

Sales Promotion towards Yamaha Motors Bidarat Sri Veerabhadreshwar Motors Bidar

Maheshkumar M¹ Akshaykumar²

¹Assistant Professor ²Student

^{1,2}Department of Master of Business Administration

^{1,2}Guru Nanak Dev Engineering College, Bidar. Karnataka, India

Abstract— The importance of sales promotion in marketing mix is undeniable. Considering the cost of sale promotions are always substantial, the selection and design of most effective and efficient promotion tools are crucial for a successful promotion campaign. The ability of marketers to identify attributes which relevant to their target market is vital for them to have better control over the results of their promotional activities. This study is aims to examine the differences between both psychological-based segments and demographic-based segments of consumers on their attitude and subjective norms toward the act of redeeming coupons, perception on coupon value and coupon expiration date, as well as their redemption intentions. The study could be used in the design of nutrition in expectation of the consumers, The study might throw a light on the success of our days small announcements of motorcycles, The study can help us to know how much money you could consumers than their motorcycles.

Keywords: Sales Promotion, Point of Purchase, Products

I. INTRODUCTION

Yamaha motors is private ltd company is fully owned by Indian subsidiary of Yamaha motors company, and its head quartered at Chennai. It start its business In India 1985 as a joint venture .the manufacturing facilities pants of Yamaha is in 3 state Uttarpradesh , Haryana ,and Tamil Nadu. These plants support production of Yamaha motors. The Yamaha motors of India is take the responsible of expand the business and give the quality of assurance and making the planning of corporate sectors as well as strategy of business planning.

II. LITERATURE REVIEW

Vecchio, Del, Devon et.al. (2006) According to the investigation Deals advancements don't influence post advancement brand inclinations when all is said in done. Be that as it may, contingent on attributes of offers advancement and the advanced item, advancement can either increment or abatement inclination for a brand.

Kumar, V. and Swaminathan, Srinivasan (2005) ' considered the effect of coupons on brand deal and how that sway rots over the life of the coupon. The creators utilize an econometric model to exhibit the coupon impact in terms of equal value decrease, represent coupon impact after some time.

Laroche, Michel et.al. (2005) ' ' considered the impact of coupons on customer's image categorisation and decision process utilizing inexpensive food eateries in China. Results recommend that there are both direct and cross advertising impacts.

Lewis, Michel (2004) built up a methodology for concurrent estimation of the impact of a dynamic dedication program and then some.

Anderson, T. Eric and SimesterLDuncan (2004) researched how the profundity of a present value advancement influence future acquiring of first time and set up clients dependent on three huge scale field probes strong merchandise sold through an immediate male list.

Baohonget.al. (2003) review different considers associating with the power of advancement on brand exchanging and found that these examinations utilized decision demonstrate, especially logit.

III. SALES PROMOTION

The idea of sales promotion will be the investigation of the enhance in sales in typically the short term this examine may be easily and proficiently because the results can end up being assessed quickly and credited to the limited characteristics of the claim ,additional factors may be closely watched .the sales promotion usually are a source of argument ,for instance a argue that typically the increase in sales inside the short term really does not cause long term earnings. Others claim that typically the benefits associated with the creation regarding more income for typically the company inside the short term; typically the company is growing more quickly and more market reveal. Although the carriage appears in many different kinds, most fall into 3 categories: push, pull, combination.

A. Objectives of the Study

- Toward learning the behavioral pattern of customers with regard to motor cycles in Bidar city.
- Concerning the factors that consumers often tried a moto among other options.
- To check out the role of advertising to convince a consumer to buy acicular engine.
- Is the market leader and the market share of the primary competition on the market for round engine.
- The decision –making process is the qualifying criterion for the consumer to determine to buy a round engine.
- To get know the reason for the consumer normally utilizes bicycles motor.

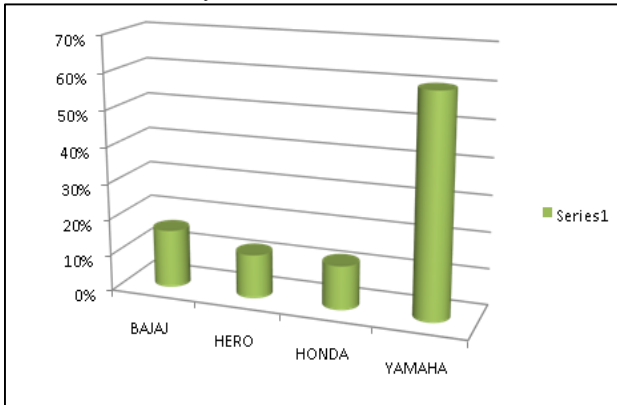
IV. DATA ANALYSIS AND INTERPRETATION

Particular	No of Respondents	Percentage
Bajaj	8	16%
Hero	6	12%
Honda	6	12%
Yamaha	30	60%
	50	100

Table 1: The two wheeler you own belong to which company?

