

A STUDY OF EFFECTIVE ADVERTISING AND SALES PROMOTION

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

E. MAHALASHMI

40740196



***DEPARTMENT OF BUSINESS
ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES***

SATHYABAMA

***INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)***

***Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAARNAGAR, RAJIVGANDHISALAI, CHENNAI-600119***

APRIL-2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of E.MAHALASHMI who carried out the Project Training at "KIRAN MOTORS: DEALER OF YAMAHA MOTORCYCLE" under our supervision for a period of 3 months from January 2023 to March 2023.

DR. JOHN PAUL M
Internal Guide

V.LATHA

External Guide

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)

Periyar Nagar, Rajiv Gandhi Sala,
Kattankulathur, Chennai - 603 003

Dr. BHUVANESHWARI G. MBA, Ph.D
Dean – School of Management Studies

08.05.2023

Submitted for Viva Voce Examination held on _____

Internal Examiner

2

External Examiner

DECLARATION

I MAHALASHMIE (40740196) hereby declare that the Project work done by me under the guidance of DRJOHN PAUL.M (Internal) V. LATHA (External) at KIRAN MOTORS YAMAHA RACING CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

PLACE: CHENNAI

A handwritten signature in cursive script, appearing to read 'Mahalashmi', written diagonally across the page.

SIGNATURE OF CANDIDATE

ACKNOWLEDGEMENT

*I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.*

*I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies and Dr. A. Palani, M.Com., MPhil., MBA., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.*

*I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. JOHN PAULM** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.*

*I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.*

MAHALASHMIE

ABSTRACT

The project is undergone at YAMAHA MOTOR . The project Report which focuses towards imparts knowledge and practical exposure in the different area of an YAMAHA MOTOR. It enhances the knowledge level of the candidate where in which they can apply practical knowledge in future carrier through this study. From this report it has been observed that the study of effective on sales promotion aims to increase sales and play right way through proper channel. This I have practically noticed from this project.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	5
	LIST OF TABLES	7
	LIST OF FIGURES	8
	LIST OF ABBREVIATIONS	9
1	INTRODUCTION	11
	<i>1.1 Introduction about the</i>	<i>11</i>
	<i>1.2 Industry profile</i>	<i>11</i>
	<i>1.3 Company profile</i>	<i>15</i>
	<i>1.4 Statement of the Problem</i>	<i>28</i>
	<i>1.5 Need for the Study</i>	<i>28</i>
	<i>1.6 Objectives of the Study</i>	<i>29</i>
	<i>1.7 Scope of the Study</i>	<i>29</i>
	<i>1.8 Limitations of the Study</i>	<i>30</i>
2	2.1 REVIEW OF LITERATURE	31
3	RESEARCH METHODOLOGY	37
	<i>3.1 Research Design</i>	<i>37</i>
	<i>3.2 Sources of Data</i>	
	<i>3.3 Structure of Questionnaire</i>	
	<i>3.4 Sample size</i>	38
	<i>3.5 Sampling technique</i>	38
	<i>3.6 Period of the Study</i>	38
	<i>3.7 Analytical Tools</i>	39
4	DATA ANALYSIS AND INTERPRETATION	
	<i>4.1 Percentage Analysis</i>	57
	<i>4.2 Weighted Average Analysis</i>	
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	<i>5.1 Findings of the Study</i>	88
	<i>5.2 Suggestions</i>	90
	<i>5.3 Conclusion</i>	91
	REFERENCES	92
	ANNEXURE (Questionnaire)	93

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1	<i>Calculating did you own YAMAHA vehicle?</i>	57
4.2	<i>Calculating the purpose of YAMAHA motorcycle bike?</i>	58
4.3	<i>Calculating opinion about the price policy of YAMAHA vehicles.</i>	59
4.4	<i>Calculating of reasons for changing from another vehicle to YAMAHA vehicle.</i>	60
4.5	<i>Calculation of what made you to purchase YAMAHA vehicle</i>	62
4.6	<i>Calculation of type of Advertising preferred.</i>	64
4.7	<i>Calculating have you come across any ads of Kiran</i>	65
4.8	<i>Calculating of which newspaper you prefer reading.</i>	67
4.9	<i>Calculating on what type of outdoor advertising you found</i>	68
4.10	<i>Calculation of awareness of direct advertisement by telephone carried out by KIRAN MOTOR</i>	69
4.11	<i>Calculation on which type of print media do you prefer?</i>	70
4.12	<i>Calculation of advertising with brand ambassador is more influential in case of two-wheelers.</i>	71
4.13	<i>Calculation of does advertisement provide the sufficient information about the vehicle you needed?</i>	72
4.14	<i>Calculation the aware of sales promotion activity before purchase of YAMAHA vehicle.</i>	73
4.15	<i>Calculation which type of sales promotions adopted by KIRAN MOTOR</i>	74
4.19	<i>Calculating the effectiveness of Loyalty program.</i>	79
4.20	<i>Calculating the availability of demo bikes in showroom.</i>	80
4.21	<i>Calculating satisfaction of free service campaigns offered by KIRAN MOTOR.</i>	81
4.22	<i>Calculating the satisfaction of extended warranty policy.</i>	82
4.23	<i>Calculating the consumer relations of KIRAN MOTOR.</i>	83
4.24	<i>Calculating the rating of KIRAN MOTOR advertising.</i>	84
4.25	<i>Calculating the rating of dealer's service</i>	85
4.26	<i>Calculating the advice of YAMAHA vehicles to others,</i>	86

LIST OF CHARTS/FIGURES

<i>CHART NO.</i>	<i>PARTICULARS</i>	<i>PAGE NO.</i>
<i>4.1</i>	<i>Owning of YAMAHA vehicle</i>	<i>57</i>
<i>4.2</i>	<i>Purpose of YAMAHA motorcycle bike</i>	<i>58</i>
<i>4.3</i>	<i>Opinion about the price policy of YAMAHA vehicles.</i>	<i>59</i>
<i>4.4</i>	<i>Reasons for changing from another vehicle to YAMAHA vehicle.</i>	<i>60</i>
<i>4.5</i>	<i>Purchase YAMAHA vehicle</i>	<i>62</i>
<i>4.6</i>	<i>Type of Advertising preferred.</i>	<i>64</i>
<i>4.7</i>	<i>Ads of Motors</i>	<i>65</i>
<i>4.8</i>	<i>Mileage of Yamaha bikes</i>	<i>67</i>
<i>4.9</i>	<i>Outdoor advertising</i>	<i>68</i>
<i>4.10</i>	<i>Direct advertisement by telephone</i>	<i>69</i>
<i>4.11</i>	<i>Type of print media</i>	<i>70</i>
<i>4.12</i>	<i>Advertising with brand ambassador</i>	<i>71</i>
<i>4.13</i>	<i>Sufficient information about the vehicle</i>	<i>72</i>
<i>4.14</i>	<i>Aware of sales promotion activity</i>	<i>73</i>
<i>4.15</i>	<i>Type of sales promotion</i>	<i>74</i>
<i>4.16</i>	<i>Effectiveness of Advertising and sales promotion</i>	<i>76</i>
<i>4.17</i>	<i>Satisfaction with the promotional offers</i>	<i>77</i>
<i>4.18</i>	<i>Exchanges offers and Loyalty program.</i>	<i>78</i>
<i>4.19</i>	<i>Effectiveness of Loyalty programs</i>	<i>79</i>
<i>4.20</i>	<i>Availability of demo</i>	<i>80</i>
<i>4.24</i>	<i>KIRAN MOTOR advertising.</i>	<i>84</i>
<i>4.25</i>	<i>Rating of dealer's service</i>	<i>85</i>
<i>4.26</i>	<i>Advice of YAMAHA vehicles</i>	<i>86</i>

