

EXECUTIVE SUMMARY

New technologies have revolutionized our lives in a recent past. Today many things we do as an everyday activity were virtually science fiction hardly few years back. World has become so small because of these technologies and whether we like it or not, everything is getting globalize. The customers are becoming demanding. The products and services are converging. Even the competition is also global now.

This is putting tremendous pressure on every industry, research organization, educational institute even the Governments. The challenges that are in front of us are, how to adopt these technologies? How to create more value for our organization using these technologies? How to organize and disseminate the knowledge created to our employees, customers, supplier etc.

Knowledge Management (KM) knows a new strategic imperative and management paradigm. Management in organizations must learn how to identify, manage, utilize and leverage on their knowledge assets. They must develop a knowledge-sharing culture and seed out the resources and tools to establish the appropriate ecosystem, as well as identify the human resources to leverage their collective knowledge to its fullest potential.

Like many new technology trends, knowledge management is often on the tips of people's tongues before it has sunk firmly into their minds. The consumer who has little or no choice in choosing car decades ago is today bombarded with multitude of options; there are cars, which have been specially designed to suit the every pocket, taste as well as to satisfy various preferences.

Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and or greater purchase of particular product / services by consumers or the trade. Where as advertising offers a reason to buy, sales promotion offers as incentive to buy – sales promotion includes tools for consumer promotion, trade promotion and sales force promotion. Sales promotion tools are used by most organization, including manufacturer, distributors, retailers, trade associations and non-profit organizations. Several factors contributed to the rapid growth of sales promotion, particularly in consumer markets. Internal factors include the following. Promotion is now more accepted by top management as an effective sales tool; more product managers are qualified to use sales – promotion tools; and product managers are under greater pressure to increase their current sales.

Sales promotion aims directly at inducing purchasers to buy a product. It involves demonstrations, contests, price-off, coupons, free samples, special packaging and money refund offers. Sales promotion activities are designed to encourage resellers and sales people to sell the product.

Sales promotions encourage consumers to buy a different brand than the one they bought on earlier purchase occasion, or had the intention of buying now. Promotions that offer price deals influence the attitudes of consumers towards buying the brand. Sales promotions are likely to stimulate demand by creating new occasions for purchase, or by increasing the consumption rate by consumers. In certain situations, the purchase of a product category gets accelerated. Measurement of results in any area of business activity is related to the objectives that are set. To accomplish this, a set of evaluation criteria is laid down before the implementation of a sales promotion programme.

One approach to categorise sales promotion is to look at the sources offering promotion and the fundamental appeals. The types of appeals focus either on price or interest. Price-cuts, coupons, rebates, bonus packs, exchange offers, financing programmes, etc., are examples of price appeals. The promotions are powerful competitive tools for getting new products in re-seller stores, inducing consumer trail, gaining shelf space and motivating salespersons and resellers. A promotion of offering refund or rebate by a marketer is a promise to give back a certain amount of money after the purchase. Refund offer can induce excitement in consumers at relatively low cost. Coupons can be considered as certificates offered by retailers or manufacturers that entitle the owner to some stated savings or claim the special thing.

This general objective can be subdivided into following:

- To design the promotional activities.
- To study the customer perception towards the promotional offers for four wheelers.
- To collect the information & the feed back from the customers to Tata Concorde motors.

Introduction

Meaning:

Sales Promotion consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and or greater purchase of particular product by consumers or the trade. Where as advertising offers a reason to buy, sales promotion offers as incentive to buy - sales promotion includes tools for consumer promotion, trade promotion and sales force promotion.

Sales promotion tools are used by most organization, including manufacturers, distributors, retailers, trade associations and non-profit organizations. Several factors contributed to the rapid growth of sales promotion, particularly in consumer markets. Internal factors include the following. Promotion is now more accepted by top management as an effective sales tool; more product managers are qualified to use sales - promotion tools; and product managers are under greater pressure to increase their current sales.

External factors include the following

The number of brands has increased competitor's use promotions frequently, many brands are at parity, consumers are more deal oriented, the trade has demanded more deals from manufacturer and the advertising efficiency has declined because of rising costs, media clutter & legal restraints.

The rapid growth of sales promotion media has created a situation of promotion clutter, similar to advertising clutter. There is a danger that consumer

will start tuning out, in which case coupons and other media will weaken in their ability to trigger purchase.

Manufacturers will have to find ways to rise above the clutter, for instance, by offering larger coupon - redemption values or using more dramatic point of purchase displays or demonstrations.

Definition of sales promotion: -

Promotional activities of a non - recurrent nature, which are used to reinforce personal selling and advertising for stimulating consumer purchasing and dealer effectiveness. Thus sales promotion can be aimed at

- Consumers or
- Dealers

Sales promotion is an important instrument in marketing to lubricate the marketing efforts. Today sales promotion is a necessity and not merely a luxury or a fashion, It is not expenditure; it is an investment which can pay rich dividends. It is an integral part of the market effort.

Sales promotion is referred to activities other than personal salesmanship, advertising and publicity, which stimulate consumer purchasing and dealer effectiveness. It is a plus ingredient in the marketing mix, whereas advertising and personal salesmanship is essential and basic ingredients in the marketing mix.

In short, sales promotion is a bridge or a connecting link covering the gap between advertising and personal salesmanship, the two wings of promotion. Sales promotion is a vital link between advertising and field selling.

It aims at stimulating consumer purchasing at the point of sale and dealer's effectiveness at the retail channel of distribution, particularly because retailing is a highly competitive field.

It can arouse enthusiasm, create a buying mood or spark an immediate reaction from consumers, dealers and the firm's sales person. Many sales promotion campaigns involve the use of incentives. Sales promotion is often thought of as a special selling effort to accelerate sales.

Definition

In general usage, all the efforts made by a firm to increase its sales are included in sales promotion. In the words of George W. Hopkins - "Sales Promotion is an organized effort applied to the selling job to secure the greatest effectiveness for advertising and for dealer's help".

According to AMA, sales promotion includes - "those activities other than personal selling, advertising and publicity that stimulate consumer purchasing & dealer effectiveness, such as displays, shows & exhibitions, demonstration and various non-recurring selling efforts not in the ordinary routine".

The ultimate aim of sales promotion is the same as that of advertising and personal selling i.e., increasing the sales of the goods and services. The immediate objectives, however, would be to introduce new products, to attract new customers, to buy more, to increase sales in slack seasons, etc.

One of the most important objectives of sales promotion is to encourage dealers to increase their stock of goods. Sales promotion techniques supplement advertising programs. These techniques are generally used to convert the awareness of consumers created by advertising into a concrete buying decision.

Objectives

Sales promotion objectives are derived from broader promotion objectives, which are derived from more basic marketing objectives developed for the product. The specific objectives set for sales promotion will vary with the type of target market.

For consumer, objectives include encouraging purchase of larger size units, building trial among non - users and attracting switches away from competitors brands.

For retailers, objectives includes inducing retailers to carry new items & higher levels of inventory, encouraging off - season buying, encouraging stocking of related items, off setting competitive promotions, building brand loyalty of retailers and gaining entry into new retail outlets.

For the sales force, objectives include encouraging support of a new product or model, encouraging more prospecting and stimulating off- season sales.

Necessity of sales promotion:

Sales promotion tools vary in their specific objectives. A free sample stimulates consumer trial while a free management advisory service cements a long term relationship with a retailer.

Sellers use incentive - type promotions to attract new treys, to reward loyal customers and to increase the repurchase rates of occasional users. Sales promotions often attract the brand switches, because users of other brands and categories do not always notice or act on a promotion.

Sales promotions used in markets of high brand similarity produce a high sales response in the short run but little permanent gain in market share. In

market of high brand dissimilarity, sales promotions can alter market shares more permanently.

Sellers often think of sales promotion as designed to breakdown brand loyalty and advertising as designed to build up brand loyalty. Sales promotions yield faster responses in sales than advertising does.

Small share competitors find it advantageous to use sales promotion, because they can't afford to match the large advertising budgets of the markets leader, nor can they obtain shelf space without offering trade allowances or stimulate consumer trial without offering trade allowances or stimulate consumer trial without offering consumer incentives. Sales promotions enable manufacturers to adjust to short - term variations in supply and demand.

They enable manufacturers to charge a higher list price to test "how high is up". They induce consumers to try new products instead of never straying from their current ones. They lead to more varied retail formats, such as the every day - low = Price store and the promotional pricing store, giving consumers more choice. They promote greater consumer awareness of prices.

They permit manufacturers to sell more than they would normally sell at the list price, and to the extent that there are economic of scale, this reduces the unit costs. They help the manufacturer adopt programs to different consumer segments. Consumers themselves enjoy some satisfaction from being smart shoppers when they take advantage of price specials.

Strengths of sales promotion

1. It stimulates positive attitude towards the product.
2. It gives extra incentive to the consumer to make a purchase.
3. It gives direct inducement to make immediate action now rather than later.

4. It has flexibility and it can be used at any stage of new product introduction.
5. Sales promotion is effective when
 - When a new brand is introduced.
 - When we have to communicate a major improvement in our product.
 - When we want to amplify the results of advertising and
 - When we want to increase the number of retail stores to sell and products.

Limitation of sales promotion

1. Sales promotion have temporary and short life not exceeding than three months, sales promotion alone cannot build up brand loyalty.
2. Sales promotions are only supplementary devices to supplement selling efforts of other promotion tools.
3. They are non-recurring in their use, they have seldom re-use values.
4. Too many sales promotions may affect adversely the brand image, suggesting its lack of popularity or lower stacking by a company.
5. Advertising agencies accord low status to sales promotions and usually employ junior staff for sales promotion so that they may be well trained for more creative jobs &
6. Sales promotion is ineffective when
 - a. Established brands have a declining market.
 - b. There are no product improvements.
 - c. When there is incentive competition on consumer sales Promotion.

KINDS OF SALES PROMOTION

1. CONSUMER PROMOTIONS

Sales promotion directed at consumers may be done with a view to increase the product's rate of use among existing consumers or to attract new consumers to the company's product. It may also be undertaken to retaliate against competitor's sales promotion or other activities. Sales promotion aimed at either the consumer or the dealer is also an effective tool for reducing a seasonal decline in sales.

In connection with the consumer promotion sales promotion activities can be divided into two groups according to whether they are aimed at reaching the consumer

A At his home, or place or business

B. In the store.

(A) IN-HOME OR IN-BUSINESS PROMOTION

Sales promotional activities or devices aimed at reaching the consumer at home or in his business establishment are generally in the form of

- Samples
- Contests
- Demonstration &
- Coupons.

Particularly when the unit value of the article is low, samples are often distributed to ultimate consumers. Samples can also be distributed on a house to house basis or can be mailed to persons on a special mailing list or may be sent

to those who submit their requires in answer to advertisements offer in such samples.

At times contests are arranged with a view to attract new users to the company's product. This is an indirect manner of introducing a new product or attracting new users. In such cases generally evidence of purchase is required to entitle a person to enter the contest.

In case of products, which are portable, and generally of a technical nature in operations, demonstrations can be arranged in the home or in the business establishment of the customers.

By this method, the finer points of the product can be actually demonstrated and the customer educated regarding the products Characteristics, actual operation and uses. Coupons are another method of offering a price reduction or a free package.

(B) IN-STORE PROMOTION

Devices used inside a retail shop for sales promotion consists of

- a. Temporary price reductions
- b. Premium offers
- c. In-store display promotion and
- d. In-store demonstrations

The advantage of this type of promotion is that it reaches the customer at the point of purchase, i.e., when it is possible for the customer to buy immediately. It often helps him to decide in favor of the product. A temporary price reduction may be offered by the manufacturers to attract consumers of other brands to his product.

In this way, he can increase the purchases of the present users & even induce new users towards his product. Where a different product is offered, it induces new users to purchase the product, as they might not have otherwise brought this particular product offered as a premium.

In-store display promotions include counter cards, wall signs, banners and display brings. The objective here is to remind the customer constantly about the product. Demonstrations are also arranged within the store.

Cash refund offers (rebates) provide a price reduction after the purchase rather than at the retail shop. The consumer sends a specified "proof of purchase" to the manufacturer, who "refunds" part of the purchase price by mail.

Patronage awards are values in cash or in other forms that are proportional to one's patronage of a certain vendor or group of vendors. Free trials consist of inviting prospective purchasers to try the product without cost in the hope that they will buy the product. Thus auto dealers encourage free test drives to stimulate purchase interest.

