

# **A STUDY AND IMPACT OF PROMOTIONAL ACTIVITIES ON BRAND AWARENESS FOR FOUR WHEELERS IN PUNE**

**BY**

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## **ABSTRACT**

The purpose of this research study is to determine the Impact of promotional activities by companies on brand awareness for four wheelers in Pune .After the initial exploratory research on Maruti Suzuki company to ascertain current promotional activities employed, a survey was conducted to determine consumer attitudes towards promotions and the effects of promotional activities on consumer purchasing behavior.

Responses were collected from consumers to determine their attitudes towards promotions, its effectiveness, and the relationship between attitude and behavior of consumer. The effectiveness of promotional activities in influencing consumers buying behavior was determined.

The purpose of this research is to study the impact of different sales promotion tools on company sales. Hence, the research on promotional tools is certainly vital to recognize the most influencing tools to compete with competitors. The purpose of research is to study closely the fondness of consumers on a variety of promotional tools.

**Keywords:** Customer satisfaction, 4-wheelers, promotional activity, brand awareness.

## **INTRODUCTION**

Today, promotion has to encompass the “coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, and personnel) to produce a unified, customer focused message”. Because promotions are one of the most noticed of marketing activities, promotions can greatly impact any company market share and sustainability. It is therefore imperative to understand which promotions customers prefer and the effect of promotions on customers and customer behavior. The most essential aspect of any business is selling their brands since sales sustain any business existence. Selling, as a marketing function, involves promoting the product. However to build sales, promotion must be seen or heard by potential buyers and cause them to react to the information in some way desired by the marketer.

The core purpose of this research paper is to study the impact of different sales promotion tools on company sales. Hence, the research on promotional tool is certainly vital to recognize the most influencing tools to compete with its competitors. The purpose of research is to study closely the fondness of customers on a variety of promotional tools.

## LITERATURE

Promotion refer to the entire set of activities, which communicate the product , brand or service to the user .

The aim of promotion is to increase awareness ,create interest and generate sales.

It helps to stimulate demand which is beneficial to company .

According to Bob Hoffman Creating a strong brand should be every marketer's primary objective and the highest role of advertising is to create strong brand ".Well designed marketing and promotional strategies ensure long-term success ,bring in more customers and ensure profitability for business.

According to Philip Kotler Advertising is any paid form of non personal presentation and promotion of ideas , goods or services by an identified sponsor.In simple words Advertising is a means of informing and communicating essential information.

Market segmentation plays an vital role in promotional activities by dividing a market of potential customers into groups or segments based on different characteristics .which are useful in promotions.

Kotler and Armstrong (2017) identified promotionalactivities as a key element of the marketing mix. Powers and Loyka (2010) suggested that customer preferences, and motivations influence their behavior on the market.

□is is due to the intensive promotionalactivities that target these consumers.

Indeed, it canbe observed that the main process of marketing is to

develop communication, and distribution channels.

□rough these channels promotional messages, products, and services are delivered to existing or new potential customers (Kotler& Armstrong, 2017).

Muchof the current literature pays attention to the brand's

image, and brand equity as influential factors on customer satisfaction. therefore, this approach is broaden by including brand loyalty as a crucial mediating

construct when analyzing promotional activities, consumer behavior and customer satisfaction.

Consumers interpret promotional messages carefully, and perceive the content of message in various ways.

Loda (2014) pointed out that the core message of advertising aspects the strength of the consumers' beliefs. Similarly, Maulani (2017) found that marketing communication tools provoke different perceptions among individuals. Promotional activities can have an impact on brand loyalty, and customer experience (Bravo Gil, Fraj Andrés, &Martínez Salinas, 2007).

the importance of advertising is analyzed in the findings of Hoban and Bucklin (2015), where the authors suggested that advertising has a role in developing purchase funnels.

Furthermore, Heerde et al. (2013) mention that advertising, and product price management is an exective method to influence consumers.

(Vidas-Bubanja&Bubanja, 2015) also argued that messages from promotional campaigns affect customers as well as consumers. Early research of (Speck & Elliott, 1997) pointed out that advertising can be cluttered due to distractions, and disruptions of consumers.

Advertisements can aspect perceived product quality (Moorthy& Zhao, 2000; Žabkar, Brenčič, &Dmitrović, 2010).

Promotional tools of modern marketing management is confusing because of its typically tagged effects and also the difficulty of isolating its effect from other elements in the marketing mix. W.J Stanton, promotion is the element in an organization's marketing mix that serves to inform and remind the market of the organization or its products.