LIST OF ABBREVIATIONS

<i>S.NO.</i>	<i>PARTICULARS</i>	<i>PAGE NO.</i>
<i>1</i>	<i>GNP - Gross National product.</i>	<i>3</i>
<i>2</i>	<i>LCV - Light commercial vehicles.</i>	<i>3</i>
<i>3</i>	<i>CAGR - Compound annual growth rate.</i>	<i>4</i>
<i>4</i>	<i>OEMs - Original equipment Manufacturer.</i>	<i>5</i>
<i>5</i>	<i>TVS - Thirukkurungudi Vengaram Sundram.</i>	<i>5</i>
<i>6</i>	<i>ICRA – Investment Information and Credit Rating Agency.</i>	<i>6</i>
<i>7</i>	<i>W - work done.</i>	<i>6</i>
<i>8</i>	<i>ATVs – Advanced Vocational Training Scheme.</i>	<i>7</i>
<i>9</i>	<i>FZ – Float Zone.</i>	<i>7</i>
<i>10</i>	<i>DCP – Dicalcium Phosphate.</i>	<i>9</i>
<i>11</i>	<i>SMIPL – Semi-Implicit Method for Pressure Linked Equations.</i>	<i>12</i>
<i>12</i>	<i>ESPN – Entertainment and Sports Programming Network.</i>	<i>17</i>

CHAPTER 1

INTRODUCTION

1.2 Industry Profile:

The Indian automotive business consists of 5 segments; industrial vehicles; multi-utility vehicles and rider cars; two-wheelers; three-wheeler; and Tractors. With 5,822,963 units sold in domestic market and 453,591 units exported throughout the primary 9 months of FY2005 (9MFY2005), the business marked a growth of Revolutionary Organization 17 November over the corresponding previous. The two-wheeler sales have witnessed a spectacular growth from last 5 years it additionally increasing our country GNP moreover as increasing in export level. additional of foreign firms are coming back to owing to availableness of resources in forever.

Ancillary Industry:

The motor vehicle appurtenant business of Asian nation is poised for ascent within the returning years. From a current turnover of over US\$ seventy-five billion, the business is predicted to the touch level of US\$ a hundred and sixty billion by 2020. The hub of tiny automobile manufacture- Asian nation, is probably going to be the third largest marketplace for lightweight vehicles (cars and LCVs) by 2020, once production ought to bit the fifteen million marks from the amount of four.4 million in 2015. throughout 2016-17, exports of cars from Asian nation have touched a figure of five.9 million registering a growth of half-hour.

Demand Factors:

The macro-economic demand parameters that drive vehicles sales include:

A want for price effective personal transport.

Rising per capita financial gain and income.

Availability and value of finance.

Inflationary expectations.

Fluctuations in fuel costs.

Wider accessibility of varied models with improved product options.

Of these, the per capita financial gain level of households may be a key driver of long demand for two-wheeler.

Domestic volume growth in 2016-17 slowest in last four years in two-wheeler industry:

The household bike business recorded deals volume of 13.8 million units in 2016-17, a development of 2.9% over the earlier year. This pace of broadening was impressively slower than the 13.7% volume CAGR signify by the business inside the most recent 5 years. within the past India' s per capita real gross domestic product growth at 8.6% (CAGR) over the six-year amount 2015-2016 had contributed considerably towards raising the quality of living of households, that successively had been one amongst the key derives of growth for the countries industry. however over 2015-16 and 2016-17, inflationary conditions, firm interest rates, rising gas costs similarly as weak monsoons adversely compact disposable incomes inflicting a consumption squeeze over the long run, the trend in rising two-wheeler penetration in households within the available financial gain phase is a new concern implying difficulty in sustaining penetration- driven growth over an extended time horizon.

Rapid demand for 100cc segment motorcycles weighs down industry growth:

The declaration in sales volume growth of domestic two-wheeler business in 2017-18 was for the most part as a result of the motorcycles section that grew up by 0.1% over the previous year, when the scooters section announces 14.2% enlargement throughout this era, albeit on a smaller base. With this, the share of the scooters

within the domestic two- wheeler business volumes augmented to 21.2% in 2017-18 from 17.5% in 2015-16. at intervals the motorbike section, whereas the entry and government segments comprising of 100cc bikes and therefore the premium segments comprising of >150cc bikes knowledgeable anemic demand, the 125cc section (contribution of 2 hundredth to domestic motorbike sales in 2016-17) was a positive outlier recording a volume growth

of twenty 6.0% in 2017-18, benefitting each from new model launches as conjointly the trend in up-trading and down-trading from the individual lower and higher worth performance segments.

Industry maintains pricing discipline; new product launches and market share quest remain salient themes:

Amidst an atmosphere of loosening demand, the 2W OEMs still retreat from providing discounts however on the contrary have undertaken 2 increments within the last six months – worth increases of Rs. 300-4,000 undertaken in October 2016 and an extra increment of Rs. 500-1,500 undertaken in Gregorian calendar month 2017. though choose OEMs whereas launching new product have followed a penetrative rating strategy, the 'discounts' non-standard speech has remained amiss, not like the traveler vehicle business. even so, the 2W OEMs are resorting to different sorts of supply-side push within the kind of enticing finance schemes, discounts on insurance for restricted amount etc. The OEMs had typically not resorted to those latter set of tools in 2013-14, 2015-16 and 2017-18 and their come back to use as a promotional lever is indicative of the weak demand conditions. The last year and has been marked by larger traction in new product launches and concentrate on growth of client bit points by most 2W OEMs. In terms of market share, whereas YAMAHA continues to stay the distant leader with a share of 42.9% in 2017-18, it saw its share erode by 221 basis points (bps) over the previous year. an oversized a part of this market share set-back was caused by weakness in YAMAHA sales volumes within the 100cc section, as the OEM swollen its market share in a number of the opposite sections just like the comparatively quicker growing scooters section and therefore the 125cc segment of bikes, by virtue of latest product launches. the opposite 2 leading Indian OEMs too, namely, Bajaj automotive vehicle and TVS Motor old decline within their various share in the

domestic 2W market in 2017-18.

YAMAHA, however, continued to demonstrate steady gains in market share across the board and strong its market share from 14.9% in 2016- seventeen to 18.9% in 2017-18. Over subsequent 2 years, an oversized range of latest model' s square measure seemingly to be introduced by varied 2W OEMs across segments. This, in AN atmosphere of weak

domestic demand, is probably going to form the OEMs' quest to expand volumes be attended b), pressure on gain.

Overall, ICRA expects the domestic 2W business volumes stay flat in 2017-18 as demand lag similarly as base result catches up with the business that has incontestable a healthy volume growth over the last 3 years at accumulative annual rate (CAGR) of 13.8%. Over the medium term, the 2W business is predicted to report a volume CAGR of 8-9% to succeed in a size of 21-22 million units (domestic + exports) by 2019-20 (our longer-term growth forecast remains at 9-11%), as we tend to believe the varied structural positives related to the domestic 2W business together with favorable demographic profile, moderate 2W penetration levels (in relevancy many different rising markets), underneath developed conveyance system, growing urbanization, sturdy replacement demand and moderate share of supported purchases stay intact as conjointly the massive chance obtainable to grow presence in overseas markets, principally continent and geographical area.

13COMPANY PROFILE



YAMAHA motorcycles India private limited could be a subsidiary of YAMAHA motor corporation, japan whereby we have a tendency to square measure having an equivalent producing philosophy of import packed merchandise right from the beginning. SMIPL will be delivering 2 wheelers most appropriate to the valuable Indian clients covering all sections.

YAMAHA engine organization could be a Japanese transnational company headquartered in Iwata, Shizuoka, that makes vehicles, four-wheeled drive vehicle, cruisers, off-road vehicles(ATVs), detachable marine motors, wheelchairs and a spread of various little ignition motors. In 2014, YAMAHA was the ninth greatest producer by creation around the world. YAMAHA has more than 52,664 staff and has thirty-five generation offices in twenty-three nations, and 133 wholesalers in more than 192 nations. The overall deals volume of vehicles is that the world's tenth biggest, while local deals volume is that the third biggest inside the nation.

The YAMAHA Loom Company began in 1955 as a maker of weavers weaving silk and cotton. Michio YAMAHA was set on making higher, a considerable measure of simple weavers, for a long time his attention was on the occasion of those machines. Michio's have to enhance into car stock was hindered by fighting II. Before it started fabricating four-stroke motors, YAMAHA Motor house. was praised for its two-stroke motors (for cruisers and automobiles). at the point when the war, YAMAHA made a two-stroke mechanized bike, anyway inevitably the corporate would be praised for FZ cruisers, for the Quad Runner, and for ruling

circuits round the world. now a days YAMAHA is among the world's biggest automakers, and a critical brand in fundamental markets, togetherwith Japan and Bharat, anyway not offers autos in North America.

