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Promotional Activities At Dobro Toyota

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ABSTRACT

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

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

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

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

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

INTRODUCTION:

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

Promotion is true that products are manufactured to satisfy the needs of the consumers.. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may

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be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with right promotion.

In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities commonly known as promotional Mix. The marketing communication Mix also called as the "Promotion Mix" consists of four major tools.

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

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

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

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

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

Features:

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

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

"Sales promotion in a specific sense refers to those sales activities that supplement both personal selling and advertising and co-ordination ate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non

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recurrent selling efforts not in the ordinary routine".

NEED AND IMPORTANCE THE STUDY:

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

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

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

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

OBJECTIVES OF THE STUDY:

- To study the promotional activities offered by Toyota motors limited.
- To identify the impact of sales in the market by using promotional strategies of Toyota motors limited.
- To study the influence of schemes offered by firm on sales.
- To study the customer's awareness towards the after sale services offered to him or her.

SCOPE OF THE STUDY:

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

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

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

METHODOLOGY AND DATA BASE

a) Source of data:

1) Primary Data:

The primary data is collected through questionnaires from the customers.

2) Secondary Data:

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

Data collected method:

The data is collected through close ended questionnaire.

b) Sample size:

1. The sample size of the survey (N) is 100.

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2. Samples are collected customers of showroom.
3. The age limit of the customers is in between 20-55.
4. The customers will be randomly selected.

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

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

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

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

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

i) Data collected method.
ii) Research instrument.

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

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

Period Of The Study:

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

LIMITATIONS TO THE STUDY:

- Primary data analysis only depended on the respondents.
- Process of study/survey is limited only to some customers.

- Survey will be conducted for the period of 45 days only.

2. LITERATURE SURVEY

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

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advantage over the competitors.

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

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

Marketing:

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

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

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

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

Because of globalization, privatization and liberalization the number of competitors are increasing at a constant rate as a result of which consumers are preferring products which are of high quality, technology and at a reasonable price.

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

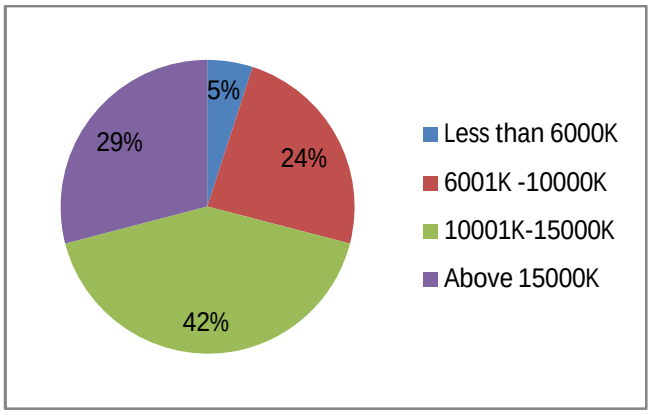
Marketing is not just telling and selling but in the new sense satisfying customer needs marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate and flow of goods and services from producer to consumer in the process of distribution.

3. DATA ANALYSIS & INTERPRETATION

1) Income per month

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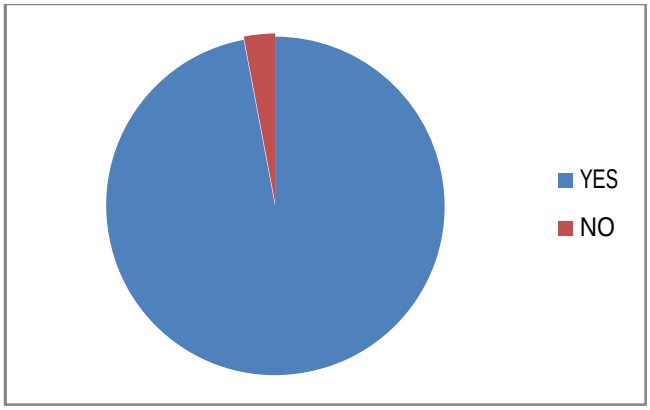
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Interpretation:

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

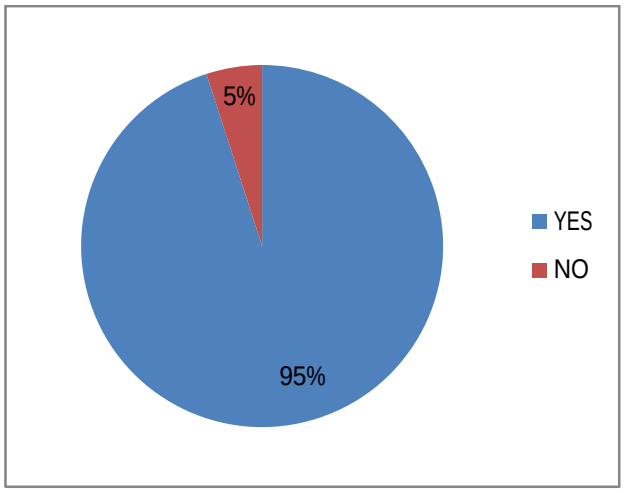
2) Do you have CAR?



Interpretation:

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

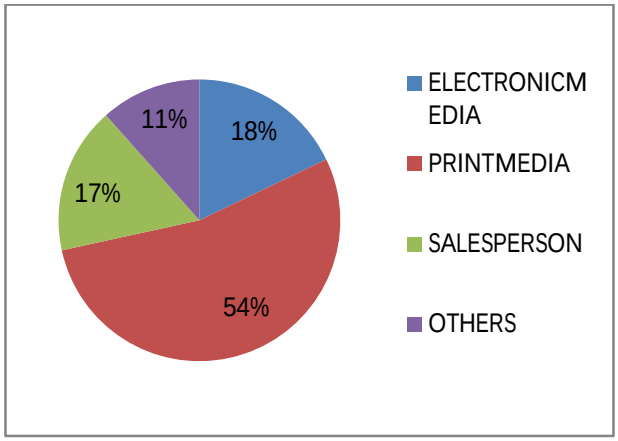
3. Did you hear about *TOYOTA CAR*?



Interpretation:

By this pie-chart we can understand most of the respondents know about the TOYOTA CAR.

4. If **YES**, how do you heard aboutTOYOTA products



Interpretation:

By this pie-chart we can analyze that most of response came from news paper promotion is 54%,

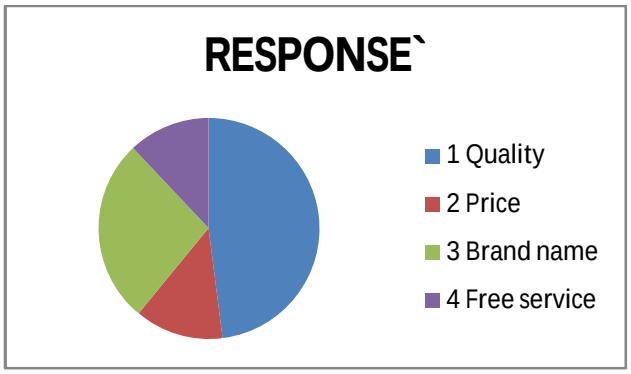
Through electronic media is 18%, sales persons is 17% and rest of them by others, by this we known that paper ads are best than others.

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PRODUCT PERFORMANCE

5. Which following future made you to buy Toyota?



Interpretation:

From the above analysis we conclude that among 100 customers 48% of the customers buy TOYOTA basing on Quality, 13% basing on price, 27% basing on brand and 12% on free service offer.

4.FINDINGS OF THE STUDY

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

5. SUGGESTIONS

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

6. CONCLUSION

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

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7. REFERENCES

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