Product warranties

Companies must make a number of decisions before featuring a warranty. Clearly, companies must carefully estimate the sales - generating value of the proposed warranty against its potential cost.

TIE - IN PROMOTION

Tie - in promotions involve two or more brands or companies that team up on coupons, refunds and contests to increase their pulling power. Companies pool funds with the hope of broader exposure, while sales force push these promotions to retailers, given them a better shot at extra display and ad space.

2. DEALERS PROMOTIONS

When products are sold by a manufacturer through the retailer to the wholesaler the co-operation of the latter is naturally necessary. Thus dealer promotions are introduced to induce dealer to keep a larger stock of the manufacturer's product.

Since retailers and wholesalers are businessmen in their own right they are interested in profits. Therefore the types of promotions which attracts the dealer include

- Offer of cash discount on a percentage basis or on the basis of specified quantities ordered,
- Display and advertising allowance
- The offer of prizes and gifts and
- The offer of an extra free product based on the size of the order given by the dealers.

When discount are offered, they may be either deducted on the invoices or even offered in actual hard case.

After all the dealer is helped in this ways to sell more of his products which would result in extra profit to the dealers. Infact any consumer promotion should be tied in very carefully with the dealers.

For examples, if such a promotion is badly timed in relation to the dealer's stock, although consumers are attracted, the products may not be available in the nearly retail outlets.

Besides, display and advertising allowances can be offered to dealers. The objective of display allowances is to manufacturer's product. Quantity discounts

often induce the dealers to stock larger quantities and therefore is some times described as a buyer allowance.

Besides, premiums can be offered to dealers or their salesmen based on sales result, as an incentive for extra effort. To influence channel members and resellers in the distribution channel, it has become a common practice for a seller to participate in a trade show, exposition or convention.

These shows are often organized by an industry's trade association and may be part of the association's annual meeting or convention. Vendors serving the particular industry are invited to the show to display and demonstrate their products for the association's members.

Shows are also used to reach the ultimate consumer. Trade shows are elaborate and reach retailers as well as individual consumers. Most markets find demonstrations at these events, particularly useful in promoting new products or products innovations. Trading stamps, too, are sales promotion techniques similar to that of premium and offer additional value when the product is purchased.

Whether or not, the consumer benefits depend upon the relative price levels that exist at the time. Petrol pumps, grocers or service-type business mostly distributes trading stamps.

In this way sales promotion activities, if co-ordinate effectively with other forms of advertising used, can make an important contribution to increasing the sales of the company.

Sales promotion program

The marketer must make further decisions to define the full promotion program. The marketer has to determine the size of the incentives to offer. Conditions for participation have to be established. The marketer has to decide on the duration of promotion.

The marketer must choose distribution vehicles. A fifteen-cents- off coupon can be distributed in the package, store, and mail or advertising media. Each distribution method involves a different level of reach and cost. The timing of promotion must be established. Finally, the marker must determine the total sales promotion budget.

Testing the effects of sales promotion

Evaluation is a crucial requirement and yet, according to strong, “evaluation of promotion program receives little attention. Even where an attempt is made to evaluate a promotion, it is likely to be superficial. Evaluation in terms of profitability is even less common”.

Manufacturers can use 4 methods to measure sales-promotion effectiveness. The most common methods are to examine the sales data before, during and after a promotion.

Sales promotions work best, in genera¹, when they attract competitor’s customers to try a superior product. Consumer panel data would reveal the kind of people who responded to the promotion and what they did after the promotion. If more information is needed, consumer surveys can be conducted to learn how many recall the promotion, what they thought of it, how many took advantage of it, and how the promotion affected their subsequent brand - choice behavior.

Sales promotions can also be evaluated through experiments that vary such attributes as incentive values, duration and distribution. Beyond these methods of evaluating the results of specific promotions, management must recognize other potential costs and problems.

First, promotions might decrease long run brand loyalty by making more consumers deal prone rather than advertising prone.

Second, promotions can be more expensive than they appear. Some are inevitably distributed to the wrong consumers. Furthermore, there are hidden costs of special production runs; extra sales force efforts and handling requirements.

Third, certain promotions irritate retailers and they demand extra trade allowances or refuse to co-operate in the promotion. In spite of these problems, sales promotion will continue to play a growing role in the total promotion mix.

Today's business world is so uncertain. We can't predict what will be the tomorrow's happening. In ever - growing market, there is a stiff market competition. So marketers must know each and every aspect of the marketing environment, depending on the market situation he has to act and apply marketing strategies.

The days of sellers market are gone now only buyers market a marketer can take a pride only through his quality products, high technology and slim price. Totally it should be a customer orient. "Customer is King" he is the sole decider of the marketer future.

Of course only a high technology and good product can't increase the sales unless it has no proper promotional activities, it should be come up with strong advertisement, new packages and aggressive sales promotional activities.

These are must in all most all business and non-business sector like Health, Agricultural goods, Banks, Insurance companies, Auto Industries etc.

In Auto Industries like SUZUKI, TOYOTA, MARUTI, HONDA, etc. have their own marketing strategies to promote their products like their distribution channel may be different and their packages offering to customer may be

different totally each of the company will use their own strategies to attract people.

Bangalore is considered as the fifth largest city in India & has been classified as an 'A' class city. The growth of this cosmopolitan city has been very phenomenal in recent years with people from different parts of the globe making in their nest.

It has a cosmopolitan outlook which few cities boast of, therefore this city which has a multi faced outlook given to it by a wide disprove of people is definitely the best city to conduct any kind of survey & launch new products not only that, Bangalore is a home for number of foreign multinational companies who have set their base here.

Among them a number of leading automobile manufactures have set up their shops here & so taking all these factors into consideration, the project is conducted in Bangalore City.

The study is subjected to know the customers preferences and attitudes towards the different promotional offers in bangalore city is purely based to gather information about the different promotional offers which are fast moving in bangalore city. So as to minimise the weakness & maximise the strength, to fulfil the needs, wants & demand of the existing & new customers of Tata Concorde motors. .

TOOLS OF SALES PROMOTION

1. **Prize schemes:** Prize schemes are an important method of sales promotion. A prize scheme is designed for both the public and the dealers. To make the scheme effective, it should be advertised through packages or retailers. The latest method of advertising is through the press, posters, etc. Sales competitions are arranged, prizes are announced or special offers are made if they show a substantial progress in sales.

2. **Trade fairs and exhibitions:** Trade fairs or melas are very common in India. They play a substantial role in selling goods of different varieties to different people in places where such fairs or melas take place. These exhibitions attract a lot of people specially from rural areas who find them to be convenient places to make purchases of goods in general and consumer durable goods in particular.

The main objective of trade fairs and exhibitions are:

Meeting potential customers

Making direct sales

Discovering new applications for existing products

Introducing new products

3. **Catalogues:** these play a dominant role, both in advertising and sales promotions campaigns. They are largely used when a firm manufactures

different types of products, distinguishable by size, shape and other features.

It is from the catalogues files that one can get information required about different products of a particular manufacturer. Catalogues can serve the following purposes.

- To get orders
- To make the customers aware about the specifications
- To provide detailed information.
- To solicit product sales.

4. Advertising novelties: small, interesting, or personally useful items, etc. Can be used for sales promotion. To be effective, an advertising novelty should meet the following requirements.

- It should not be a high cost item
- The item should be eye-catching
- It should be useful.

5. Sales contest: The main aim of sales contest is to motivate the sales personnel, increase sales and bring more profit to the company. Under this scheme special incentives in the form of prizes or awards are offered. The following are different kinds of Contest prizes.

- Cash awards

- Merchandise prizes, and
- Special honour, e.g. winners could be requested to appear in a TV show.

6. Price-off: This is simply a reduction in the price of the product to increase sales and is very often used when introducing a new product. A reduction in price always increases sales but the use of this technique should be carefully considered in the current market situation.

According to various researches on sales promotion, price-offs should generally be considered.

- For introducing new brands or giving existing brands new uses.
- For products/brands which are already doing better than the competing brands.
- For conjunction with sales activities aimed at increasing retail distribution.

7. Refunds: A refund may consist of straight cash, coupon values or a product offered to the consumer in return for a proof of purchase of a specified product or surveys. Refund is also an effective tool of sales promotion. It is an offer made by a manufacturer to give back a certain amount of money to a consumer.

8. Point-of-sales materials: Point-of-sales (POS) materials are elements of sales promotions displayed at the point of sales.

The POS display persuades, reminds and give details to the consumers about a specific brand.

9. Boosters for dealers: In a bid to reduce its mounting inventories and boost the sagging morale of its dealers, TELCO offered a 2% discount to dealers on purchase of a truck if payment was made up front. Also, concessional interest rates were offered to expedite payments. These incentives were drawn up after getting a feedback from Telco dealers.

10. Coupons: Coupons can be considered as certificates offered by retailers or manufacturers that entitle the owner to some stated savings or claim the specified thing. Coupons bear a date of expiry and cannot be redeemed after the cut off date. Offer of a coupon is a very versatile technique and can be used to achieve many different sales promotion objectives. Research has shown that the tendency to use coupons rises under certain conditions

- When consumers perceive that there is need to control the budget.
- Consumers are inclined to experiment with new products or services.

REVIEW OF LITERATURE

PURPOSE OF REVIEW OF LITERATURE

In this, data has to be collected to decide the specific areas and issues based on the objectives of the study. Literature survey is of paramount importance because it equips the research with a macro view of micro issues and vice versa. It helps researcher to come out with diversified views on a particular issues.

The researcher must devote sufficient time in reviewing of research already undertaken on related problems. This would also help the researcher to know if there are certain gaps in previous theories or whether the existing theories applicable to the problem under the study are inconsistent with each other.

All these will enable a researcher to undertake new studies in the field of furtherance of knowledge. It helps the researcher in getting new lines of approaches to a present problem.

BENEFITS DERIVED FROM REVIEW

It helps to know:

- Topic on which someone else has done similar research previously.
- The purpose of research.
- The type of data, advantages and disadvantages and evaluation of the data collected.
- The methodology of the earlier research and conclusion of it.
- The researcher to know the opinions of various experts and important schemes.
- In making the project / research more specific & precise and thereby enabling to analyze problems systematically.
- The findings, suggestions, recommendations, views, methodology adopted and conclusion derived from this research.

It facilitates to know this research is quite Derived from the earlier one. It helps in making this research more specific and precise thereby enabling analysis the problem systematically.

CONCLUSION FROM REVIEW OF LITERATURE

The central concept of literature review is data gathering. So, the review of it is carried on. A researcher should carefully scrutinize the available information and use them and also expert's opinions to find out whether the gathered data is adequate and sufficient for the problem or not.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

The first step in research is formulating or defining the research problem. It is rightly said that, “a problem well defined is half solved”. Car industry in India has grown considerably in recent years. This has resulted in the entry of many multinational brands and consequently the competition has become cut throat.

Tata Motors is one of the leading car brands in India, would like to get the feedback of customers in Bangalore city and promotional offering to the feedback.

This study was done to know the, how customer reacts to the promotional activities and how they perceives promotional offers and to which kind of promotional tool they are satisfied, which help us in developing a promotional activities.

SCOPE OF THE STUDY

Study on promotional activities will enable the company to understand its market potential in Bangalore city. Study of the various factors which plays a major role in purchasing decision will provide the opportunity for the company to

get the information about the most common factor which influences the purchase decision.

The collection of customer feedback will enable the company to understand the changing needs and customer perception towards the promotional offers. This study will help the company to know the drawbacks of existing promotional activities.

There fore, it is expected that the research findings would give valuable results which would benefit the company Concorde Motors to make vital decision and to frame their marketing programs more effectively and efficiently to be a premier and a market leader in the car industry.

Need for the study:

Aim of every business organization is to satisfy its customers and to earn profit. In today's world with a wide range of variety of different competitive products in the market, especially in an Indian market the consumers had to choose a particular product to satisfy his wants.

Even the carmakers have shown great interest in getting as much as possible information about the behavior, which in turn influences their market sales. All the above stated factors emphasis the need to study the factors influencing the purchase decision of cars.

The study is subjected to know the customers preferences and attitudes towards the different promotional offers in Bangalore city is purely based to gather information about the different promotional offers, which are fast moving in Bangalore city. So as to minimize the weakness & maximize the strength, to fulfill the needs, wants & demand of the existing & new customers of Tata Concorde motors. .