Mission:

YAMAHA is completely dedicated to make Products that take care of client's demand by using its dynamic, since quite a while ago supported mechanical preferred standpoint combined with its crisp and dynamic HR.

Develop results of predominant incentive by concentrating on the clients

Establish an invigorating and creative organization through collaboration

Strive for singular perfection through constant change

Vision:

The center logic of YAMAHA is to give "esteem stuffed items". since the establishing of YAMAHA engine enterprise, the association's undertaking has dependably been to give "esteem pressed items" as one of the assembling methods of insight. YAMAHA trusts that "esteem pressed items" originate from the push to do item advancement from client's perspective. this arrangement has been in actuality since organization's beginning and has helped the association to address client's issues. accordingly, YAMAHA's items have turned out to be generally welcomed all through the world.

Manufacturing.***Plant area and production capacity***

SMIPL factory put in in Faridabad (Haryana) Surajpur (Uttar Pradesh), and kanchipuram(Tamil Nadu) having the annual plant capability of five,40,000 units. we've got total surface area of thirty-seven acres and out of that presently our plant is made in approx.ten acres of land and remaining space is left for the exploitation and future enlargement.

Environment

At YAMAHA, the rationality of keeping "condition first" is effectively permeated descending. To run with every single pertinent enactment and setting measures thus remains exclusively a beginning. we have a tendency to flourish to discover and design components for higher setting administration frameworks and it is a persistent technique that is overseen by a different wing of pros and master inside the field.

The greatest declaration of YAMAHA's responsibilities towards "condition first" is seen inside the new plant of YAMAHA 2 wheelers at Faridabad that is developed to be a Zero release plant.

One more advance in making organization Environmental well-disposed is that the presentation of gas as a Fuel for Power age and Production forms. gas is considered as a Cleaner Fuel and encourage in all the more rising close air quality levels.

Safety:

Shop Floor Safety Measures

We have safety guards/safety curtains to confirm Operator safety on machines. we've got conjointly put in robots throughout the facilities to cut back the applied science stress on employees. There square measure gas detection systems put in to eliminate any gas connected accident and hearth detection system for immediate data regarding any hearth connected incident.

We have hearth fighting system (manual & automatic) for immediate handling of any fire connected accident. we've got a fireplace tender (capacity 4500 liters water, 90Kg CO2,150Kg DCP and five hundred liters capability foam).

We attempt to maintain zero accident record through regular safety audit, frequent coaching for workers, line associates and contractors.

Environmental Utility

To take care of the health of all our staff, we tend to maintain all international parameters and standards for beverage, treated water, close air workplace, workplace and also the outside. we tend to keep change of these standards of

health and welfare of staff through a team of well qualified personnel within the laboratory.

Policies:

Quality policy

YAMAHA bike is committed to deliver prime quality merchandise and sensible after sales service to confirm the client delight through effective implementation of quality management system. This, we tend to shall attain through: -

Team work communication.

Continual improvement altogether our business processes.

Environmental policy

YAMAHA bike Asian country personal restricted manufacturer of 2 wheelers at its plant placed in Faridabad, Haryana (India) is committed to shield setting and supply healthy and safe operating environment:

Maintain and regularly improve upon our Environmental Management System and Performance.

Prevention of pollution ensuing from our business activities

Strictly adhere to compliance obligations and more follow our own standards.

Health and Safety policy

YAMAHA bike Asian country personal restricted manufacturer of 2 wheelers at its plant placed in Faridabad, Haryana (India) is committed to shield setting and supply healthy and safe operating environment:

To achieve this, the subsequent effective steps shall be taken: -

Compliance of all relevant health and safety requirement/standards.

To improve and maintain the plant instrumentation, machinery and dealing conditions, periodical safety audit shall be allotted by internal and external agencies.

Occupational Health and Safety are taken into thought whereas getting of

plant, machinery and instrumentation and dead as per in operation procedures.

The implementation of activity health and safety at work place shall be the responsibility the least bit levels of management, staff and conjointly of contractors, transporters, suppliers, vendors and their staff.

Worker participation in safety committees and alternative safety awareness activities are inspired.

Health associated Safety performance shall from an integral a part of personal assessment Performa for workers the least bit levels.

Health and Safety be one amongst the factors for performance analysis of all contractors, suppliers, transporters and marketer which will be measured by involved department.

This policy shall be reviewed as and once needed. The policy shall be created obtainable to all or any staff and outdoors interested agencies.

Operations:

- 1. Head workplace affairs*
- 2. motorbike engines aggregation and machining*
- 3. Spare components administration*
- 4. Education and coaching*
- 5. Public relations*
- 6. analysis and development*
- 7. Testing and development of motorcycles.*

Products of YAMAHA motorcycles:

YAMAHA MT 15

YAMAHA YZF R3

YAMAHA YZF R15 VER 3.0

YAMAHA FAZER 25

YAMAHA FZ 25

YAMAHA FZ-FI

YAMAHA FZS-FI

YAMAHA SALUTO

YAMAHA SALUTO RX

YAMAHA FASCINO

YAMAHA ALPHA

Services:

YAMAHA Motorcycle India Private Limited, offers 6 Free and 9 paid services for its motorcycle.

The Services to be availed inside the desired kms or days from the date of sale of bike whichever happens initial.

It is necessary to avail all Free and Paid the services as per given schedule.

The services are availed solely at our SMIPL licensed business organization.

In Free Service, the labor price for doing periodic maintenance is free. price of oil, gaskets and alternative jobs requested by client however not lined within the amounted maintenance schedule area unit guilty at actual throughout the Free service period.

If motorbike meets with Associate in Nursing accident throughout the Free services amount then the particular labor and components charges needs to be borne by client to create the vehicle excellent (road worthy).

SWOT Analysis:**Strengths**

Size and scale of parent company

Effective Advertising Capability globally

High stress on R and D, particularly in motorsport

YAMAHA Motors makes vehicles, Engines, Motorcycles, ATVs and OutboardMotors.

Has over 50,000 workers globally

Weakness

Yet to create a fastness within the rising markets like India

Its market share is reducing from previous couple of years

Opportunities

Two-wheeler section is one in all the foremost growing industries

Export of bikes is restricted i.e. untapped international markets

Global growth

Threats

Strong competition from Indian furthermore as international brands

Dependence on government policies and rising fuel costs

Better transport can have an effect on two-wheeler sales

Competitors of YAMAHA Motorcycles:

- 1. Bajaj Auto Limited*
- 2. Hero Motor Corp (Hero Honda)*
- 3. TVS*
- 4. Suzuki*
- 5. Harley Davidson*
- 6. Royal Enfield*
- 7. Ducati Superbike*

Profile of KIRAN MOTORS

KIRAN MOTORS is the leading two-wheeler motor cycle show room , it is a private enterprise established in the year 2002. The company is engaged in selling of YAMAHA motorcycles & scooters and servicing of YAMAHA motorcycles and scooters. KIRAN MOTORS is located in Kelambakkam main road, 11 km from Chennai

Infrastructure facilities:

RIRAN MOTORS is managed by a bunch of proficient and educated team. a number of the special options and facilities of KIRAN MOTORS to the client are: -

Centrally settled with customized service

Workshop equipped with preciseness instrument special tools and fashionable instrumentality like balance table and economical electronic equipment diagnosticgages.

Dust free room

Well-laid body repair division

Factory trained persons

Highest quality and economical service within the shortest time.

