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Comparative Study of Promotional Strategies Adopted by Automobile Retailers in Chennai

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1. INTRODUCTION

The main purpose of the study is to understand and identify the different types of promotional strategies adopted by two-wheeler and four wheeler showrooms in chennai.

Scope of the Study

The research is done in two and four wheeler industry to identify the promotional strategies adopted by them. This research helps to find out the retailers opinion and customer preference. It also helps us to find out the quality of services offered by the retailer's.

Limitations of the Study:

- The present study is limited to the area of chennai only.
- The study has assessed only from 158 respondents. Remaining 262 respondents are not ready to give any information.
- Time was major constraints for this project.
- The information that collected from few respondents is not accurate

Objectives of the Study

- To make a comparative study of the effectiveness of promotional strategies adopted by automobile dealers (four wheeler and two wheeler) in chennai.
- To identify and analyse the various schemes and services provided by them.
- To suggest alternative promotional strategies which automobile retailers can adopt.

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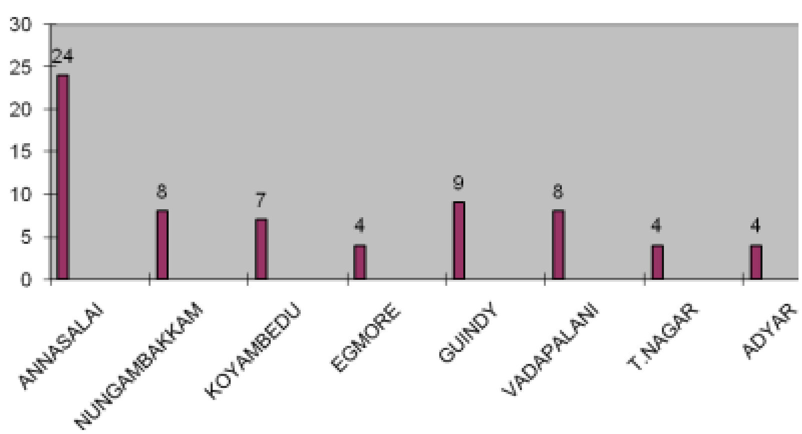
2. RESEARCH METHODOLOGYVARIABLES OF THE STUDY:

In this project the variables of the study is two-wheeler and four-wheeler retailers in chennai. The population size of this study is 202 for four-wheeler and 218 for two wheeler retailers in chennai. The researcher used census survey for this research. But the main disadvantage is only 84 two-wheeler and 74 four wheelers showrooms are given information. Remaining two-wheeler and four wheeler showrooms are not ready to give information.

Areas Covered In This Study:

Areas Covered (Four Wheeler)	No Of Samples	Areas Covered (Two Wheeler)	No Of Samples
Annasalai	24	Annasalai	28
Nungambakkam	08	Nungambakkam	06
Koyambedu	07	Guindy	12
Egmore	04	Vadapalani	09
Guindy	09	T.Nagar	02
Vadapalani	08	Adyar	06
T.Nagar	04	Kodambakkam	02
Adyar	04	Velacheri	05
Kodambakkam	05	Tambaram	14
Total	**74**	**Total**	**84**