Objectives of the study:

Objective provides guidance and direction to the activities undertaken. Any work done without an objective, is useless and does not provide any fruitful outcome.

Objectives range from general, such as profit maximization to the highly specific, such as obtaining a particular account.

Similarly, their aims and objectives of a research study. The objectives, once specified become the base for the search team. The activities formulated will be in consonance with the objectives defined. Therefore, an objective must be formulated after a thorough study of the aspects to be dealt with in the study.

The present project is an attempt to access the various promotional offers in Bangalore city in regard with Tata Concorde motors. This general objective can be subdivided into following;

- To design the promotional activities.
- To study the customer perception towards promotional offers for cars.
- To collect the information and feedback from the customers to

CONCORDE MOTORS.

RESEARCH METHODOLOGY

According to Kerlinger, “Research Design is the plan, structure & strategy of investigation conceived so as obtained answer to research questions & to control variance.”

According to Green & Tall, “A research design is the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures”.

From the foresaid definitions, it is evident that the research design is more or less a blueprint of the research. The research design of the project work is explained as follows:

Firstly, taking the permission from the business authority to carry out all research work in their company. Then the problem is defined for which the research work has to be done. The company wants to know the customer attitude regarding sales promotion activities of different customers in Bangalore city.

According to the problem the information is collected. This information is analyzed by forming a questionnaire. Secondly, the whole research is based on sample study involving the study of 100 respondents sample analysis for sales promotion activities.

A questionnaire has been prepared for the respondent, after that meeting with them for the filling up the questionnaire with asking them about their views regarding sales promotion activities of the different promotional offers. The field survey was organized for a month, from March to April in the city of Bangalore.

Lastly, the collected data were then tabulated & analysis is made to give the recommendation & conclusion for the define problem.

The research can be said to be divided into two types. First, the exploratory research which was through secondary data and other Published sources and the second one, conclusive research which is the actual sample survey using questionnaire method. It is also called primary data source.

SAMPLE DESIGN:

The Fundamental concept of sampling given by Crisp is:

“If a small number of items or parts called a sample are chosen at random from a large number of items or a whole (called a universe or population) the sample will tend to have the same characteristics & to have them in approximately the same proportion as the universe”.

It is impractical or even impossible always to take complete census. The reasons involve considerations of cost, time, accuracy and destructive nature of the measurement. It is advisable to take sampling procedure.

The sampling procedure can be presented as follows:

1. Defining the Population
2. Specify the Sampling frame
3. Specifying Sampling Unit
4. Selection of Sampling Method
5. Determination of the Sample Size
6. Specify Sampling Plan
7. Select the Sample

DEFINITION OF THE POPULATION:

It is the agreement of all the elements defined prior to selection of the sample. It is necessary to define population in terms of (1) elements (II) sampling unit (III) extent (IV) time.

1. Elements: Customers owning car
2. Sample Unit: It is 100 at Random Sampling Method
3. Extent: Bangalore City
4. Time: April - May 2007

SAMPLE SIZE:

It means, one has to decide how many elements of the target population are to be chosen. Sample size should be determined, keeping in mind the objectives of the research study.

Sample size should not be too large or too small. It should be a reasonable percentage of the total population. Size selected thus, should be adequate so that it may be taken as a representative sample of the population.

In my study, the sample size was determined as 100.

SAMPLING TECHNIQUE ADOPTED:

Sampling is a systematic approach of selecting a few elements from an entire collection of population. In my research study, a pre-Requisite for doing sampling is that there should be complete knowledge about all the samplings units.

Since this was not so, non-probability sampling was used. A judicious mix of convenience sampling & judgments sampling was done to get a representation of respondents of their perception for different promotional offers.

Non-Probability Sampling

This sampling does not provide a chance of selection to each population element. The merits of this sampling are simplicity, convenience & low cost.

Convenience Sampling

It means selecting sample units. In this method 100 respondents were selected for the sample size. It is the cheapest & simplest method of sampling, also means whatever sampling units are conveniently available.

Judgment Sampling

This method means deliberate selection of sample units. It involves selection of cases we judge as the most important ones for the study. It is the cheap & more convenient.

SOURCES OF DATA:

In marketing research literature, there are two types of data. One is secondary data and the other is known as primary data.

Primary Data:

The second type of data sources is the primary data source, which is the actual respondent of the survey. "Original research performed by individual researchers or organizations to meet specific objectives is called Primary Research".

Primary data consists of gathering of original information for specific purpose i.e. related to the objectives of the study; primary data has been collected through a structured questionnaire. Primary data is always more accurate, more reliable and more related to the problem of study as compared to

the secondary data sources. The primary data sources in this research are the actual respondents of the survey; the respondents are likely to be the customers who own a four-wheeler.

Secondary Data:

The main advantages of using the secondary data can be summarized as:

- Economical, as the cost of collecting the original data is saved.
 - Much of the time of the research is saved like data collecting, tabulating and analysis, which lead to prompt completion of the research projects.
 - It can be obtained very quickly.
 - It may also provide information that could not be obtained by the typical organization.
-
- Due to the secondary data, deficiencies and gaps can be found easily and primary data collection becomes more specific and relevant to the study.
 - Finally secondary data can be used as a basis for comparison with the primary data that has been collected.

The secondary sources of data used in this project report are published article in Newspapers, Magazines, some books related to car industry, company catalogue and other published articles.

Field Work:

Fieldwork is done throughout the Bangalore City. Interviewing the consumers & getting the information required for the study, which provides all the information regarding the influencing factors in his/her purchase decision, collect the data.

The interview schedule, which was prepared for the study, contains questions and opens multiple answers to be ticked pertaining to the subject.

The fieldwork took one month. Around 100 respondents were interviewed in the research. The time taken to answer each schedule was minimum 10 minutes.

The interview schedule was carefully decided upon and revised in consultation with experts in order to avoid collection of irrelevant data.

The respondents were directly approached by the Researcher..

OPERATIONAL DEFINITIONS OF THE STUDY:

For the purpose of this study the following concepts, models were formally relevant and are explained below.

MARKET

It is a group of people with demand with both ability and willingness to buy a product or service for the end user purpose. So the most important characteristics of a market are, there should be the ability and willingness to buy the product among the people for the end user.

PRODUCT

Product is any thing that is potentially valued by a target market for the benefits or satisfaction it provides including objects, services, organizations, places, people and ideas.

SALES MANAGEMENT

It means in to the management of Personal selling it is to Management of all marketing activities, including Advertisement, Sales, Promotion, Marketing Research, Physical Distribution etc.

MARKET POTENTIAL

It is an estimate of maximum possible sales opportunity presents a particular Market Segment and open to all sellers of good services during a future period.

BRAND

It is a name, team, sign, design or some combinations of these used to identify the products or services of one firm and to differentiate them for competitive offerings.

SALES POTENTIAL

It is estimate of the maximum possible sales opportunities present in a particular market segment open to a specified company selling a good or service during a stated future period.

- It is first in consumer acceptance process in which a product stimulates, penetrates the consumer filtration system and in his mind.
- It is exchange value of a good or service.
- It is any paid form of non — personal presentation and Promotion of ideas, goods or services by an identified Sponsor.

LIMITATIONS OF THE STUDY:

- Time has been a major constraint in fulfilling the research work very accurately and all the market segments and a wider scope could not be envisaged.
- The random sampling method has been utilized and it is sometimes having its own limitations.
- The hesitation of the few Respondents to share their views and constraint of time. .
- The consideration for the cost of the study was also limitation. Considering the above factors, the sample size was limited to 100 and survey was limited to Bangalore City.
- The ranking of Brands on attributes like quality features of product. After Sales Service, incentives, credit etc. It is based on the individual perception of Respondents, which may not be accurate and binding.
- One of the factors influencing the respondent's perception could be loyalty towards a particular brand.

CHAPTER SCHEME

CHAPTER – I

Here there are two sub chapters. They are Introduction to the study. In Introduction to the study chapter the main thing is that which has been covered is what is to be studied & a brief introduction of the research study is highlighted. Background of the study, both Theoretical & Industrial background of the study is described.

CHAPTER –II

This chapter contains the descriptive of the research study. That is, a format for the whole report (plan) i.e. what are the problem as the statement of the problem and how to go about it. What is the scope of the study, what is the need for the study, the objectives of the study, what all literature is to be reviewed for captioned topic, the research technique used i.e. the Research design, the sampling design i.e. that is the plan of sampling with definition of the population, sampling size and sample technique adopted and the sources of data i.e. primary data and secondary data. The field work i.e. the area covered, Operational definitions of the study, limitations of the study i.e. what were the problems faced during the research work & at last the overview of the report.

CHAPTER – III

This chapter is subdivided into three.

1. Profile of the Industry
2. Profile of the Organization
3. Profile of the sample unit

In profile of the Industry chapter, a brief introduction of the car Industry is described. The profile of the organization enables to know about the origin of the organization, growth, present status, functional departments of the organization chart & structure.

The profile of the sample unit chapter gives a brief Introduction of the sample unit i.e. where the Research study was conducted & whom it had catered to get the Information regarding the Project survey.

CHAPTER –IV

This chapter is subdivided into two. They are introduction to Analysis where a brief description of how to go about, plan & tabulate the analysis found is written and the data collected is classified and tabulated and on this basic analysis and interpretation of data is carried out. In Data analysis tools used, the data collection instrument is mentioned.

CHAPTER – V

This chapter is subdivided into two. They are summary of conclusions, here the data collected is studied and the conclusion of the study is given. Suggestions and Recommendations, after conclusion the researcher has recommended few quires which are to be taken into consideration is mentioned.

PROFILE OF THE INDUSTRY

HISTORY OF THE CAR INDUSTRY

The Chronology

A world without cars, although unimaginable today, was but a wink back in the evolution of times. The upright and the wise Man (as we know him today) first walked the earth 30,000 years ago and for the next 25,000 years, that was precisely what he continued to do.

The earliest reference to transport using the principles of mechanics has been made in 3500 BC, when, between the rivers of the Tigris and Euphrates the ancient Sumerian Civilization used flat structures mounted on wheels. The use of horses to pull these crude carts probable followed shortly.

Through the next 5000 years (till the mid 18th century), this remained the principle form of transport embraced by all major civilizations. Horses and oxen were used to draw chariots for fighting, coaches to transport people and wagons to move their goods.

The first mechanized mode of transportation happened in 1769, and most of the action as far as the development of the car is concerned took place only in the last two centuries. The following pages of car- history talk of the very first two eras of automobile production viz.

Early Cars

Although it is Karl Benz who is credited with the first prototype (in 1885) of the modern car, the first self-propelled vehicle was invented more than 100 years earlier. However unlike the “Benz model”, most of the machines designed during that period were steam- propelled. The early car era nonetheless played an extremely significant role in the evolution of today’s car.

The First Modern Cars

Inspire of the vital role that the gas-driven internal combustion engine played in the evolution of cars, it had one great drawback, and the engine had to be connected to a gas supply for re-fuelling. The solution was an engine that ran on liquid fuels, which were available more easily and readily transportable. The turning point in the development of cars was the introduction of the petrol engine in 1885, which started an entirely new era and actually made the car a practical and safe proposition. The cars produced in this period were more like the cars we see today and thus began the era of the Modern Car.

Present Culture of the Industry

An overview of the Automobile Industry in India: The great Indian automobile race has begun contestant from various countries are participating in the great role today at the door step of a new millennium the quest continues for the search of supremacy over the peers. The Industries like Maruti Udyog Limited, Hindustan Motors, Hyundai, General Motors, Tata, Daewoo Motors etc.

Once the Automobile Industry was delicensed in 1993, the automobile sales have zoomed up. The Indian Automobile Industry is one of the fastest growing markets in the world. The market has been experiencing the phenomenal growth rates in the recent years, since liberalization. The Industry

pundits are predicting that the same growth rates can be sustained for the next 5 years well into 21stS century.

The Foreign car makers are drawn towards India because the Indian Government has led to the creation of millions of house hold having a large disposable income. All this coupled with the Indian's likeness for sleek bodies has caught the imagination of the middle class people. They have never had going for them like this before.