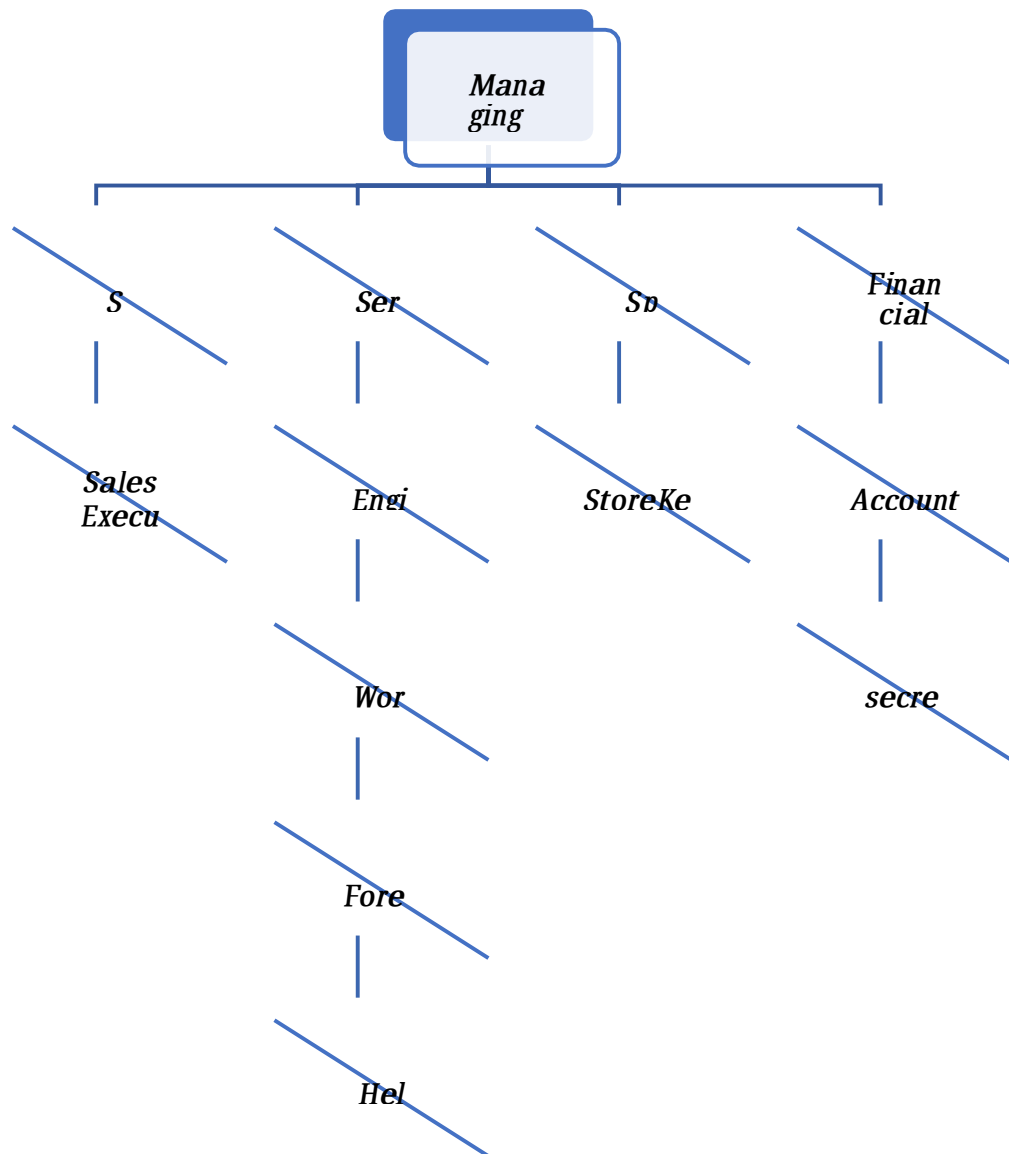
These are the square measure facilities provided by the KIRAN MOTORS to draw in the customers.

Vision and Mission:

Vision: KIRAN MOTORS has been operating with both sales management system and service management system.

Mission: KIRAN MOTORS will strive hard to retain its place as one of the premier Motorcycles and scooters selling companies in KELEMBAKKAM through sustained research and development and expansion of its operations in sales and services.

The Organization chart KIRAN MOTORS Kelambakkam:



The product line of the corporate itself as a powerful effort because it offers a spread of decisions for various functions. the corporate expands a rigorous advertising in its own and together with different company. They additionally advertising that provide they provide credit facility to shop for the bikes and additionally offer different schemes. There square measure 2 tools of advertising additionally utilized by the corporate.

In general, KIRAN MOTORS will nice advertising to make awareness and arouse interest in to its vary of vehicles. They additionally perform effort aimed toward

popularizing itself within the town. because the approved dealers of YAMAHA bike vehicles, the KIRAN MOTORS consider newspaper, Hand bills and banner advertising and appraise its advertising effectiveness through directly containing the users of the vehicles, potential patrons and enquirers. in step with the officers of the panopticon, this media of advertising and also the methodology of analysis have well- tried terribly no-hit to the showroom; therefore, there are not any plans to their agreement.

Advertising media adopted by KIRAN MOTORS

- 1. **Print Media:** This being oldest sort of advertising, publicize pay more cash on magazines like sport star, Republic of India these days, and a few motorcarmobile magazines like automotive and bike international and auto journals, etc. KIRAN MOTOR pay nearly Rs. 15,000-20,000 on the newspaper advertising. The KIRAN MOTOR advertising in the following paper they are,
 - a. Vijaya Karnataka*
 - b. Adds of Bangalore**
- 2. **Television:** Television is that the best media for the complete product, there's no higher media then TV. The financial gain cluster and reaches folks within the market at a similar time and so modify for a large market. The channels that advertise the YAMAHA bike product are star TV, Sony, ESPN, and others, in most the channels, the promotional material may be viewed, however the KIRAN MOTOR advertise solely on native channel that's, town channel and metropolis Channel.*
- 3. **Outdoor advertising.** this is often one amongst the oldest sorts of advertising. this sort of advertising is finished in a very whole manner. this sort of advertising may be seen in highways or junctions, that are engaging and fewer price. However, KIRAN MOTOR aren't ready to adopt all out of*

doorsmedia of advertising. It has adopted only two outdoor media they are,

*a. **Poster.** they're advertising messages written on papers and
aforethought on walls of metal shuts at distinguished location.*

b. Neon signs: this could be additional helpful as a result of its engaging due to its illumination and its catches the eye of the consumers with a color catchy locution.

4. Direct advertisement by telephone: Here the publicize appearance in to the directory and in person telephone the persons and take a look at to advertise their product and win over them to a minimum of visit the saleroom promptly.

5. Road show: this is often a recent form of advertising undertaken by the two-wheeler manufacturer and dealers. Here the two-wheeler is taken in associate open tempo or lorry and a few folks drive the vehicles and demonstration is being shown to the general public that itself is sort of effective.

Sales promotions adopted by KIRAN MOTOR:

In order to face this competitive business world, the showroom adopts certain salespromotion

methods like:

1. Demonstration: so as to draw in customers, the showrooms choose sure skilled drivers who are capable of exploitation the vehicles altogether its activities and maneuverability within the presence of the shoppers.

2. Free service campaign: So as to push the vehicles and improve the image of the saleroom, it oilers free medical exam of its service engineers. By waiting these services, the vehicles can continuously be in an exceedingly fitness.

3. Mass customer contact programme: From time to time the saleroom, arranges client contact programs. This program may be a meeting between house owners and users of YAMAHA bike vehicles. This meeting helps in

sharing their views in relations to the performances of the vehicles and that they also can provide suggestions so as to enhance the services of the corporate.

4. Discounts: It gives a temporary discount to consumers

5. Exhibitions: The saleroom additionally participates in exhibitions at native, state and national level,

6. Promotion slogans: *The showroom additionally uses sure promotional slogans to push its merchandise.*

In order to evaluate the sales promotion methods, the company follows the methods of;

Direct contact with customers' desires satisfaction marketing approach.

Meeting with owner of different vehicles.

Since the on top of strategies are giving sensible results the saleroom has no intention of adjusting these promotional tools within the close to future.

Thus, the saleroom by following on top of commercial technique enhance its image, promote its product within the town.

According to the MD of the company,

The commercial activity of the showroom is geared toward informing the general public during this a part of the town that what they need is accessible at factor sill and also the KIRAN MOTOR has shown a substantial growth over passing years.

1.4 Statement of the Problem

Many methods of marketing can and are employed by businesses to gain a stronger hold of their respective markets. Within the motorcycles business, with many of the major competitors offering the similar products at the same or similar prices, it is necessary for business to stand out from each other so that they can maximize profits. Various means of marketing are employed to attract customer' s and as promotion is both one of the major forms of marketing and in some regards, one of the forms of promotion with the quickest results, it is in the best interest of Two-Wheeler industry to understand the importance and effectiveness of advertising and sales promotion.

This research study will analyze various advertising media adopted and effectiveness of sales promotion of KIRAN MOTOR. How KIRAN MOTOR has used promotions will be the principal focus of this research study. The product class taken for the study are all the two-wheelers of YAMAHA motorcycles.