Areas Covered In Chennaifour Wheeler



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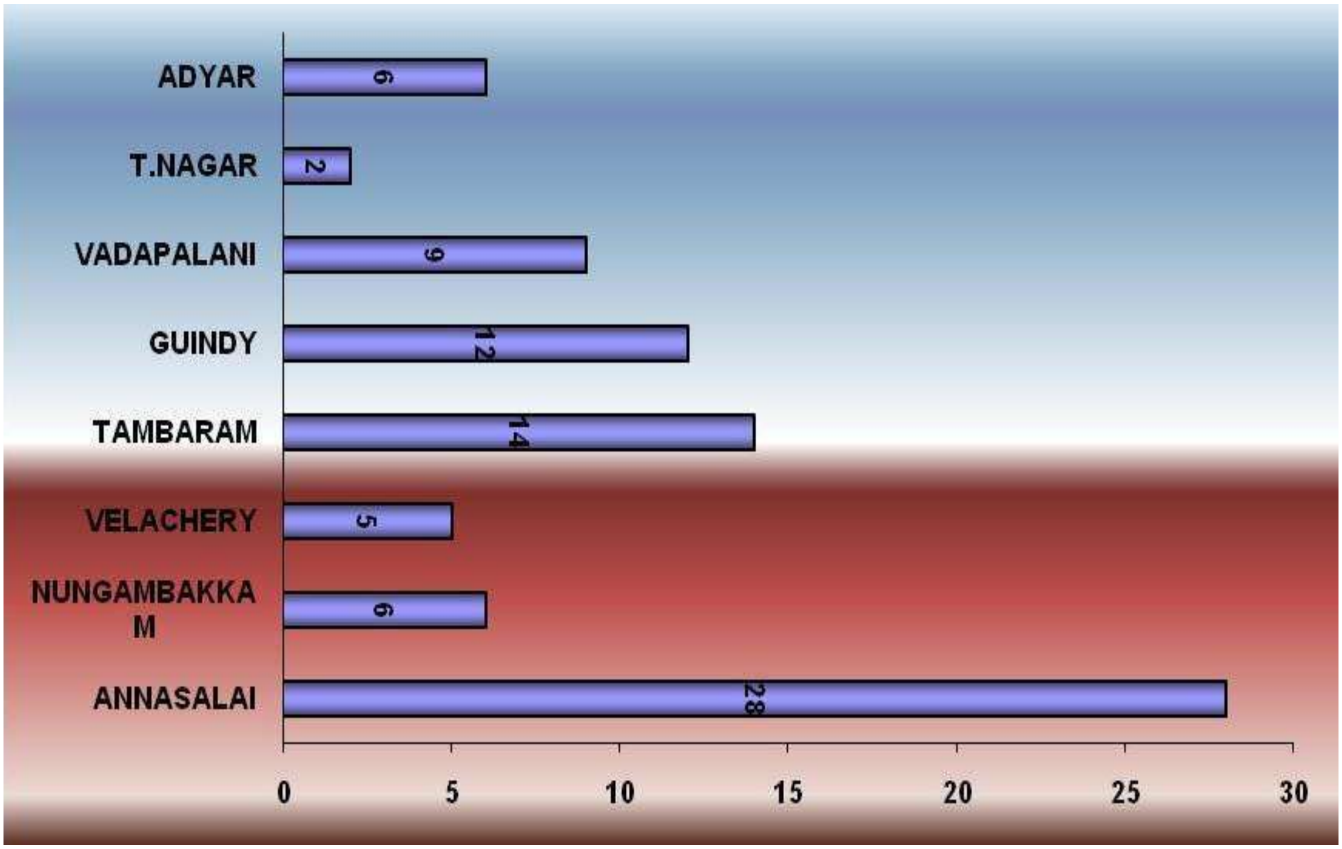
Two Wheeler



Analysis and Interpretation

Table.1 Type of Automobile

Factor	Respondnts	Percentage
Two wheeler	84	53
Four wheeler	74	47
Total	158	100

Inference:

- 53% of the respondents offering only two-wheeler.
- 47% of the respondents offering only four -wheeler.

Type of Automobile

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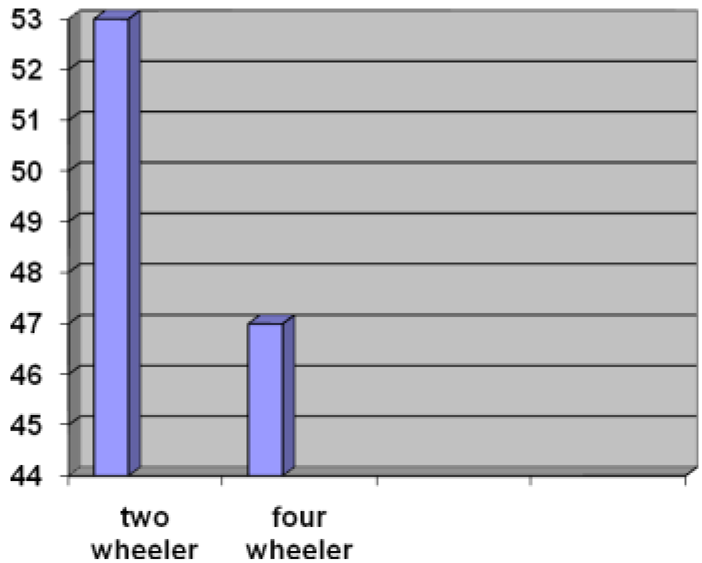