Being a long life cycle industry, investments are based on future growth potential and expected life cycle of the market. The mid segment is the most sustained segment in the world over. Also is the simpler to go from the mid to the small segment rather than other way round in the production process. The mid segment is always center point of the investments.

However, if a shake our were to happen, it would most likely manifest at the distribution front whether it is distribution strength or brand image that will shake the day for this start up segment still remains a question mark. The fall remains that new players have managed to pick up market share fast enough.

Now the consumer who is broadly wondering that, how long the already overcrowded city roads will bear the load of the ever-increasing car traffic.

PROFILE OF THE ORGANISATION

BRIEF HISTORY OF TATA MOTORS:

Established in 1945, Tata Motors is India's largest automobile company, with revenues of Rs 24,000 crore (USD 5.5 billion) in 2005-06. The company began manufacturing commercial vehicles in 1954 with a 15-year collaboration agreement with Daimler Benz of Germany. It is the leader by far in commercial vehicles in each segment, and the second largest in the passenger vehicles market with winning products in the compact, midsize and utility vehicle segments. The company is the world's fifth-largest medium and heavy commercial vehicle manufacturer.

Areas of business

Tata Motors' product range covers passenger cars, multi-utility vehicles as well as light, medium and heavy commercial vehicles for goods and passenger transport. Seven out of 10 medium and heavy commercial vehicles in India bear the trusted Tata mark. The company developed India's first indigenously developed light commercial vehicle, India's first sports utility vehicle and, in 1998, the Tata Indica — India's first indigenously manufactured passenger car. Within two years of launch, Tata Indica became India's largest selling car in its segment.

Commercial vehicle business unit:

The company has over 130 models of light, medium and heavy commercial vehicles ranging from two tonnes to forty tonnes, buses ranging from 12-seaters to 60-seaters, tippers, special purpose vehicles, off-road vehicles and defence vehicles.

Passenger car business unit:

The company's passenger car range comprises the compact car Indica, the midsize Indigo and Indigo Marina in both petrol and diesel versions. The Tata Sumo, the Tata Safari and its variants are the company's multi-utility vehicle offerings.

In addition to the growth opportunities in the domestic market, the company is pursuing growth through acquisitions. In 2004, it acquired the Daewoo Commercial Vehicle Company, Korea's second-largest truck maker, now named Tata Daewoo Commercial Vehicles Company. In 2005, Tata Motors acquired a 21-per cent stake in Hispano Carrocera, a reputed Spanish bus and coach manufacturer, with an option to acquire the remaining stake as well.

Research and development

Tata Motors invests approximately up to 2 per cent of its annual turnover on research and development, with an emphasis on new product / aggregates development and technology upgradation. Its Engineering Research Centre in Pune employs over 1,400 scientists and engineers and has India's only certified crash-test facility and hemi-anechoic chamber for testing of noise and vibration.

The company also draws on the resources of leading international design and styling houses like the Institute of Development in Automotive Engineering, SPA, Italy, and Stile Bertoni, Italy. The company has also been implementing several environmentally sensitive technologies in manufacturing processes and uses some of the world's most advanced equipment for emission checking and control.

Environmental responsibility:

Tata Motors has led the Indian automobile industry's anti-pollution efforts through a series of initiatives in effluent and emission control. The company introduced emission control engines in its vehicles in India before the norm was made statutory. All its products meet required emission standards in the relevant geographies. Modern effluent treatment facilities, soil and water conservation programmes and tree plantation drives at its plant locations contribute to the protection of the environment and the creation of green belts.

Exports:

Tata Motors' vehicles are exported primarily to Europe, Africa, the Middle East, South and South East Asia and Australia. The company also has assembly operations in Malaysia, Bangladesh, Ukraine, Kenya and Russia. Over the years, the company has received more than 50 awards from the government of India's Engineering Export Promotion Council, for its export initiatives. While currently about 14 per cent (as on March 31, 2005) of its revenues are from its international business, the company intends to increase its international business through organic and inorganic growth routes.

Associates:

Tata Motors has made substantial investments in building associate and subsidiary companies that complement and support its business activities. These include:

- **Tata Daewoo Commercial Vehicle Company** manufactures heavy trucks ranging from 15T GVW to 45T GVW. Tata Motors acquired this company in March 2004.
- **Tata Cummins**, a joint venture with Cummins, USA, manufactures Cummins engines for Tata Motors.

- **Telco Construction Equipment Company**, a joint venture with Hitachi Machinery Company, Japan, is engaged in the manufacture and sale of earthmoving machinery and construction equipment such as hydraulic excavators, cranes and wheel-loaders.
- **Tata Technologies**, provides IT support in the areas of engineering design, development and validation, business information systems and ERP systems.
- **HV Axles** manufactures axles for Tata Motors' medium and heavy commercial vehicles.
- **HV Transmissions**, supplies gearboxes for the company's medium and heavy commercial vehicles.
- **Tata Holset**, a joint venture between Holset Engineering Company, UK, a wholly owned subsidiary of Cummins Engine Company, USA and the Tatas (Tata Motors, Tata International and Tata Industries are shareholders). Incorporated in 1994, this company manufactures turbochargers for engines made by Tata Cummins as well as other auto manufacturers.
- **TAL Manufacturing Solutions**, manufactures painting systems, welding lines, material handling systems and robotics. It also develops factory automation solutions and provides consultancy services in the field of manufacturing processes and factory layouts.
- **Concorde Motors (India)**: Retailers Tata Motors' range of passenger vehicles.

- **Tata Precision Industries**, Singapore and **Tata Engineering Services**, Singapore, are engaged in the manufacture of high precision tooling and spare parts, and warehousing, respectively.
- **Nita Company**, Bangladesh, is engaged in the assembly of Tata vehicles for the Bangladesh market.

Awards

- Tata Motors has been chosen as India's Most Trusted Brand in cars in a Readers Digest-AC Nielsen consumer survey in 2006.
- Tata Motors' mini-truck, Ace, which has created an all-new category in the commercial vehicles market, received the BBC-Top Gear' Design of the Year 2006. The company's Starbus low-floor city bus and the Novus heavy truck were adjudged second and third respectively.
- For the second consecutive year, Tata Motors was rated by *Auto Monitor* as the 'Commercial Vehicle Manufacturer of the Year' for 2006.
- The Commercial Vehicle Business Unit won the CII-Exim Bank Award for 2005 for Business Excellence, for being a role model of excellence in management. The award particularly recognises excellence in the management of quality as a fundamental process.
- The two divisions of the company also won the Tata Group's JRD QV Awards for Business Excellence in 2005.
- The Jamshedpur plant and the car plant at Pune received the Union Ministry of Power's National Energy Conservation Award, which recognise

significant initiatives to reduce energy intensity and improve energy efficiency. The Jamshedpur plant won the award for the fourth year in a row. The Commercial Vehicle Business Unit and the Passenger Car Business Unit also received the CII's National Award for excellence in energy management. The Foundry Division at the Pune plant received the Gargi Huttenes Albertus Green Foundry of the Year Award.

Locations

Tata Motors has manufacturing plants at Jamshedpur (eastern India), Pune (west), and Lucknow (north) as well as a nation-wide sales, service and spare parts network focused on providing users with easy-access service solutions.

Concorde Profile:

Geared with the objective to establish and operate auto retail dealerships of international standards, we were looking at creating an organization powered by performance and customer satisfaction. Our organization has been tuned to focus on creating and implementing a set of consistent business processes with the customer in mind, it was in August 1997 that Concorde Motors India Limited was chosen by the Tata fold.

On the driver's seat of Concorde Motors (India) Ltd is TATA Motors Ltd. - India's largest manufacturer of commercial vehicles, a major producer of passenger vehicles. Concorde Motors (India) Limited is a 100% subsidiary of TATA Motors Ltd

From the very start of this race, our vision has been to establish ourselves as one of India's leading integrated motor retail networks of TATA cars. To match speeds with of a conglomerate that has reached its pinnacle in the world of automobiles, was definitely a moment we consider with pride.

Today we have raced ahead and tuned ourselves with a fully integrated car dealership network that can match international standards. We at Concorde are the exclusive driving force in South India for the retailing of the passenger car range manufactured by TATA Motors Limited. We have showrooms and service centers across Bangalore, Chennai and Hyderabad. Covering an area of

2,52,674 square feet (company owned) across all locations, apart from the leased properties we have two integrated sites, two service centers and two body shops.

The strife for us is to be a winner for you as our customer, all the way. This whole ambition to move ahead is to make the Tata Motors Ltd passenger car customers have a reliable retail experience, where the focus is “Customer Satisfaction” and Relationship Building”.

That’s what our engines are powered by.

Highlights of Concorde Motors (India) Ltd:

- Concorde Motors (India) Limited is a 100% subsidiary of TATA Motors Ltd
- Present in Bangalore, Chennai and Hyderabad
- Professional and well-trained staff
- Commitment to quality
- State of the art infrastructure
- Focus on customer satisfaction
- Siebel E-Business Customer Relationship management software

Vision

NAMASTE

I humbly stand before this audience to represent TATA Motors from India. The House of TATA's is well known to the world as a manufacturer of commercial vehicles and recently as a manufacturer of passenger cars. In my country, name of TATAs synonymous with TRUST.

That is why the vision & mission statement of TATA Motors is appropriately worded "Leadership with Trust". To give a brief idea about the business of TATA Group.

It's turnover of more than 11 billion US dollars is equivalent to 2.4% of India's GDP (Gross Domestic Product).

TATA group has 85 diverse companies in the fields like Engineering, Materials, Energy, Chemicals, Consumer products, Services, Communications & information systems, Chemicals products, Services, Communications & information systems.

The TATA group has been in the business in India for more than 125 years. Its share in the commercial vehicle business is 70% in India. When the group decided to launch its first ever totally indigenous Car – Indica, the overwhelming response from the people was unbelievable.

On the first day itself the booking for Indica surpassed its capacity. There are 2 lacs 25000 direct employees of TATA Group. The TATA group must be

considered fortunate to have tall personalities like Mr Jamshetji TATA, the founder of the group; Mr JRD TATA, the charming, patriotic and passionate Chairman of the group for consecutive 50 years and our present Chairman of the group Mr Ratan TATA.

The trust is ethical work practises of TATAs was not built overnight in the minds of Indian people. Mr. JRD TATA was recepant of the highest civilians decoration of India that is Bharat Ratna. His words in the statement that is quoted here need no further explanation.

TATA Motors has its manufacturing units in India at :

Jamshedpur Jharkhand State	9000 employees
Pune Maharashtra State	12000 employees
Lucknow Uttarpradesh	1200 employees

I work in its Pune plant which is located near wellknown city of Mumbai.

As you are aware, TATA Motors is India's largest and world's 8th largest Commercial Vehicle manufacturer. 7 out of 10 commercial vehicles on India

Roads bear the trusted TATA emblem. Our Mission Statement is an example of how TATAs have put the interests of country a head of their business interest.

Read the After the interest of the country, Customer wellbeing is looked into and to achieve these two important goals, employees have to be developed accordingly. One more reference to our tradition of community consciousness will not be out of place if I may quote Mr J N Tata. In a free enterprise, the community is not just another stake holder in business, but is in fact the very purpose of its existence.

Let me present before you in brief varied developmental activities undertaken by TATA Motors in general and TATA Motors Pune in particular. Let me present before you in brief varied developmental activities undertaken by TATA Motors in general and TATA Motors Pune in particular.

TATAs chose Malcomn Balongne model for systematic approvals towards excellence. The model which is based upon Malcomn Boldnge model is TBEM or TATA Business Excellence Model. It has 7 criteria encompassing leadership, customer focus, learning & growth, business results, human resource development etc.

ANALYSIS AND INTERPRETATION

SHOWING NUMBER OF RESPONDENTS OWNING A FOUR WHEELER

TABLE 1

Options	No .Of Respondents	Percentage
Yes	100	100%
No	—	—
Total	100	100%

SOURCE – SURVEY DATA:

Analysis

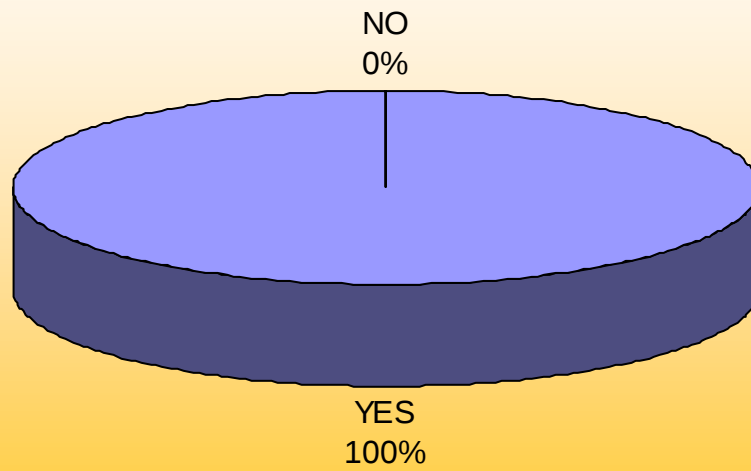
The above table shows that 100% of the total respondents Owning a four-wheeler.