1.5Need for the Study

By and by every one of the organizations are giving extremely alluring promotions to their clients. What's more, this investigation is gone for what is the psyche of clients with reference to deal/buy, their desires, keeping in mind the end goal to expand the offers of KIRAN MOTOR. This examination investigates the adequacy of two focal components of showcasing correspondence programs publicizing and deals advancements. Specifically, the examination centers around publicizing and deals advancement systems embraced byKIRAN MOTOR. What's more, this investigation additionally gives the short depiction about the items.

This study is about customers perception on advertising and sales promotion.

This study is to know the effectiveness of advertisements and sales promotion strategies carried out by KIRAN MOTOR.

Findings of the study helps KIRAN MOTOR to know whether the customers are satisfied with the advertising activities performed by them.

This research also helps students and research scholars to know more about the advertising and sales promotion.

1.6 Objectives of the Study

- 1. To know the importance and effectiveness of advertising and sales promotion.*
- 2. To study the various advertising media adopted by KIRAN MOTOR.*
- 3. To identify the areas of shortcoming in advertisement process of KIRAN MOTOR.*
- 4. To suggest remedial measures to overcome from such shortcomings.*
- 5. To gain an understanding of two-wheeler motorcycle industry in India.*

1.7 Scope of the Study

The study is an investigation about the practices of advertising and sales promotion techniques adopted by KIRAN MOTOR. And this also gives a brief description about the products. In present study no attention is paid to other showrooms or distribution point for YAMAHA motorcycles either in or outside the Karnataka state. A showroom is distribution point for the sales and services of YAMAHA motorcycles India Pvt Ltd products.

1.8 Limitations of The Study:

- 1.The main limitation is this study is applied to the KIRAN MOTOR only.*
- 2. The study is limited to advertising and sales promotion strategy of KIRAN MOTOR.*
- 3. KIRAN MOTOR is just a distribution point or dealership agreement.*

So, most of the advertising and sales promotion activities are planned and implemented by the YAMAHA Motorcycle India Pvt Ltd

2.1 Review of Literature:

Begona alvarze, Rodolfo Vazquez Casielles, (2005) "Consumer evaluation of sales promotion: the effect on brand choice", European journal of Marketing, this study evidences the influence that commercial has on whole alternative behavior. institution would like to influence Consumers' shopping for behavior, and so they launch robust promotional campaigns or introduce changes in their value polices, among alternative actions. however, they're not continually capable of achieving their goal, since, though they will reach their objective within the short term, once the long term is taken into account their area unit undesirable shopper actions.

George S. Low, Jakki J. Mohr, (2000) "advertising vs. sales promotion: a brand management perspective", Journal of product & brand Management, whole managers in foodstuff company' s area unit besieged it will increase or maintain high commercial outlay at the expense of media advertising. This study investigates the antecedents and outcomes of name managers' advertising and commercial budget

allocation by adopting, a delimited rationally perspective. supported survey information collected from one hundred sixty-five whole managers in USA, higher advertising (vs. sales promotion) allocation area unit associated with: single, comparatively pricy wholes within the early phases of the merchandise life cycle; and seasoned brand managers United Nations agency area unit subject to less retail influence. Also, whole with higher budget allocations to advertising, relative to commercial, tend to own a lot of favorable shopper attitudes, stronger whole equity, and better market share will increase and profits. social control implications and area unites for future study are mentioned.

Wiley Subscription services, (6 SEP 2006) “ measuring purchase- decision involvement” Purchase-decision involvement is distinguished from product-class involvement. Literature on shopper involvement is shown to lacking a live of purchase involvement. Therefore, a scale of purchase call involvement is developed. 2 empirical studies are delineating and are shown to furnish tests of focused and discriminate validities. The Individual things of the projected scale Ate expressly embedded within the purchase call context, and also the scale is straightforward and stingy, creating particularly helpful to practitioners.

Cargun, Brian John, (06/30/1998), "automatic sales promotion selection system and method" an automatic advertisement choice system uses neural networks to spot, promising sale promotions supported recent client purchases. The system includes a client info device that receives client knowledge concerning client purchase of things from a listing of things, a central process unit having an advertisement neural network and a robust unit containing a plurality of item identifiers comprising potential client purchase of extra things from the inventory, whereby the sales chance, neural network responds to client knowledge received from the client info device b determinant if one or a lot of the item identifiers within the storage unit corresponds to associate item believe to be purchased by one in all the shoppers, associated an output device that receives the item identifiers of the doubtless purchases determined by the sale promotion neural network and produces an advertisement concerning a minimum of one in all the item identifiers.

Elizabeth A. Gilpin M.S., John P. Pierce PhD, (Jan 1997), are adolescents receptive to current sales Promotion practices of the tobacco industry?" during this article the tobacco industry is that the portion of its selling take into account advertisement to \$2.5 billion in 1993. though it claims to not target those beneath age eighteen years, it's vital to see the extent to, that adolescents are affected as participation cause smoking initiation.

Vecchio, Del, Devon et.al. (2006) report the consequences of the investigation, which analyzed the impact of offers advancement on mark inclination through Meta-examination. Aftereffects of fifty-one examinations had been coordinated. According to the examination advertisements don't affect post advancement entire inclinations ordinarily. in any case, tons of commercial and furthermore the advanced item, advancement will either increment or reduction inclination for an entirety.

Ndubisi, Oly, Nelson and Moi, Tung, Chiew (2005) in their study evaluated the impact of sales promotional tools, particularly coupon, worth markdown, free example, reward pack, and in-store appear, on item trial and repurchase conduct of clients. The control part of worry of losing face on the connection between the deals limited time devices and items trial was moreover analyzed. The aftereffects of study demonstrate that value rebates, free examples, extra packs, and in-store indicate are identified with item trial. Coupon doesn't have any critical effect on item trial. Trial decides repurchase conduct and moreover intervenes inside the connection amongst ads and repurchase. worry of losing face impressively directs the connection between in-store show and item trial.

Kumar, V. and Swaminathan, Srinivasan (2005) ' examined the effect of coupons on total deal and the way that effect rots over the lifetime of the coupon. The creators utilize a monetary science model to exhibit the coupon affect as far as identical

decline, represent coupon affect after some time, empower illation of coupon impacts once retailers consider to twofold or triple the coupon worth and supply every self-coupon and cross-coupon versatilities at totally extraordinary levels of total. Results demonstrate that the effect of multiplying the face worth of coupon end in finished a proportionate increment in snap and every self and cross-coupon flexibilities square measure a great deal of littler in greatness than the normal self-cross worth snap.

Laroche, Michel et.al. (2005) ' studied the impact of coupons on consumer's complete categorization and selection method exploitation fast-food restaurants in China. Results recommend that their square measure each direct and cross advertising effects i.e., the presence of a coupon for a focal complete has a sway on consumer's attitudes and intentions towards that complete.

Soman, Dilip and Gourville, T. John (2001) examined be that as it may and why worth packaging affect the utilization of an administration-based item respect a donning occasion or a theater execution. The aftereffects of the examination demonstrated that value packaging brings about a decoupling of the improved the situation esteem and incomplete edges of a gathering activity there by lessening the shot of downstream utilization.

Smith, F. Michael and Sinha, Indrajit (2000) analyzed the association between contrasting sorts of advancements (straight worth advancement, additional item or volume advancement and blended advancement) crosswise over four basic supply item classes predominant independently for the effect of 2 classification based anodyne elements viz. item stock-up qualities and record. Results demonstrated that a lion's share of clients most prevalent blended advancements; kind of advancements will impact store inclination (with worth and volume advancements having the best impact). clients typically most mainstream worth advancement for higher valued item classes and that they most well-known volume advancements for bring down estimated classes.

Ailawadi, L. Kusum and Nelsin, A Scott (1998) by trial and error incontestable the existence of versatile consumption rate in foodstuff product, however this development may be sculptural and its importance in assessing the effectiveness of advertisement. Results of their study show that advertisement will increase consumption owing to higher usage rate and reposting.

Mela, F. Carl. et.al. (1997) examined the long-term effect of promotion and advertising on consumer's brand choice behavior. examined the long-run result of promotion and advertising on consumer's whole alternative behavior. They self-addressed 2 questions: one. Do shoppers reply to selling combine variables cherish worth changes over an extended amount of time? a pair of. If yes, area unit these modifications related to

change in manufacturer's advertising and retailer's promotional policies? Their results area unit according to the hypothesis that customers become additional worth and promotion sensitive over time owing to reduced advertising and exaggerated promotions.