Table.2 A) Brands of Two-wheele

Brand	Respondents	Percentage
Herohonda	31	37
Tvs	29	34
Yamaha	07	8
Bajaj	13	15
Honda	04	6
Total	84	100

Inference:

- 37% of the respondents offering only Hero Honda bikes.
- 34% of the respondents offering only TVs Bikes.
- 15% of the respondents offering only Bajaj Bikes.
- 8% of the respondents offering only Yamaha Bikes.
- Remaining 6% of the respondents offering only Honda

Brand	Respondents	Percentage
Toyota	03	4
Ford	04	5
Maruthi	06	8
Hyundai	04	5
Honda	03	4
Others	54	74
Total	74	100

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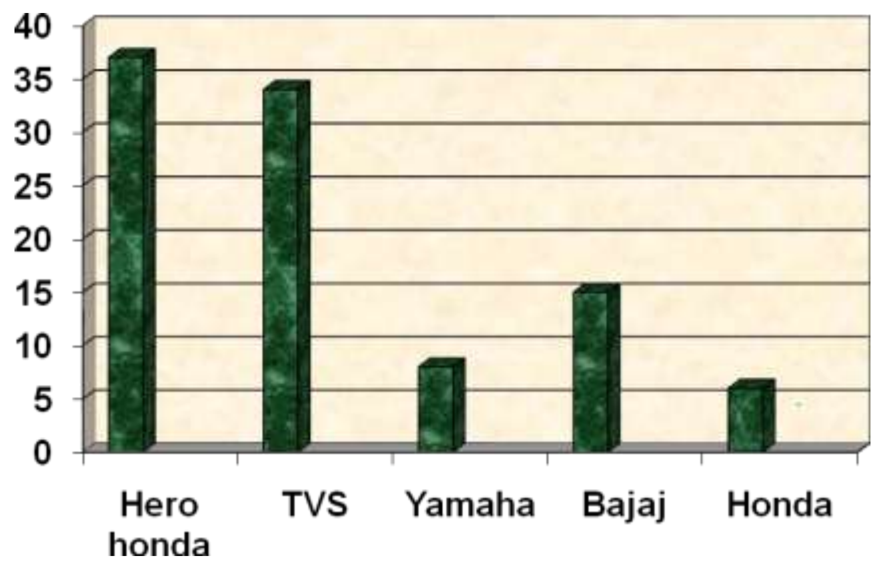
b) Brands of Four-wheeler

Inference:

- 54 % of the respondents are offering all type of cars.
- 8 % of the respondents are offering only Maruthi cars.
- Each 5% of the respondents are offering Ford & Hyundai.
- Each 4% of the respondents are offering Toyota & Honda.

a) Brands of Two-wheeler



Factor	Respondnts	Percentage
News Paper/Magazine	47	56
Banners/Pamphlets	29	35
Television/Radio	8	9
Total	84	100

Table.3 Promotional schemes adopted by Two-wheeler show room

b) Brands of Four-wheele

Inference:

- 56% of the respondents promote the product through Magazine.
- 35% of the respondents promote the product through banners & pamplets..
- Remaining 9% of the respondents promote the product through Television/Radio.

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b) Promotional schemes adopted by Four-wheeler show rooms

Factor	Respondants	Percentage
News Paper/Magazine	34	46
Banners/Pamphlets	22	30
Television/Radio	18	24
Total	74	100

Inference:

- 46% of the respondents promote the product through Magazine.
- 30% of the respondents promote the product through banners & pamplets..
- Remaining 24% of the respondents promote the product through Television/Radio.