A. Analysis:

table1.16% of the customers say BAJAJ, 12% of says HERO, 12% says HONDA, 60% of says YAMAHA.



B. Interpretation:

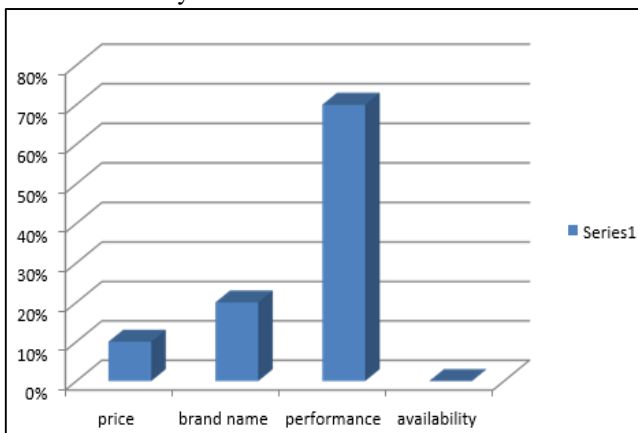
The above chart 1 shows opinion of respondents as 16% has owned BAJAJ , 12% HERO , 12% opinion HONDA ,60% were choose the YAMAHA Thus, Above interpretation states that may of respondent were says towards the YAMAHA MOTOR CYCLE.

Particular	No of Respondents	Parentage
Price	4	8%
Brand name	10	20%
Performance	36	72%
Availability of after sales	0	0%
TOTAL	50	100

Table 2: What factors affected you to make decision to buy two wheeler?

C. Analysis:

Since the above table shows that how customers stand influencing their decision to purchase the brand in that 8% respondents says about price, 20% of respondents says about brand name ,72% of respondents says about performance and 0% of availability of after sales.



D. Interpretation:

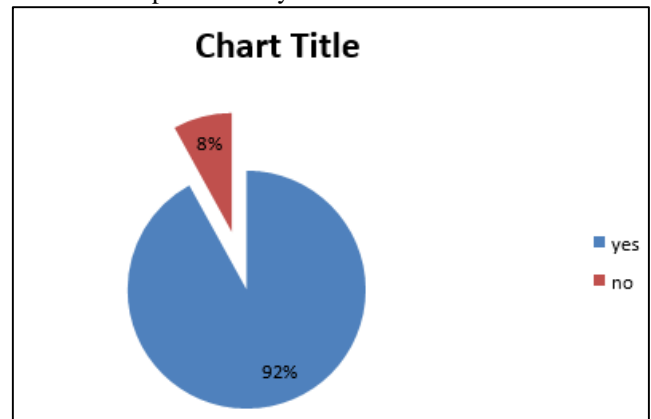
The above chart 2 shows the above table shows that how customers are influencing their decision to purchase the brand.

Particular	No of respondents	Percentage
Agreed	46	92%
Disagreed	4	8%
Total	50	100

Table 3: Have you taken use of company free services for your two wheeler?

E. Analysis:

Table 3 displays that 92% of defendants says YES that they get free maintenance service which has offered by company, and 8% of respondents says NO.



F. Interpretation:

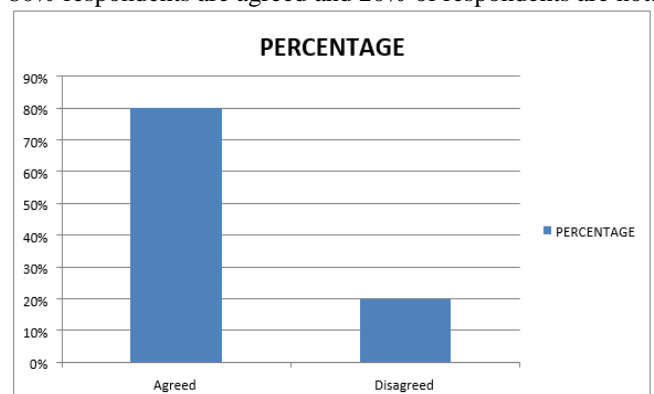
Chart4 shows the 92% of respondents go with company free service and 8% of respondents says no. this is shows that maximum people will get the service of the.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Agreed	40	80%
Disagreed	10	20%
Total	50	100%

Table 4: Will you get messages, e-mails, calls or posts to remind you to make service from company side?