Gould, W. Brim (1997) in his study, in his study, targeted on the dynamics of the buyer purchase method and examined the result of coupon-based worth deals on repose purchase times. He used political economy models of period to a formally purchased foodgoods, cheese. Results recommended that use of coupon ends up in reduced inter- purchase time for all styles of cheese product.

Sethuraman, Raj (1996) developed a Separate result Model that separates the overall discount result of competitive costly whole on the sale of the focal affordable brands in todiscount result. Findings from empirical analysis is that the leading national whole will draw sales from competitive brands while not reducing its worth below the worth of different brands

Jefii-y, J. and Mc. Alister, Leigh (1994) tried the theory that coupon recoveries territory unit most noteworthy inside the periods forthwith following the coupon drop and decay monotonically. According to the investigation the speculation was rejected and it totally was very much attempted that lapse dates actuate a moment mode inside the reclamation design essentially before the termination dates.

Grover, Rajiv and Srinivasan, V. (1992) investigated the multiple effect of retail promotion on brand loyal and brand switching segment of consumer. explored the various aftereffect of retail advancement on entire steadfast and entire move area of customer. They found that the market might be described by entire steadfast area and move segments; limited time variable effect sly affect

fragment pieces of the pie, the outcome being very surprising crosswise over sections; store share is said extensively to special appeal of a store; the general limited time allure of the stock class has critical current and slacked result on class volume and in this way the slacked impacts following from customer buy increasing speed and stock-up last longer for entire faithful portions than for move portions.

Kahn, E. Barbara and Loouise, A. Therse (1990) investigated however in-store worth promotions have an effect on market share once the promotion is backward. They notice that the results of promotion area unit contingent each the selection pattern of subjects- whether or not or not subjects switch among brands- and therefore the omnipresence of promotions during a product class. If just one whole is being promoted and subject' s area unit usually loyal to the last whole purchased, whole alternative likelihood declines from pre-promotion levels once the promotion is withdrawn. However, if subjects tend to modify among brands within the absence of promotion, or many brands area unit being promoted, this decline is satisfied and/or doesn't occur.

Guptha, Sunil (1988) explains how sales promotion affect consumer's purchase decisions and thus the sale of a brand. clarifies anyway promotion affect shopper's buy decisions and in this way the offer of an entirety. He contends that the aftereffect of an admight be analyzed by decaying the business knock all through the notice sum into deals increment in view of entire move, buy time speeding up and stock spiel. The creator arranged a method for such deterioration whereby entire deals territory unit considered the aftereffects of customer call concerning once, what and the way a great deal of to search for. The effect of advancing factors on these 3 customer decisions is caught by ANErlang-2 between buy time show, a multinomial logit model of name elective and a collective logit model of procurement sum. The model's zone unit measurable with IRI scanner board learning for typical ground periodic. The outcome shows that very eightieth of the business increment in light of advancement comes fi-om entire move. Buy speeding up in time represents less than 14 July of the business increment, while stock spiel due to advancement might be an insignificant improvement representing less than 2 hundredth of the business increment.

Kerin, A. Roger and Cron, L. William (1987) examined the commerce and non-selling role of trade- shows and known selling and trade-show strategy connected variables that have an effect on performance. in line with them the present measures area unit inadequate for activity the effectiveness of tradeshow on commerce and non-selling dimensions.

RESEARCH METHODOLOGY

3.1 Research Design:

Descriptive analysis is employed to explain characteristics of a population or development being studied. It includes studies that purport to give facts regarding the character and standing of something. This implies that descriptive analysis offers aiming to the standard and standing of facts that are unit occurring. Let's say, the knowledge a couple of cluster of Person, variety of objects, a group of conditions, a category of events, a system of thoughts or the other reasonably development or expertise that one might need to check.

The descriptive technique are a few things additional and on the far side simply data-gathering, latter isn't reflective thinking nor analysis. Verity which means of knowledge collected ought to be removed from the purpose of read of the objectives and therefore the self-evident truth of the project underneath manner. Facts obtained is also correct expressions of central tendency, or deviation, or correlation; however, the report isn't analysis unless discussion of these information isn't carried up to the amount of adequate interpretation. Information should be subjected to the thinking method in terms of ordered reasoning.

Descriptive analysis is meant for the investigator to collect info concerning existing conditions.

Descriptive analysis involves assortment of knowledge so as to check the hypothesis or to answer queries regarding this standing of the topic of the study.

Descriptive study determines and reports the manner things are unit. It's no management over what's, and it will solely live what exist already.

Descriptive analysis has been criticized for its inability to manage variables, for being a post-hoc study and for additional oftentimes yielding solely descriptive instead of prophetic findings.

Descriptive analysis makes some variety of comparison contrasts and correlation and typically, in rigorously planned and musical organization descriptive researches, cause-effect relationships is also established to Some extent.

3.4 Sample size

The sample for the study would be limited to 110 customers of KIRAN MOTOR.

Sample size determination is that the act of selecting the quantity of observations or replicates to incorporate in a very applied mathematics sample. The sample size is a crucial feature of any empirical study during which the goal is to create inferences a few populations from a sample. In follow, the sample size utilized in a study is decided supported the expense of knowledge assortment, and therefore the ought to have spare applied mathematics power.

3.5 Sampling technique

For this study, convenience sampling technique will be used.

Convenience sampling (also illustrious accidental sampling, or chance sampling) may be a form of non-probability sampling that involves the sample being drawn from that a part of the population that's getting ready to hand. Convenience sampling will have its uses, particularly once you have to be compelled to conduct a study quickly otherwise you are on a shoestring budget. it's additionally one in every of the sole ways you'll use once you can ' t get a listing of all the members of a population.

3.6 Period of studies

The list of that last 2 months (February & March, 2018) advertising and sales promotion strategies, has been represented and tabulated. Graphical tools like bar diagrams, line graph, column graph & pie chart etc. has been used to illustrate the tabulated.

3.7 Analytical tools

Primary data:

Primary data will be collected from questionnaire and personal interview with the customers of KIRAN MOTOR. Essential information implies unique information that has been gathered exceptionally for the reason at the top of the priority list. It implies somebody gathered the information from the first source direct. Information gathered along these lines is called essential information.

Secondary data:

Secondary data will be collected from company HR Service Manual, brochures, internet, newspaper, website and company magazine. Optional information alludes to information that was gathered by somebody other than the client. Normal wellsprings of auxiliary information incorporate data gathered by government divisions, hierarchical records and information that was initially gathered for other research purposes.

Fieldwork

This was under taken individually to collect various information regarding advertising and sales promotion strategies adopted by LAXMI INTERNATIONAL by conducting the campaigns and meeting with the customers.

Data Analysis:

The data collected for the study from various sources will be represented using percentage and ranking method. Graphical tools like bar diagrams, pie charts etc., will be used to illustrate the tabulated data pictorially. Inferences and interpretation of the data will be done on the basis of tabulated data.

Hypotheses

Hypotheses is couched according to the specific dependent and independent variables which will be included in the analysis. The research hypotheses of this study is as follows:

H0: There is no significant difference between the advertising and sales promotion strategies .

H1: There is a significant difference between the advertising and sales promotion strategies .

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table-4.1 Calculating did you own YAMAHA vehicle?

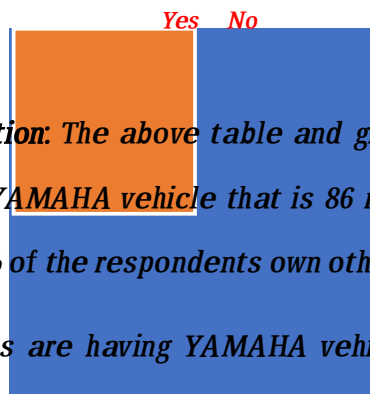
<i>Sl. No</i>	<i>YAMAHA vehicle</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Yes</i>	<i>86</i>	<i>78.18</i>
<i>2</i>	<i>No</i>	<i>24</i>	<i>21.81</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Graph-4.1

Owning of Yamaha Vehicle

22%

78%



Analysis and Interpretation: The above table and graph 4.1 indicates that most of the respondents own a **YAMAHA vehicle** that is 86 respondents i.e 78.18% and only 24 respondents i.e 21.81% of the respondents own other vehicles.