Sales promotion is the techniques mainly are used by marketer in order to influence and encourage consumers and end users to purchase certain product in a certain product in a certain time period

As Mc. Cathy, promotion is concerned with any method that communicates to the target market about the right product to be sold in the right place at the right price.

## LIMITATIONS

1. There are lots of companies doing promotional activities but the study is limited to Maruti Suzuki company.
2. Area of study is limited in pune.
3. Statistical tools and techniques are only used.

## OBJECTIVES

1. To study the impact of the promotional activities on brand awareness of Maruti Suzuki 4-wheelers
2. To study various forms of promotions by Maruti Suzuki that affect consumer behavior.
3. To examine the effects of promotional strategy on Maruti Suzuki sales.

## HYPOTHESES

H<sub>0</sub>: Maruti Suzuki advertisement is not pushing people to purchase Maruti Suzuki car .

H<sub>1</sub>: Maruti Suzuki ads is pushing people to purchase Maruti car

H<sub>0</sub>: offers are not the most attracted promotion by the people .

H<sub>1</sub>: offers are the most attracted promotion by the people.

H<sub>0</sub>: Advertisement does not influence the viewers to visit the showroom.

H<sub>1</sub>: Advertisement influence views to visit the showroom.

## RESEARCH METHODOLOGY

Primary data of work was collected from different areas of population.

A close ended questionnaire was designed which include the relevant variables like promotion activities conducted by the marutisuzuki .

Data analysis has been carried with the statistical software SPSS.

Stratified Random sampling will be used in this research so 94 copies of questionnaire were developed and filled by targeted population from different areas of city.

Frequency , one way anova and z test are used as a tool for this research .

## DATA ANALYSIS

### Descriptives

have you visited marutisuzuki showroom after the advertisement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
one time	52	1.65	.480	.067	1.52	1.79	1	2
two	20	1.50	.513	.115	1.26	1.74	1	2
times	2	1.50	.707	.500	-4.85	7.85	1	2
three								
times								
more								
than								
three	20	1.30	.470	.105	1.08	1.52	1	2
times								
Total	94	1.54	.501	.052	1.44	1.65	1	2

### Test of Homogeneity of Variances

have you visited marutisuzuki showroom after the advertisement

Levene Statistic	df1	df2	Sig.
1.159	3	90	.330

### ANOVA

have you visited marutisuzuki showroom after the advertisement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.861	3	.620	2.600	.057
Within Groups	21.469	90	.239		
Total	23.330	93			

### Multiple Comparisons

Dependent Variable: have you visited marutisuzuki showroom after the advertisement

Tukey HSD

(I) how many times do you see marutisuzuki advertisement in a day	(J) how many times do you see marutisuzuki advertisement in a day	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
one time	two times	.154	.129	.630	-.18	.49
	three times	.154	.352	.972	-.77	1.08
	more than three times	.354 <sup>*</sup>	.129	.035	.02	.69
two times	one time	-.154	.129	.630	-.49	.18
	three times	.000	.362	1.000	-.95	.95
	more than three times	.200	.154	.569	-.20	.60
three times	one time	-.154	.352	.972	-1.08	.77
	two times	.000	.362	1.000	-.95	.95
	more than three times	.200	.362	.946	-.75	1.15
more than three times	one time	-.354 <sup>*</sup>	.129	.035	-.69	-.02
	two times	-.200	.154	.569	-.60	.20
	three times	-.200	.362	.946	-1.15	.75

\*. The mean difference is significant at the 0.05 level.

### Post Hoc Tests

### Homogeneous Subsets

have you visited marutisuzuki showroom after the advertisement

Tukey HSD

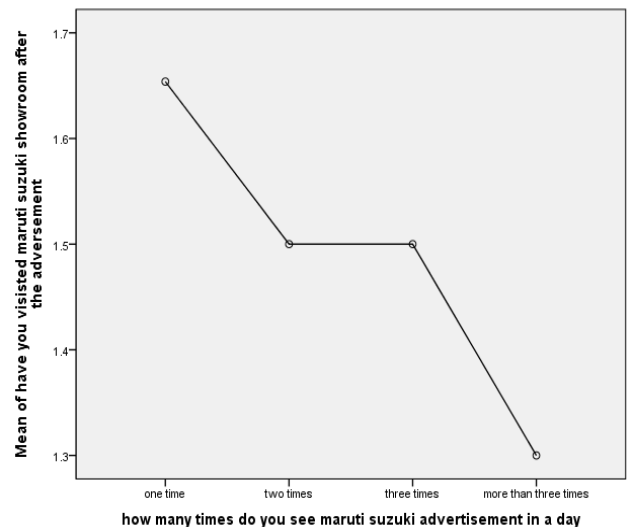
how many times do you see marutisuzuki advertisement in a day	N	Subset for alpha = 0.05
		1
more than three times	20	1.30
two times	20	1.50
three times	2	1.50
one time	52	1.65
Sig.		.564