Inference:

Most of the Respondents approached were owned four wheeler.

GRAPH – 1

**CHART SHOWING NUMBER RESPONDENTS
OWNING A FOUR WHEELER**



■ YES ■ NO

CHART SHOWING THE REASONS OF THE RESPONDENTS FOR PURCHASING A FOUR WHEELER

TABLE 2:

SL.NO	Option	No. of Respondents	Percentage
1	Need	28	28%
2	Comfort	08	8%
3	Life style	17	17%
4	Income	47	47%
5	Others specify	-	-
	Total	100	100%

SOURCE - SURVEY DATA

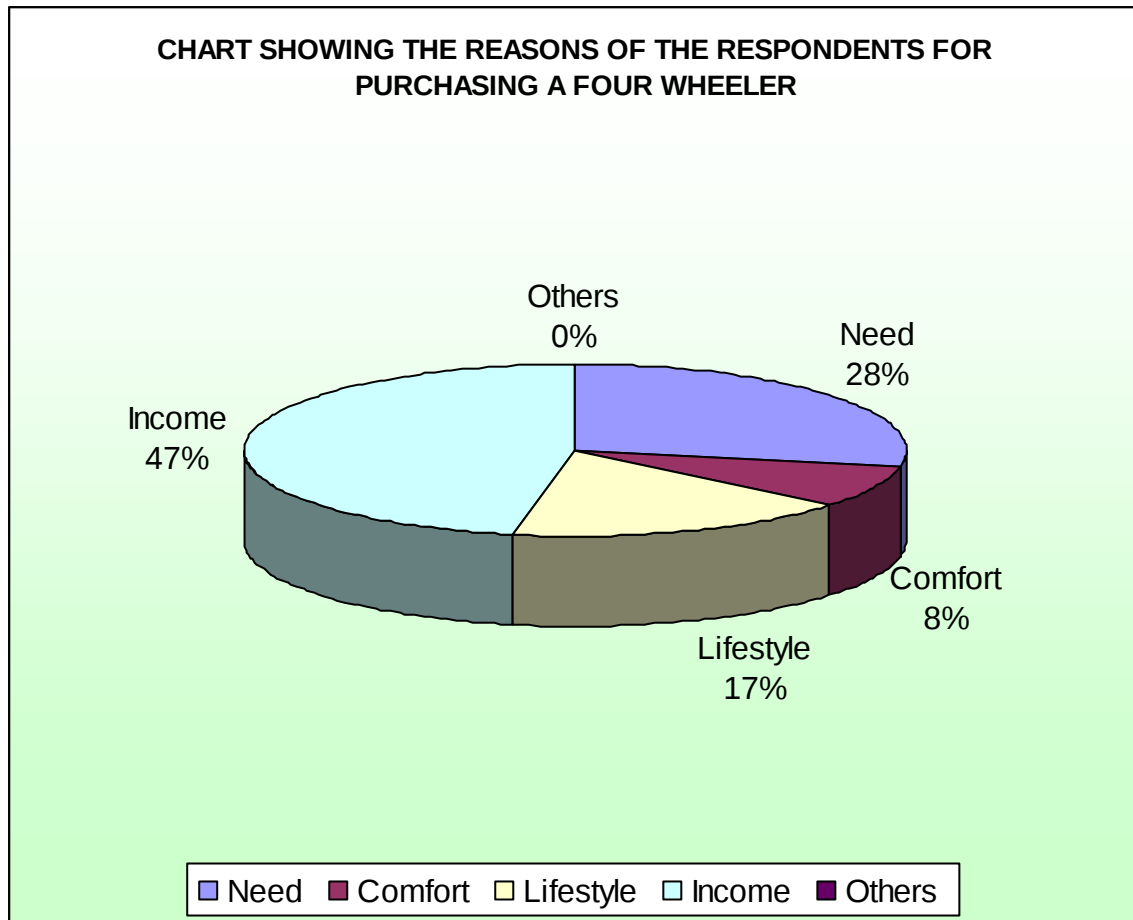
Analysis:

The above table shows that 47% of the total respondents prefer income as the important reason to purchase a four wheeler, 28% of the respondents prefer need, 17% of the Respondents prefer life style, 8% of the respondents prefer comfort.

Inference:

Of all the above options respondents prefer income as the prime motive for purchasing a four-wheeler.

GRAPH - 2



**SHOWING NUMBER OF RESPONDENTS MOTIVATED BY WHICH
MEDIA FOR BUYING DECISION**

TABLE 3

SL.NO.	Media	No. Of Respondents	Percentage
1	Television ads	60	60%
2	Hoardings	08	8%
3	News paper ads	08	8%
4	Internet	04	4%
5	Magazines	15	15%
6	Catalogues	5	5%
7	Others	-	-
	Total	100	100%

SOURCE - SURVEY DATA

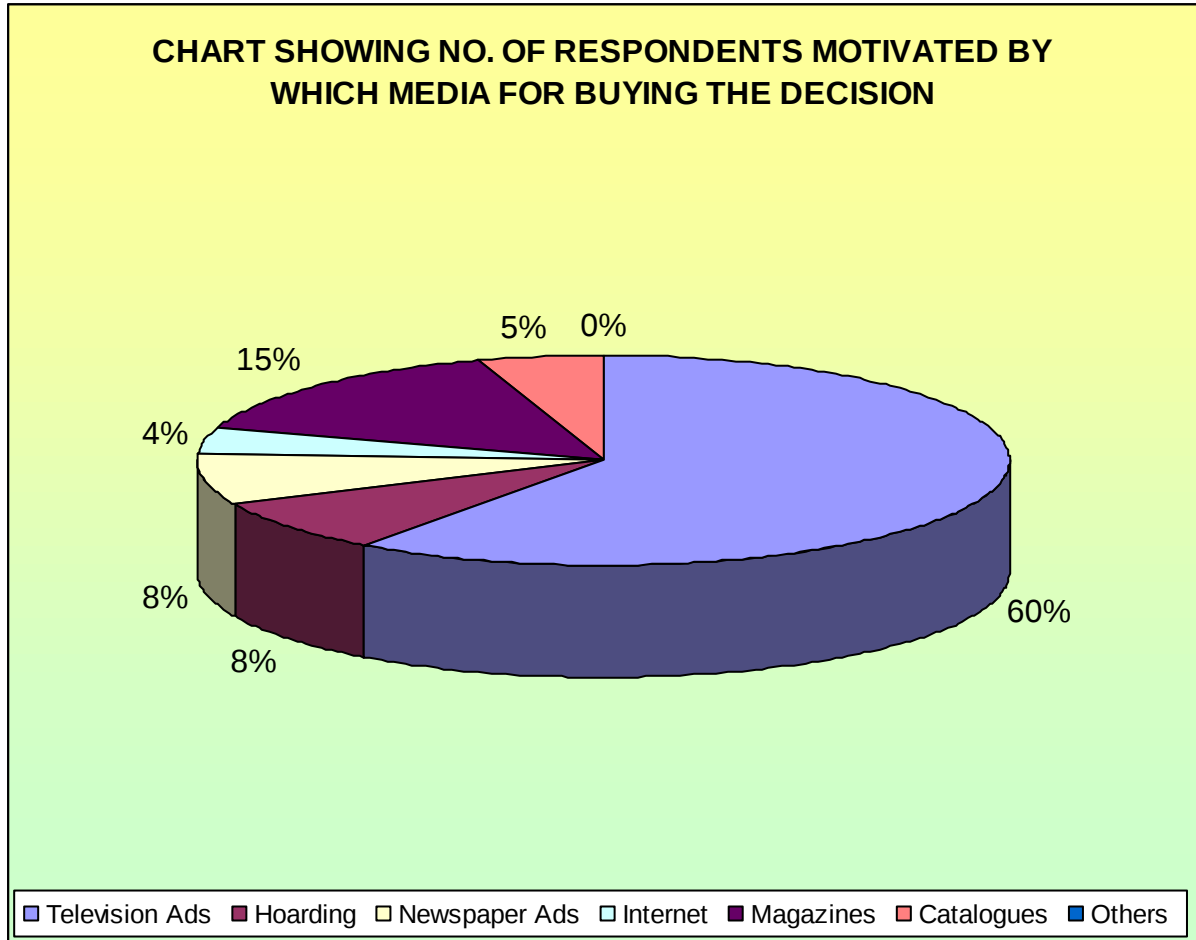
Analysis:

The above table shows that 60% of the total respondents motivated by Television ads than, 8% of the respondents prefer hoardings, 8% of the respondents prefer news paper Ads, 4% of the respondents prefer Internet, 15% of the respondents prefer magazines, 5% of the respondents prefer catalogues

Inference:

From the above table it is clear that television ads play a crucial role in motivating people's buying decision.

GRAPH – 3



**SHOWING NUMBER OF RESPONDENTS USES THE SOURCE OF
INFORMATION FOR MAKING PURCHASE DECISION.**

TABLE: 4

SL NO	OPTIONS	No. of Respondents	Percentage
1	News paper	6	6%
2	Magazines	10	10%
3	Internet	4	4%
4	Contacting Dealers	72	72%
5	Friends	8	8%
6	Others	-	-
	TOTAL	100	100%

SOURCE - SURVEY DATA

Analysis:

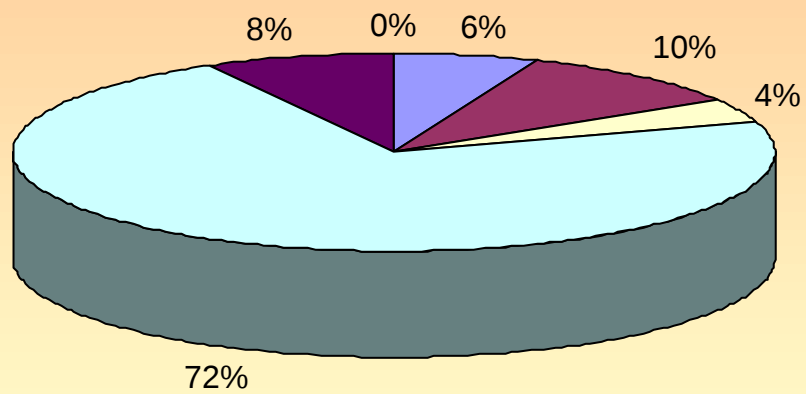
The above table shows that 72% of the total respondents collect the information from dealers, 6% of the respondents prefer newspaper, 10% of the respondents prefer magazines, 4% of the respondents prefer Internet, and 8% of the respondents prefer friends.

Inference:

The above table illustrates that the dealers are the major source of information for the customers.