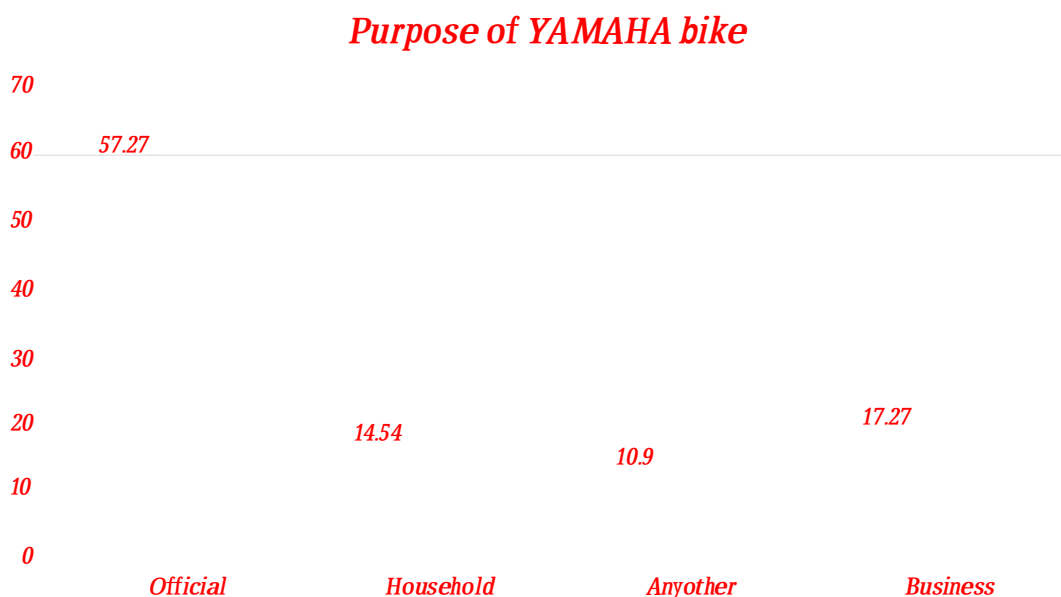
Most of the respondents are having YAMAHA vehicle this is because, I met the customers of KIRAN MOTOR who is the dealers of YAMAHA vehicles. Hence majority of the respondents will be having YAMAHA vehicle.

Table-4.2 Calculating the purpose of YAMAHA motorcycle bike?

Sl. No	Purpose of YAMAHA	Respondents	Percentage
1	Official	63	57.27
2	Household	16	14.54
3	Anyother	12	10.90
4	Business	19	17.27
Total		110	100

Source-Field Survey

Graph-4.2



Analysis and Interpretation: The above table and Graph 4.2 indicates that most of the respondents are using the bike for official purpose that is 63 respondents i.e 57.27%, business 19 respondents i.e 17.27%, household 16 respondents i.e 14.54% and Anyother 12 respondents i.e 10.90%.

The above data shows that majority of the respondents are using the YAMAHA bike for official purpose this is because most of the customers of KIRAN MOTOR are the officers working in an organization. And the other respondents are using the

bike for other purpose.

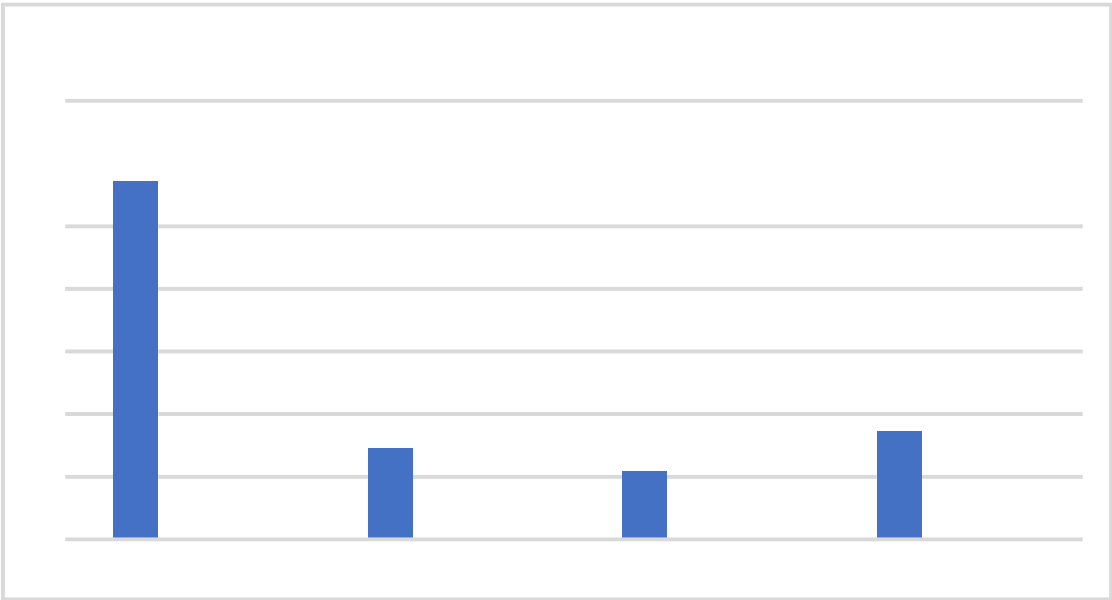
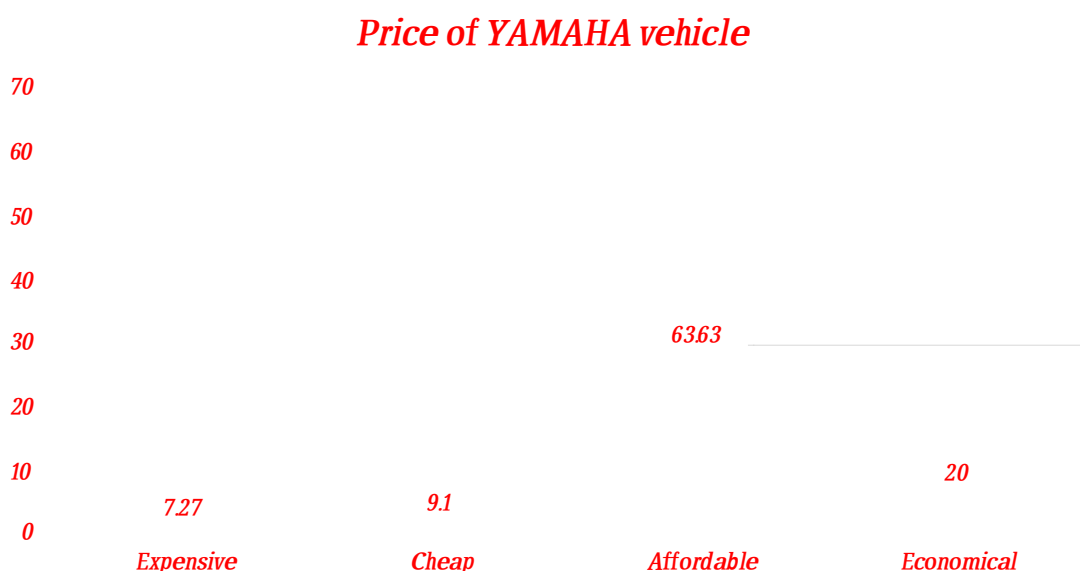


Table-4.3 calculating opinion about the price policy of YAMAHA vehicles.

Sl. No	Price of YAMAHA vehicle	Respondents	Percentage
1	Expensive	8	7.27
2	Cheap	10	9.1
3	Affordable	70	63.63
4	Economical	22	20
Total		110	100

Source-Field Survey

Graph-4.3



Analysis and Interpretation: The above table and Graph 4.3 indicates that most of the respondents are Affordable with the pricing policy of YAMAHA vehicles that is 70 respondents i.e 63.63%, Economical 22 respondents i.e 22%, cheap 10 respondents i.e 9.1% and Expensive only 8 respondents i.e 7.27%.

From this analysis we can say that the price of the YAMAHA vehicle is not much since most of the respondents are affordable to buy it. Only few respondents are found expensive about the pricing of YAMAHA vehicles.