G. Analysis:

80% respondents are agreed and 20% of respondents are not.



H. Interpretation:

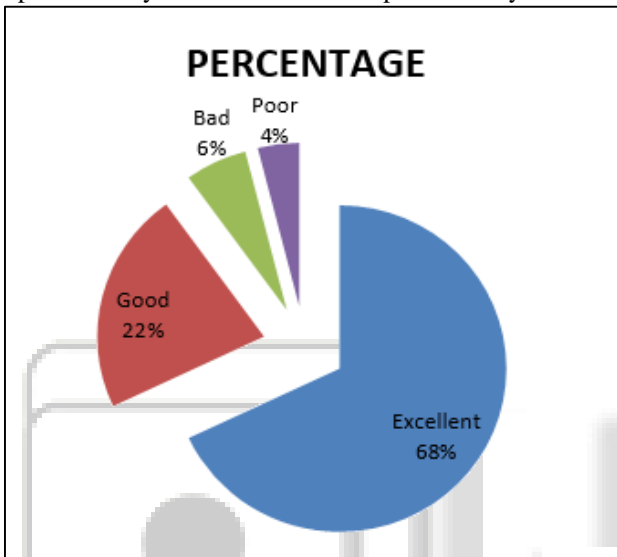
The chart 4 shows that 80%of respondents will get sms/mail/calls from the company that's reason they answer is YES. And 20% of respondents says no because they didn't get any reminders sms or calls from the company.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	34	68%
Good	11	22%
Bad	3	6%
Poor	2	4%
Total	50	100%

Table 5: what will be your satisfaction stage after you two wheeler service done by company?

I. Analysis:

from the table6 it will show that 68% defendants says EXCELLENT, 22% of respondents says GOOD , 6% of respondents says BAD and 4% of respondents says POOR.



J. Interpretation:

Chart 5 showing the satisfaction level of customers of after service of their two wheeler. The 68% of respondents says that EXCELLENT, 22% of respondents says GOOD, 6% of respondents says BAD and 4% of respondents says VERY POOR .This shows that how the customers levels are after service.

V. FINDINGS

In this chapter the researcher has listed results of analysis made inn the previous chapter, these findings are brief summary of the analysis performed with the help of several statistical tools, i.e. table , bar and classification diagrams, based on the finding observation the researchers said that they recommendation appropriate to determine problem during studies.

- The above gram shows that 60% respondents says Yamaha has owned the motor cycle
- The above gram shows that 70%v of respondents says the performance of bike, the above gram shows that 60% of respondents says extended warranty of offer.
- The above gram show that 64 % of respondents says new strategy will satisfy them.

VI. SUGGESTION

Due to time restriction, this research could study only the relationship between bicycle distributors and bicycle reseller in bicycle grocery shops for promotional strategies. In future, this research should be extended for other types of relationship in business cycle, starting from relation between manufacture – wholesaler – distributor – reseller – end user. The extended relationship of business cycle purposed to find out the synergy between business marketers due to the more variations of the promotional strategies that gives many benefits for each particular business marketers.

VII. CONCLUSION

The purpose of this research has been determined to obtain the promotion strategy for slow moving bicycle in order to reduce the dead stock. Meeting the bicycle reseller’s demand is the main target of the distributor to lead the strategy promote on besides to gain the sustainable competitive advantages through high customer satisfaction. By knowing the demand of reseller, it derives to get the strategy promotion that stimulating the purchasing demand of bicycle resellers. According to this research findings, the bicycle distributors do not differentiate regarding whether to keep the branded bicycles or not, whether to sell bicycle on credit or not. But the bicycle distributor should differentiate the marketing strategies based on the locations as the reseller choice and preferences vary due to the differences in income level so that leads to the strategy promotion. Otherwise distributor will not be able to sustain in the market for a long time, as they will not be able to satisfy the customer needs.

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