GRAPH – 4

**CHART SHOWING NO. OF RESPONDENTS USE THE SOURCE
OF INFORMATION FOR MAKING PURCHASE DECISION**



**SHOWING NUMBER OF RESPONDENTS CONSIDER FOR WHILE
PURCHASING A FOUR WHEELER**

TABLE: 5

SL.NO	Options	No. Of Respondents	Percentage
1	Price	20	20%
2	Maintenance	10	10%
3	Mileage	20	20%
4	Brand	25	25%
5	Style	10	10%
6	Technology	10	10%
7	Others	05	5%

SOURCE - SURVEY DATA:

Analysis:

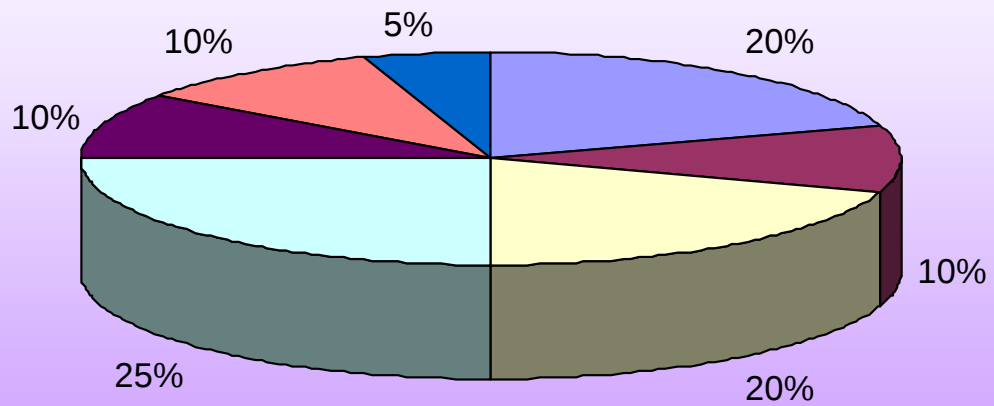
The above table shows that 25% of the total respondents consider Brand while purchasing a four wheeler, than 20% of the respondents prefer price, 10% of the respondents prefer maintenance, 20% of the respondents prefer mileage, 10% of the respondents prefer style, 10% of the respondents prefer technology, 5% of the respondents prefer comfort.

Inference:

Brand is what the respondents consider the most followed by price and mileage while purchasing a car.

GRAPH – 5

**CHART SHOWING NO. OF RESPONDENTS CONSIDER FOR
WHILE PURCHASING A FOUR WHEELER**



Price Maintenance Milage Brand Style Technology Others

**SHOWING NUMBER OF RESPONDENTS SAID WORTH TO
PURCHASE A FOUR WHEELER WHEN IT IS IN OFFERS.**

TABLE: 6

SL.NO	Options	No. Of Respondents	Percentage
1	Yes	80	80%
2	No	20	20%

SOURCE - SURVEY DATA

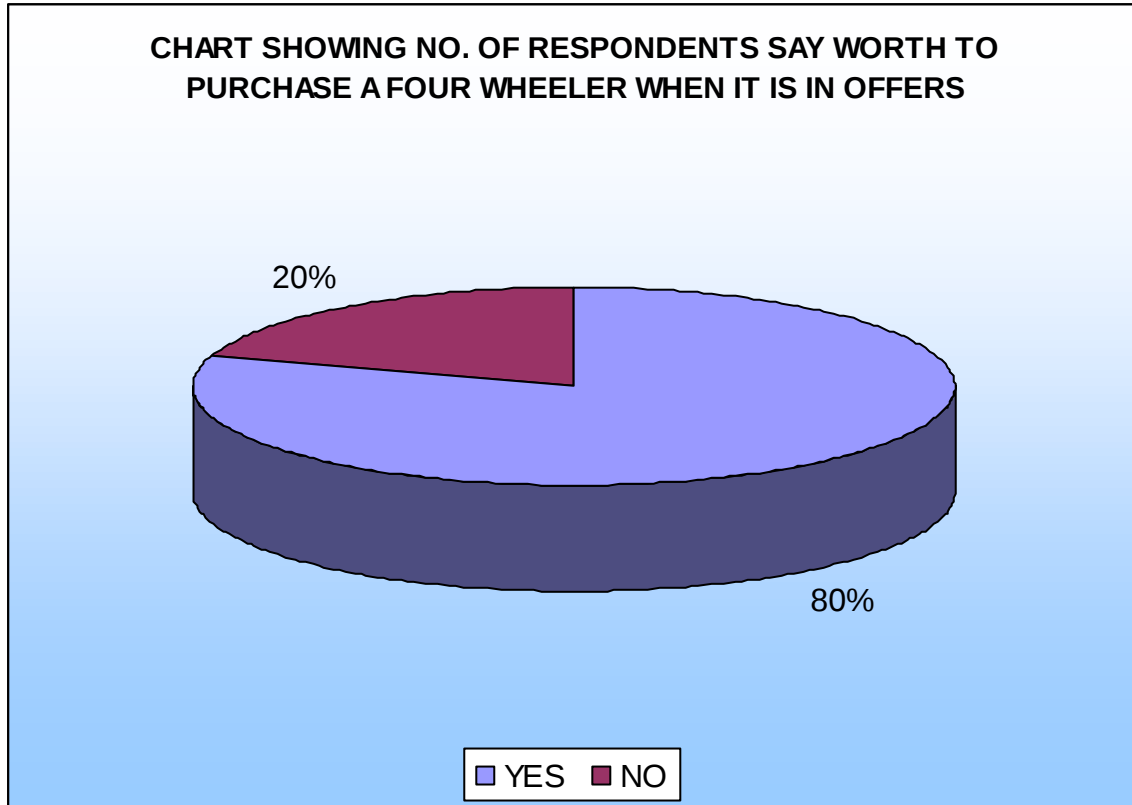
Analysis:

The above table shows that 80% of the total respondents said YES and 20% of the respondents said NO.

Inference:

From the above table it is clear that 80% of the respondents like to purchase when it is in offers.

GRAPH - 6



**SHOWING NUMBER OF RESPONDENTS INTERESTED IN
VISITING**

TABLE: 7

SL.NO	Options	No. Of Respondents	Percentage
1	Trade Shows	26	26%
2	Motor Vehicle Rallies	02	2%
3	Exchange Offers	68	68%
4	Innovative Automobile Technology Exhibition	04	4%

SOURCE - SURVEY DATA

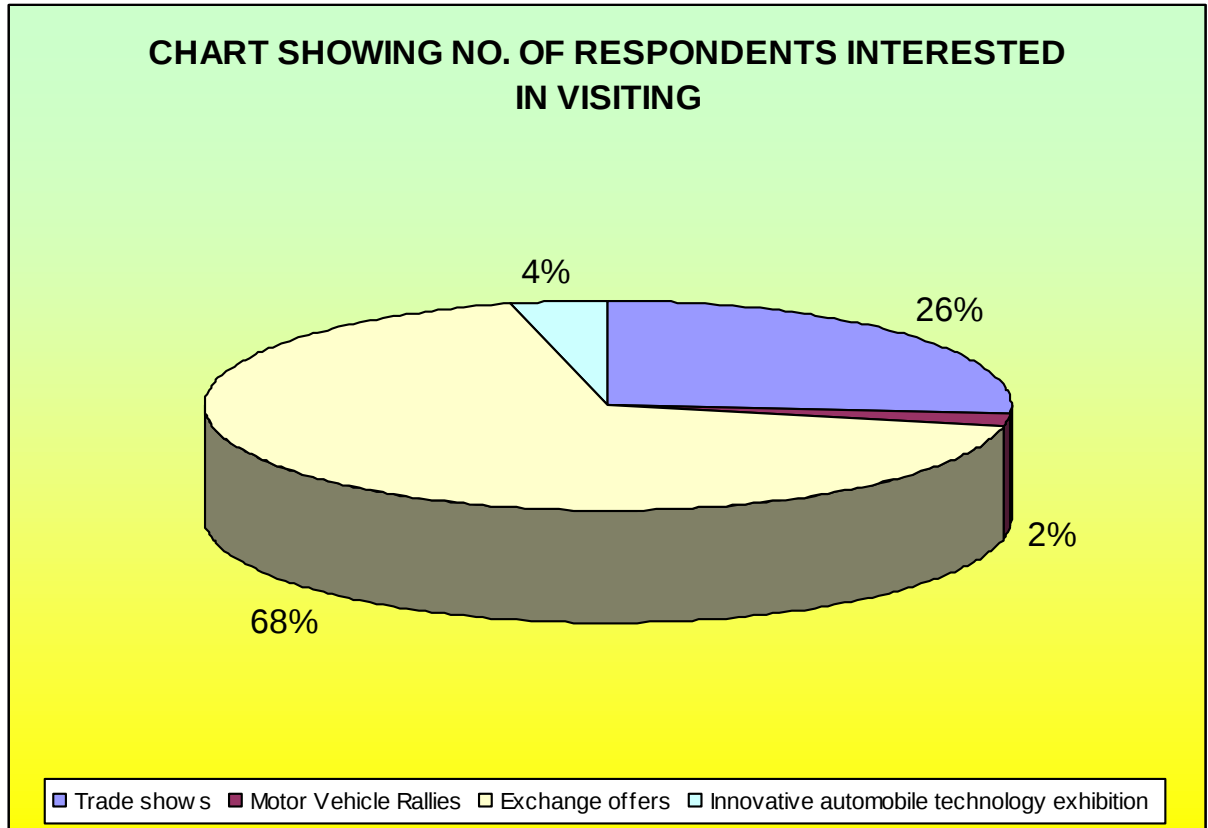
Analysis:

The above table shows that 68% of the total respondents interested in visiting exchange offers, than 26% of the total respondents prefer trade shows, 2% of the total respondents prefer motor vehicle rallies, 4% of the total respondents prefer innovative automobile technology exhibition.

Inference:

Exchange offers is the place where respondents interested in visiting.

GRAPH - 7



**SHOWING NUMBER OF RESPONDENTS APPRECIATES THE
PROMOTIONAL OFFERS DONE BY CAR DEALERS.**

TABLE: 8

SL.NO	Options	No. Of Respondents	Percentage
1	Surprise Gifts	05	5%
2	Cash Discounts	60	60%
3	Exchange Offers	15	15%
4	Low Interest Rate	10	10%
5	Free Accessories	05	5%
6	Refunds	05	5%

SOURCE - SURVEY DATA

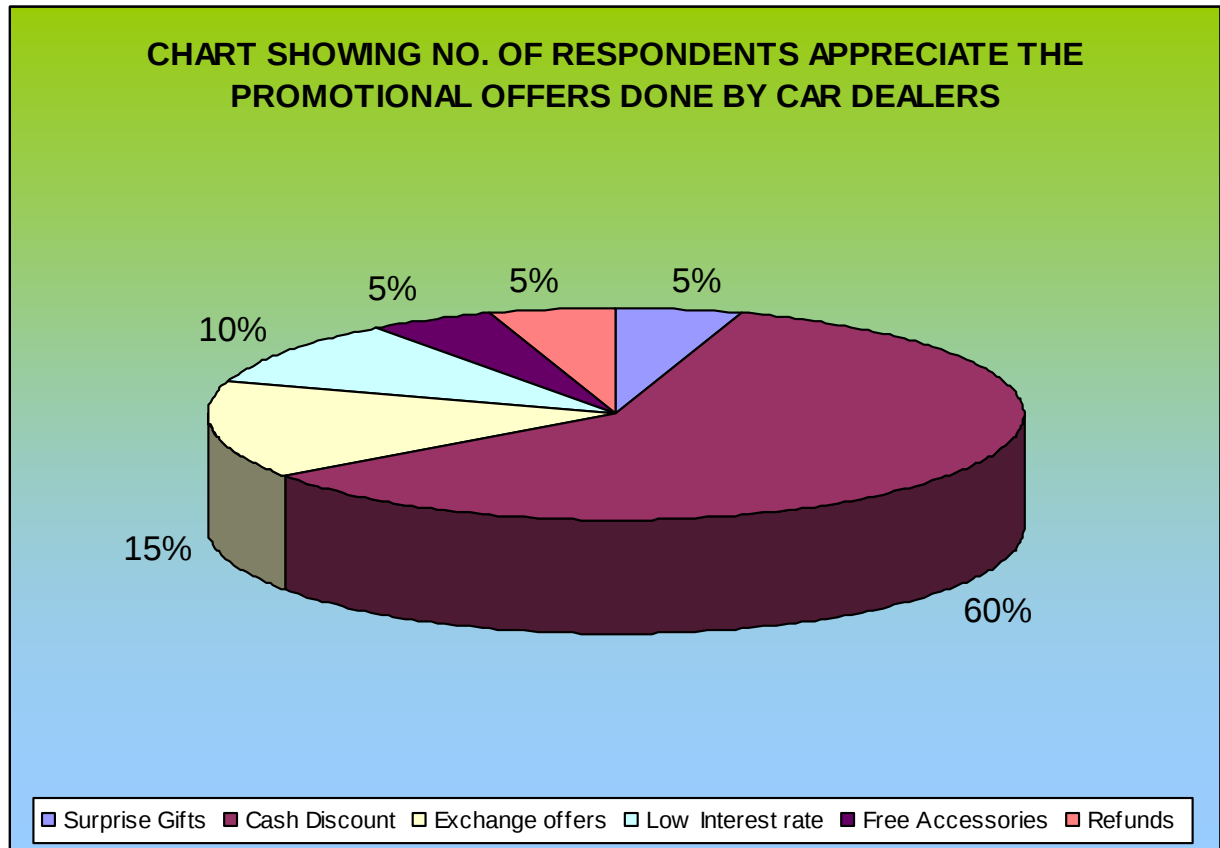
Analysis:

The above table shows that 60% of the total respondents appreciate cash discount as the promotional offer, than 5% of the total respondents prefer surprise gifts, 15% of the total respondents prefer Exchange offers, 10% of the total respondents prefer Low interest rate, 5% of the total respondents prefer free accessories and 5% of the total respondents prefer Refunds.