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 6.460.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

### Means Plots



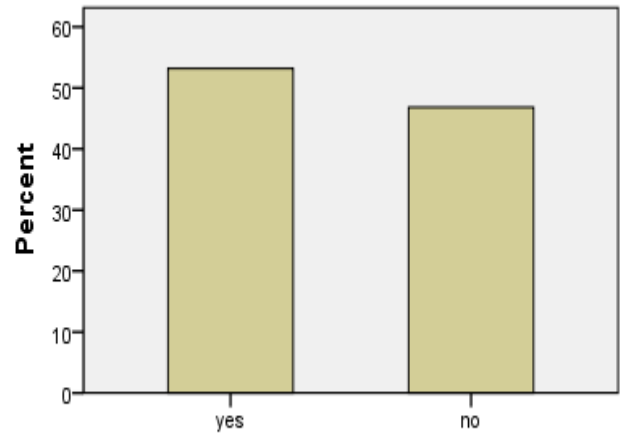
This is the z test for the second question

```
z_statisticp_valuecohens_d
-1905.40      .000000 -196.527
```

Number of cases read: 1      Number of cases listed: 1

Interpretation: we see from statistical review that the people who have seen several times the advertisement are have visited the showroom in order to get more information .the null hypothesis is rejected because people visited the showroom after the advertisement .

does the ads of maruti suzuki pushed you to purchase the car



does the ads of maruti suzuki pushed you to purchase the car

Interpretation: from the graph we see that most of the people were pushed by the advertisement which is conducted by the marutiSuzuki . 50 out 94 have chosen yes .

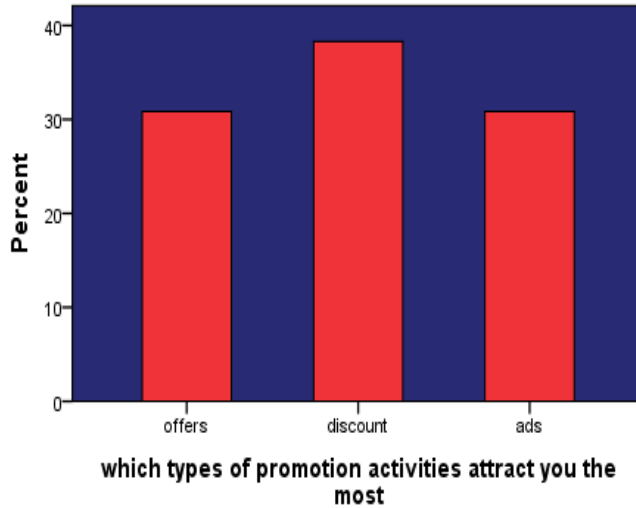
which types of promotion activities attract you the most

does the ads of maruti suzuki pushed you to purchase the car

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	50	53.2	53.2	53.2
Valid no	44	46.8	46.8	100.0
Total	94	100.0	100.0	

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid offers	29	30.9	30.9	30.9
Valid discount	36	38.3	38.3	69.1
Valid ads	29	30.9	30.9	100.0
Total	94	100.0	100.0	

which types of promotion activities attract you the most



Interpretation: from the above diagram we see that offers are not the most attracted promotion by the people. Discount is the most attracted promotion.

36 people have chosen discount out 94.

## CONCLUSION

This paper has argued the influence of promotional activities on customer satisfaction.

promotional activities plays an important role in business , that's why we see many promotions activities in our live from different sources, For the brand awareness Maruti Suzuki conduct several promotional activities such as advertisement ,publicity ,hoardings.

These promotional activities will also increase the sales of the company.

We come know that most of the people who have seen the advertisements several times in a day have purchased Maruti Suzuki car.

From the responses mentioned above, it became clear that all types and instruments of promotion activities have a good efficiency for consumers,

The overall conclusion of this study is that we find a positive attitude from clients towards all promotional activities techniques.

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