Findings

Two-Wheeler

- 53% of the respondents offering only two-wheeler the rest of the respondents are offering only four – wheeler.
- 37% and 38% of the respondents offering Hero Honda and TVS while 15% and 8% of the respondents offering Bajaj and Yamaha only few respondents offering Honda bikes.
- 56% of the respondents are promoting the products through magazine the rest 35% and 9% of the respondents are promoting the products through banners/pamphlets and television and radio.
- 56% of the respondents are mainly promoting the product to attract customers The 35% of the respondents are mainly promoting the product to increase their sales and remaining 9% of the mainly promoting the product for encourage repeat purchase.
- 42% of the respondents mainly change the promotional strategy in festival seasons. The 11% and 15% of the respondents mainly change the promotional strategy only at the timeof decrease in sales and for making customer reputation.
- 9% of the respondents mainly change the promotional strategy to overcome the Competitors. Only few respondents mainly change the promotional strategy for allAbove reasons.
- The 41% of the respondents are changing the advertisement once in a month. The Rest 38% and 21% of the respondents are changing the advertisement once in 3months and 6months.
- 95% of the respondents are saying that we are adopting effective promotional Strategy. Only few respondents are saying that sometimes our promotional Strategy will ineffective.
- 72% of the respondents are adopting push strategy. The remaining 28% of the respondents are adopting pull strategy.
- 88% of the respondent's advertisement is a important tool for ours to increase the brand preference. Only few respondents said that advertisement is not increase the brand preference.
- 50% of the respondents are said that urban area is suitable for setting up a signboard. The 13% of the respondents are said that rural area is suitable for setting up a signboard. The

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remaining 37% of the respondents are said that the both urban and rural area is suitable for setting up a signboard.

- ❖ 45% of the respondents are adopting the sales promotion for introducing a new product ina market. The rest 32% and 23% are adopting the sales promotion for stimulus of newuseof product and for increasing the frequency of purchase.
- ❖ 73% of the respondents are adopting web-based advertisement for promoting purposes. The remaining 27% of the respondents are not adopting web-based advertisement.
- ❖ 56% of the respondents are saying that advertisement is highly valued in our showroom. The rest 33% and 11% of the respondents are saying that advertisement is Fairly and low valued in our showroom.
- ❖ 51% of the respondents are saying that Personal selling is fairly valued in our showroom. The rest 40% and 9% of the respondents are saying that Personal selling is low and highly valued in our showroom.
- ❖ 57% of the respondents are saying that Sales promotion is highly valued in our showroom. The rest 38% and 5% of the respondents are saying that sales Promotion is fairly and low valued in our showroom.
- ❖ 56% of the respondents are saying that Publicity is highly valued in our showroom. The rest 36% and 8% of the respondents are saying that Publicity is fairly and low valued in our showroom.
- ❖ 87% of the respondents preferred sales automation in their showroom. The remaining 13% of the respondents do not prefer sales automation
- ❖ 52% of the respondents are saying that we spend more in advertisement. The 25% and 17% of respondents are saying that we spend more in publicity and sales promotion. Only few respondents are saying that we spend more in Personal selling

Suggestions

- ➢ Retailers have to promote the product through TV/radio to make the customer’s attractive.
- ➢ If the retailers want to increase the sales, they have to advertise once in a month.
- ➢ The retailers also have to focus more on rural area to create awareness about their product.
- ➢ All the retailers must adopt web-based advertisement to make their product effective.
- ➢ Retailers should concentrate more on advertisement to make their product familiar.
- ➢ The retailers have to focus more on customer retention instead of over coming the competitors to make promotional strategy effective.
- ➢ The retailers have to give more importance on other promotional tools i.e. (publicity, sales promotion).

3. CONCLUSION

The Research was conducted to compare the Promotional Strategies adopted by automobile retailers in Chennai.

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From this study I found that except few, all the retailers are adopting different types of promotional strategies to make customer attractive.

Based on the study it can be conclude that advertisement is an important promotional tool for all the two-wheeler and four wheeler showrooms. But in today's market advertisement is not an only tool, they also have to concentrate on other tools like publicity and personal selling.