Inference:

From the above table it is clear that the cash discount plays a crucial role in appreciating the promotional offers done by car dealers.

GRAPH - 8



**SHOWING NUMBER OF RESPONDENTS PURCHASES A FOUR
WHEELER DEPENDING UPON.**

TABLE: 9

SL.NO	Options	No. Of Respondents	Percentage
1	Occasion	40	40%
2	Seasonal Offers	35	35%
3	Others	25	25%

SOURCE - SURVEY DATA:

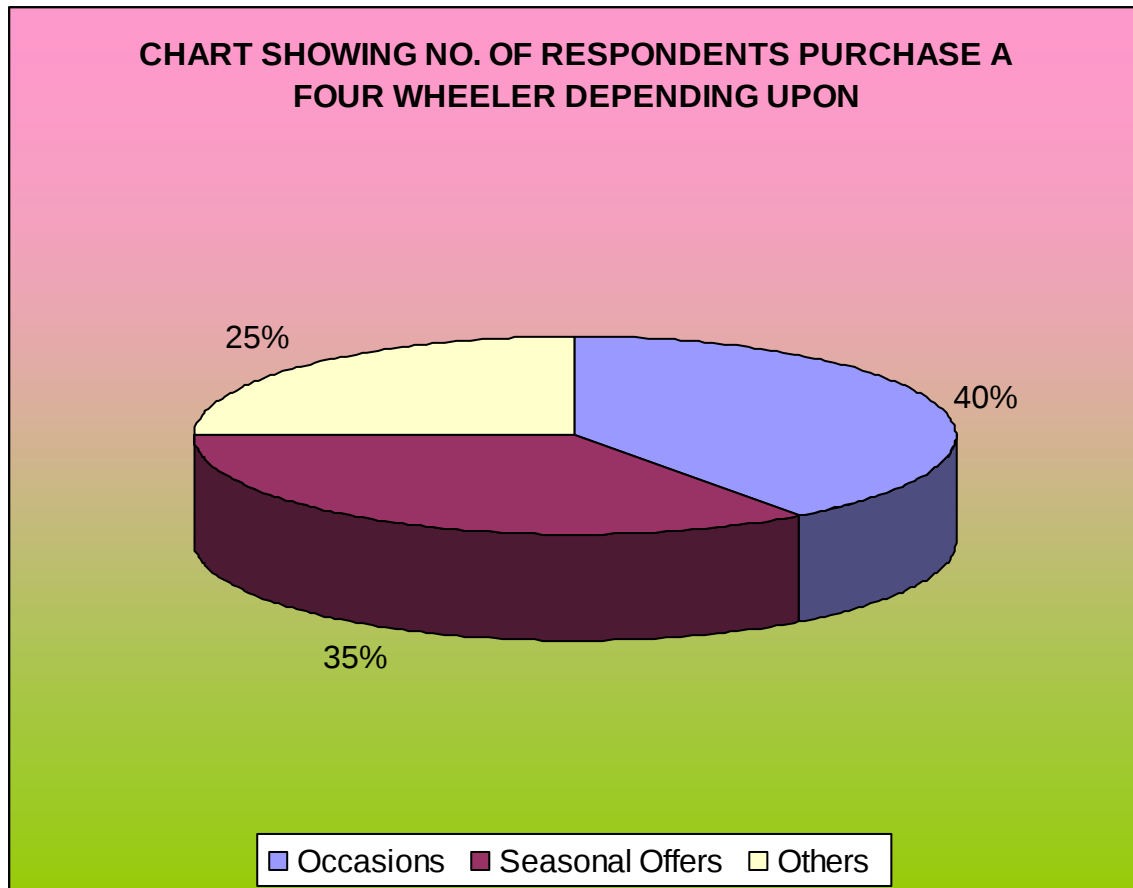
Analysis:

The above table shows that 40% of the total respondents Occasion is the right time for purchase, than 35% of the respondents prefer seasonal offers and 25% of the respondents prefer others.

Inference:

The above table illustrates that respondents prefer occasion is the right time for them to purchase.

GRAPH - 9



**SHOWING NUMBER OF RESPONDENTS SAYING THE PRIME
SELLING SEASON IN A YEAR**

TABLE: 10

SL.NO	Years	No. Of Respondents	Percentage
1	Sep-Nov	73	73%
2	Feb-Mar	22	22%
3	Others	05	5%

SOURCE - SURVEY DATA

Analysis:

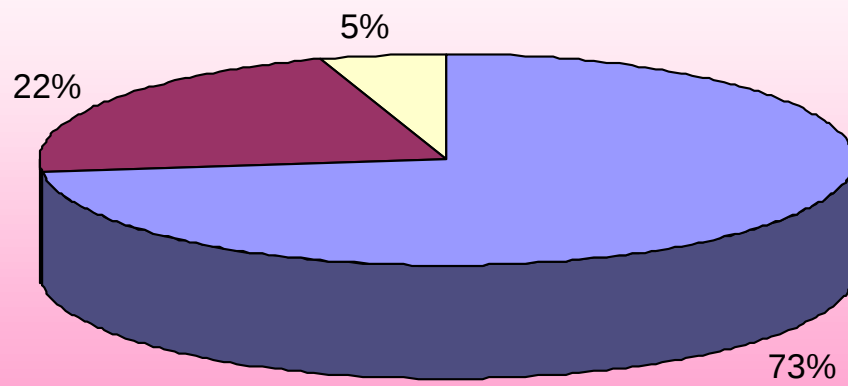
The above table shows that 73% of the total respondents believe Sep-Nov is the prime season in a given year, 22% of the respondents prefer Feb-Mar, 5% of the respondents prefer others.

Inference:

From the above table it is clear that the respondents prefer Sep-Nov is the prime selling season for purchasing of four-wheeler.

GRAPH - 10

**CHART SHOWING NO. OF RESPONDENTS SAYING IS THE
PRIME SELLING SEASON IN A GIVEN YEAR**



■ Sept-Nov. ■ Feb-Mar ■ Others

**SHOWING NUMBER OF RESPONDENTS LIKE TO PURCHASE A
FOUR WHEELER WHEN IT IS ENDORSED BY CELEBRITIES**

TABLE: 11

SL.NO	Options	No. Of Respondents	Percentage
1	Yes	60	60%
2	No	40	40%

SOURCE - SURVEY DATA

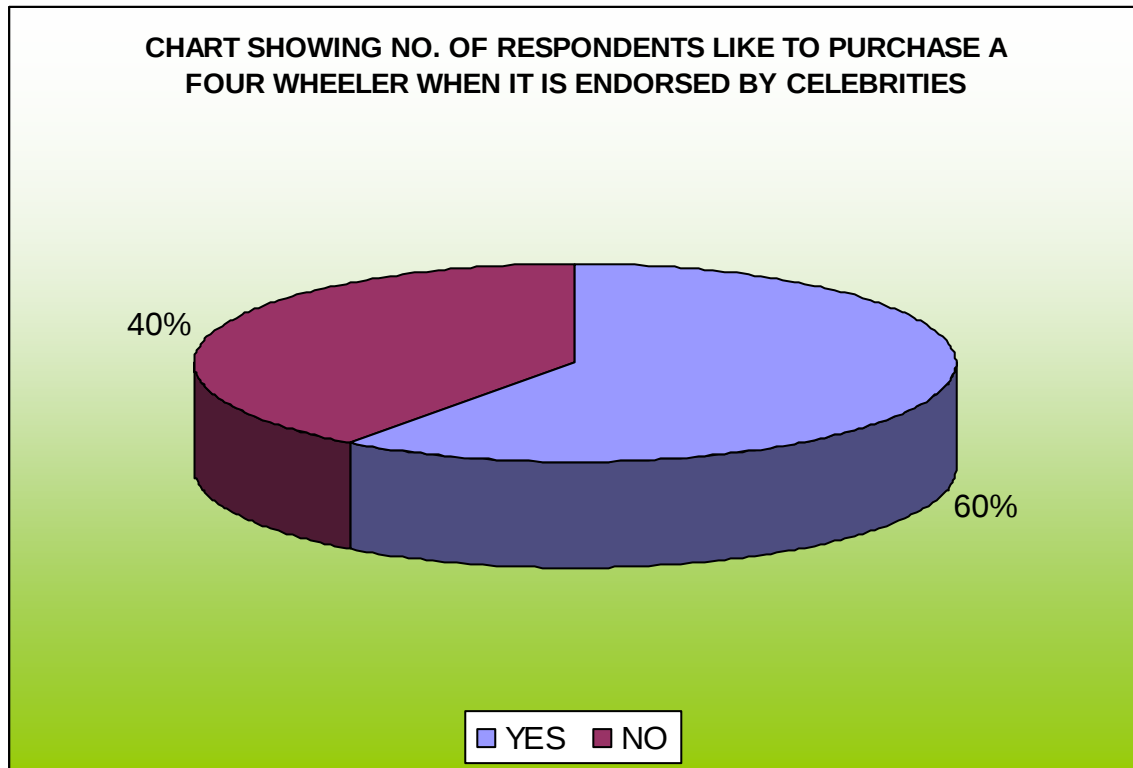
Analysis:

The above table shows that 60% of the total respondents said YES and 40% of the respondents said NO.

Inference:

From the above table it is clear that 60% of the respondents motivated by endorsement of celebrities.

GRAPH - 11



**SHOWING NUMBER OF RESPONDENTS FELT THE
ADVERTISEMENTS OF TATA CARS.**

TABLE: 12

SL.NO	Options	No. Of Respondents	Percentage
1	Excellent	26	26%
2	Good	64	64%
3	Average	10	10%
4	Bad	-	-

SOURCE - SURVEY DATA

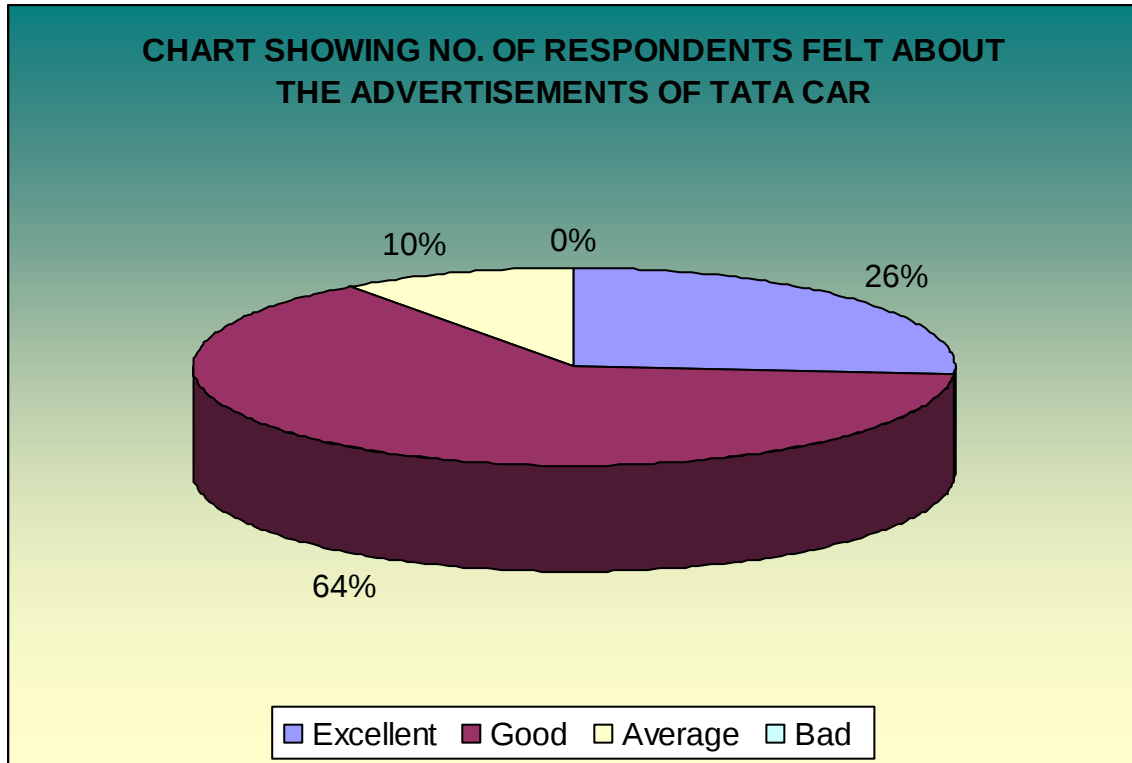
Analysis:

The above table shows that 64% of the total respondents said good, **26%** of the total respondents said excellent, 10% of the total respondents said average.

