTERPRETATION:

From the above analysis we can clearly say that Tata motors effective promotional tool is public relations of their company as 50% of customers opinioned that and 20% opinioned as sales promotion and another 20% as public selling and 10% as event & experience.

9. Findings:

- Most of the customers own a Tata product
- Price is important for the customers while purchasing a Tata product and after price quality and design are important.
- Brand image is influenced while purchasing Tata products.
- Tata products are mainly used for the business and official purpose.
- Maintain the public relations is the effective promotional tool.
- People would like to see more discounts and exchange bonus in the

Tata motors.

➤ 10. Suggestions

From the above findings it is understood that certain steps are necessarily required to promote the products by Tata motors private limited.

Thus, the following lists of suggestions are offered for the effective promotion of products

- The company has to think of more schemes and discounts in the city of Hyderabad of more fascinated towards discounts and offers.
- Tata motors should concentrate on the household and other aspects other business purpose.

➤ 11. Conclusion

Different segments and the new models that are going to be launched it gives the details of the brand here such as its features and facilities. The objectives are to measure the impact of discounts on sales, to offers which are introduced by Tata motors in the cities like Hyderabad.

Tata motors have its own brand image, and having large distribution network through their exclusive showrooms in many parts of India.

The company is getting good sales and turnover. The sales are gradually

increasing its turnover also. Promotional strategy is essential marketing tool. It is proactive to face the competition and reach the consumer.

Firm's promotional strategies depend upon situation and have to hang according to the market situation. The objective of promotional strategy is to promote sales, profits and create awareness.

A brand is a name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one sellers or group of sellers and to differentiate them from those of competitors. Most of the marketers say that branding is art and corner stone of marketing.

Discounts and offers plays role in the industry. They are not only the motivators in the present market but customers also motivated of other factors like low maintenance, performance of the vehicles and brand image.

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WEBSITES

- www.tata motors.com
- www.automobileindustry.com
- www.salespromotion.com