Inference:

From the above table it is clear that 64% of the respondents felt it is good.

GRAPH – 12



**SHOWING NUMBER OF RESPONDENTS, WHICH CAR
COMPANY ADVERTISEMENT THEY LIKE MOST.**

TABLE: 13

SL.NO	Options	No. Of Respondents	Percentage
1	Maruti	45	45%
2	Hyundai	20	20%
3	Toyota	12	12%
4	Mahindra	8	8%
5	Tata	15	15%

SOURCE - SURVEY DATA

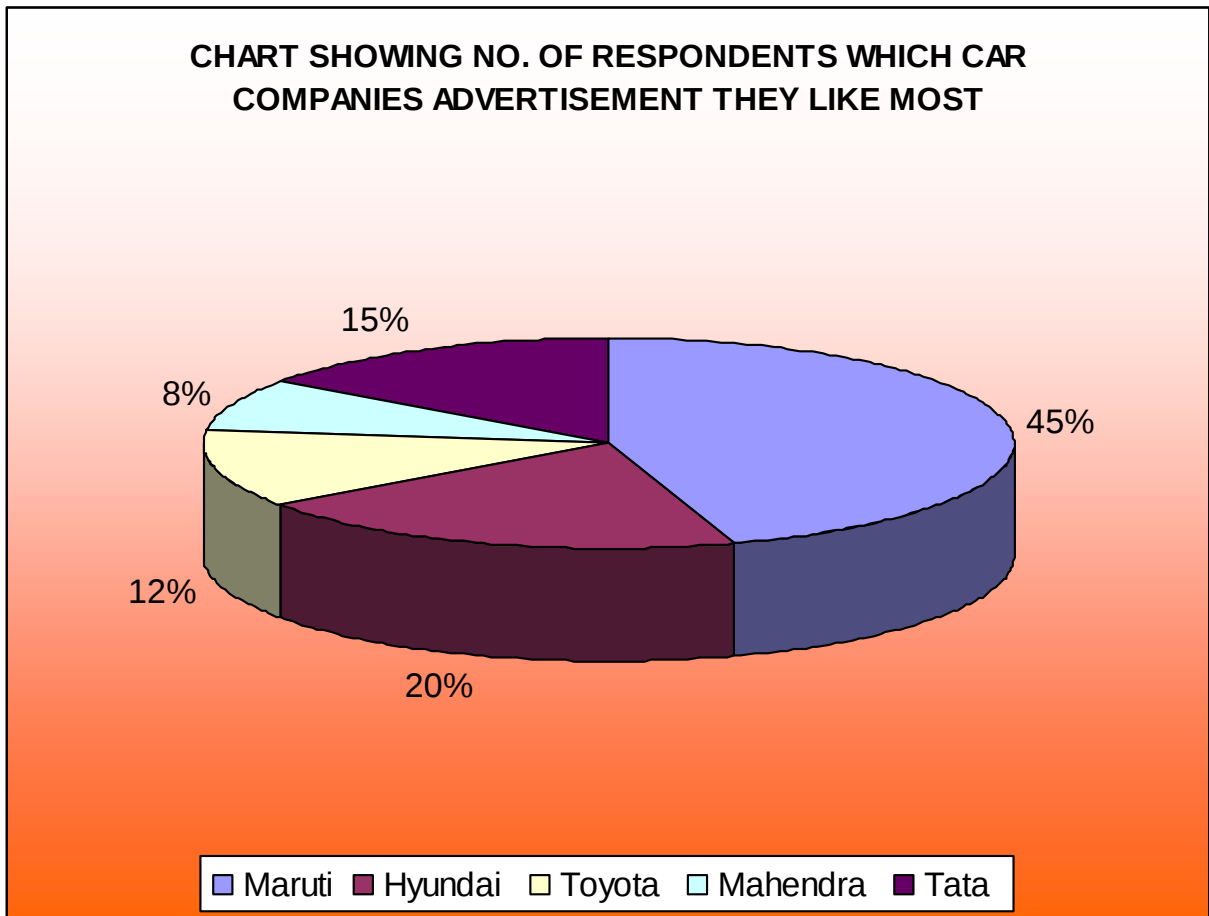
Analysis:

The above table shows that 45% of the total respondents said Maruti, 20% of the total respondents said Hyundai, 12% of the total respondents said Toyota, 8% of the total respondents said Mahindra and 15% of the total respondents said Tata.

Inference:

The above table illustrates that 45% of the respondents like Maruti company advertisements.

GRAPH – 13



FINDINGS

On the basis of findings made through analysis we can conclude the following facts:

- From the analysis part income is given as a major criteria considered while purchasing a four-wheeler. About 47% of the respondents prefer income as the prime motive for purchasing a four-wheeler. Followed by need with 28%, lifestyle with 17% and at last comfort with 8%.
- From the analysis part we came to know that 72% of the respondents prefer contacting dealers to use the source of information for making purchase decision.
- The analysis shows a clear picture that the respondents are high motivated by television ads to go for a purchase decision.
- Brand is what the respondents considered the most followed by price and mileage while purchasing a four-wheeler.
- Majority of all the respondents prefer to purchase a four-wheeler when it is in offers.
- From the analysis part it is clear that 68% of the respondents interested in visiting exchange offers.
- Cash discount plays a crucial role in appreciating the promotional offers done by car dealers.

- Occasion is what the respondents consider the most followed by seasonal offers is the right time for them to the purchase.
- The Sep-Nov. month is prime selling season in any given year followed by Feb –March.
- 60% of the respondents motivated by endorsement of celebrities.
- Majority of all the respondents felt good followed by excellent and average of Tata advertisement cars.
- From the analysis part we came to know that 45% of the respondents like Maruti company advertisements.

SUGGESTIONS

The following suggestions and recommendations are drawn from findings and conclusions, which helps the company in improving to get more and more customer satisfaction.

- The respondents who prefer income as the prime motive for purchasing a four-wheeler false in the bracket of middle and upper middle class of the society. Hence, Concorde motors should come out with some attractive cash discounts as a major part of promotional activity to attract such customers.
- Majority of the respondents (about 60%) consider television ads to trigger their internal and external stimuli, which motivates their buying decision. Television ads at National level are expensive form of mass media. Hence Concorde motors can air their advertisements on the local TV channels to promote the sales. Followed by local newspaper, hoardings and magazines across the city.
- Information collection is a very important stage in a customers buying decision. At this state the customer is very keen to know more and more about the product specifications and based on this information the customer selects a particular product. The analysis show that customer see the dealers as major source of information. Hence, Concorde motors should have a team of highly professional consultants to provide the customers with specific information related to the product.

- Concorde motors should provide emergency problem service, so that small problems can be solved with fast service and saving customer time. This will satisfy the customers.
- Concorde motors may increase sales and service staff to attend the customers better than before, counter sales staff should give full concentration to the entire customer with importance. Salesman should know the priority facts consider my customer as per their occupation and family members to suggest perfect requirement of customer.
- The present holding events in market are no doubt helping Concorde motors to increase sales. The success of the events is mainly depends on value of the events, so the sales manager should concentrate on it.
- Concorde Tata motors should organize such events like sports, customer get together as a promotional activity.
- In order to avoid a tough competition in future. Concorde Tata motors should maintain the customer brand loyalty for its product. By launching some regular schemes like exchange offer mela, free gifts etc.
- Concorde Tata motors should come up with innovative promotional activities to attract customers such as providing a video clips of few minutes shows the various important parts of the vehicle and its functions and a procedure to maintain a vehicle.

Conclusion

From the study conducted it was found that, Sales promotions are increasingly used to accomplish an ever-expanding list of marketing objectives. Sales promotion serves three essential roles; it informs, persuades and reminds prospective customers about a company and its products. Even the most useful product or brand will be a failure if no one knows that it is available.

Both existing customers as well as perspective customers appreciate the present promotional tool practiced by the Concorde Motors. The various promotional tools practiced by Concorde Motors are cash discounts, low interest rate, after sales service and customer get together.

According to the research carried out by me Concorde Motors can increase its sales and capture a major market share by implementing or practicing even more effective promotional tools such as exchange offers, advertisements on local television channels and working on more cash discounts in prime seasons.

The project is a sincere effort by the author to bring the light various aspects regarding and relating to the promotional offers and perception consumers towards the promotional offers.

ANNEXURE
QUESTIONNAIRE

Dear Sir / Madam,

I am student of “Al-Ameen Institute of Management studies” and studying in 4th Semester, MBA. I am doing a project on “DESIGNING PROMOTIONAL TOOLS FOR FOUR WHEELERS WITH SPECIAL REFERENCE TO CONCORDE MOTORS”.

I hope to seek all possible co-operations from you during the entire session.

Name: _____

Occupation: _____

1. Do you own a four-wheeler?

Yes ☐

No ☐

2. What was the reason for purchasing a four wheeler?

a. Need ☐

d. Income ☐

b. Lifestyle ☐

e. Other Specify _____

c. Comfort ☐

3. Which form of media motivates your buying decision?

a. Television ads ☐

d. Internet ☐

b. Hording ☐

e. Magazines ☐

c. Newspaper ads ☐

f. Catalogues ☐

g. Others Specify _____

4. What was the source of information for making the purchase decision?

- | | | | |
|--------------|--------------------------|-----------------------|--------------------------|
| a. Newspaper | ☐ | d. Contacting dealers | ☐ |
| b. Magazines | ☐ | e. Friends | ☐ |
| c. Internet | ☐ | f. Others Specify | _____ |

5. What is that you consider while purchasing a four-wheeler?

- | | | | |
|----------------|--------------------------|-------------------|--------------------------|
| a. Price | ☐ | d. Brand | ☐ |
| b. Maintenance | ☐ | e. Style | ☐ |
| c. Mileage | ☐ | f. Technology | ☐ |
| | | g. Others Specify | _____ |

6. Is it really worth to purchase a four-wheeler when it is in offers?

Yes ☐ No ☐

7. Which of the below you are interested in visiting?

- | | |
|--|--------------------------|
| a. Trade shows | ☐ |
| b. Motor vehicle rallies | ☐ |
| c. Exchange Offers | ☐ |
| d. Innovative Automobile Technology Exhibition | ☐ |

8. Do you appreciate the promotional offers done by the car dealers?

Yes ☐ No ☐

If Yes, which of the below

- | | | | |
|--------------------|--------------------------|-----------------------|--------------------------|
| a. Cash Discounts | ☐ | d. Low interest rates | ☐ |
| b. Exchange offers | ☐ | e. Free accessories | ☐ |
| c. Surprise gifts | ☐ | f. Refunds | ☐ |

9. When do you feel is a right time for purchasing a four-wheeler?
- a. Occasion ☐
 - b. Seasonal offers ☐
 - c. Others Specify _____
10. Are you aware as of, which is the prime selling season in a given year?
- a. Sept – Nov.
 - b. Feb-March
 - c. Others Specify _____
11. Do you like to purchase a four-wheeler when it is endorsed by celebrities?
- Yes ☐ No ☐
12. Have you seen the advertisement of Tata Cars?
- How do you felt?
- a. Excellent ☐
 - b. Good ☐
 - c. Average ☐
 - d. Bad ☐
13. Which company car advertisement do you like most?
- a. Maruti ☐
 - b. Hyundai ☐
 - c. Mahindra ☐
 - d. Toyota ☐
 - e. Tata ☐

Thank you for your co-operation

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