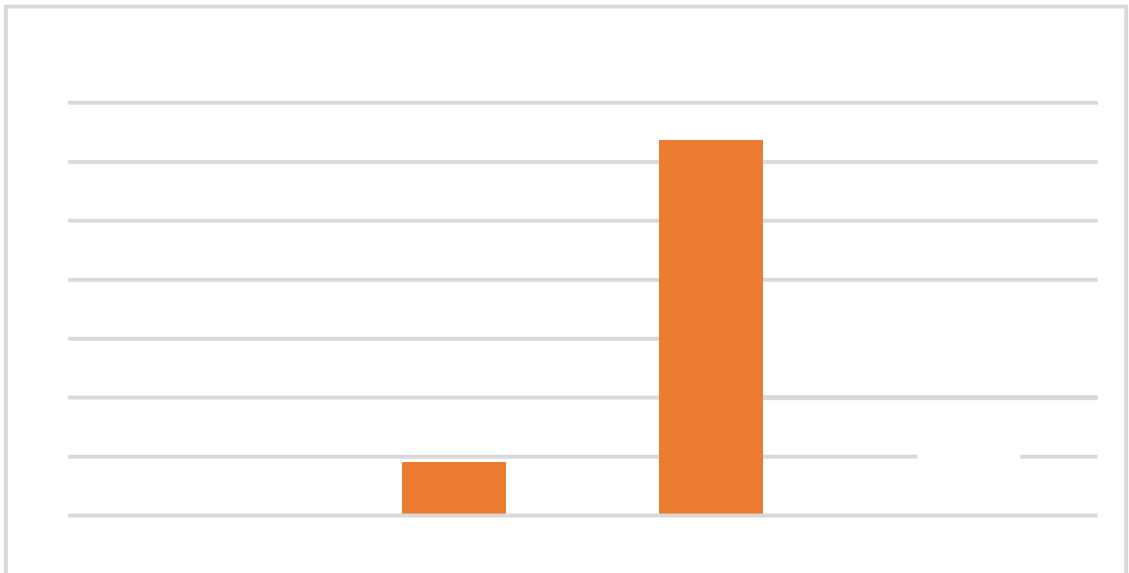
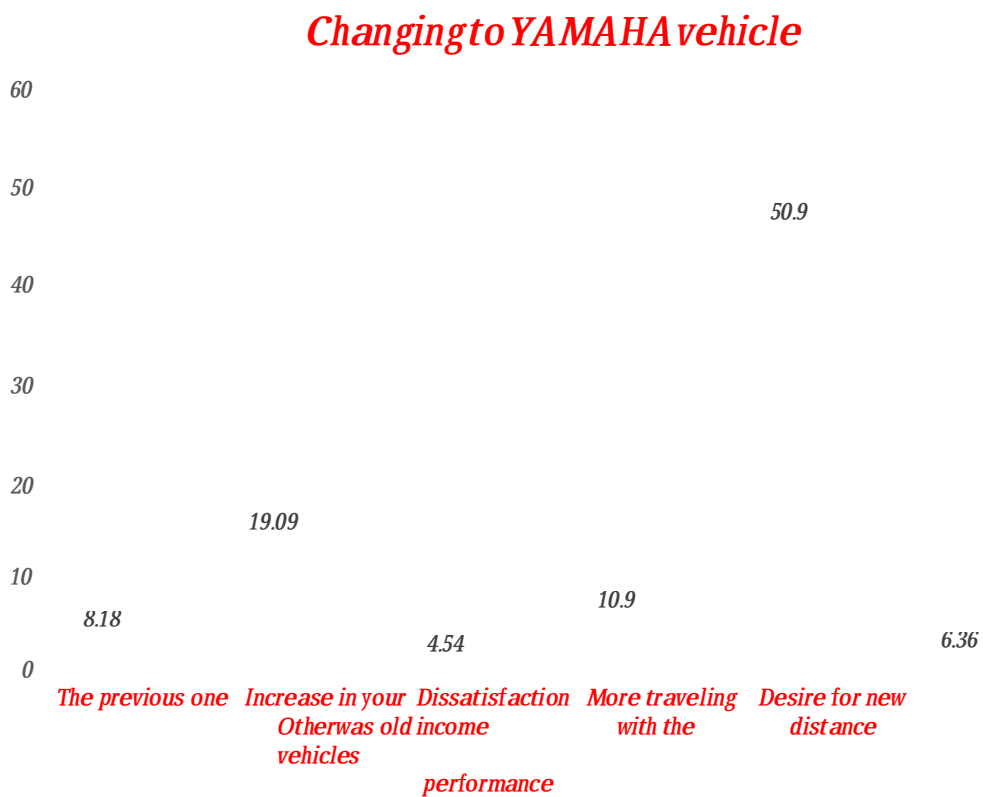


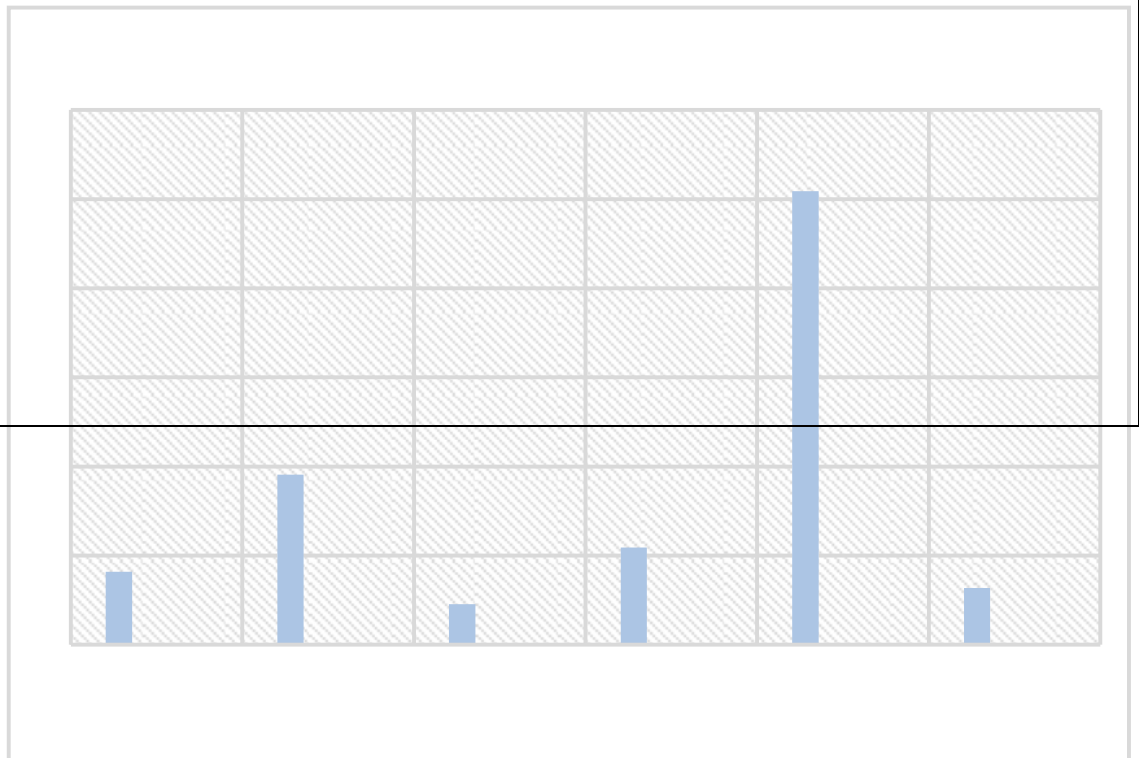
Table-4.4 Calculation of reasons for changing from another vehicle to YAMAHA vehicle.

Sl. No	Changing to YAMAHA vehicle	Respondents	Percentage
1	The previous one was old	9	8.18
2	Increase in your income	21	19.09
3	Dissatisfaction with the performance	5	4.54
4	More traveling distance	12	10.90
5	Desire for new vehicles	56	50.90
6	Other	7	6.36
Total		110	100

Source-Field Survey



Graph-4.4



Analysis and Interpretation: The above table and Graph 4.4 shows that most of the respondents are desire to buy a new vehicle that is 56 respondents i.e 50.90%, Increase in their income 21 respondents i.e 19.09%, more travelling distance 12 respondents i.e 10.90%, previous one was old vehicle 9 respondents i.e 8.18%, other 7 respondents i.e 6.36% and the least one is dissatisfaction with the performance of the previous vehicle 5 respondents i.e 4.54%.

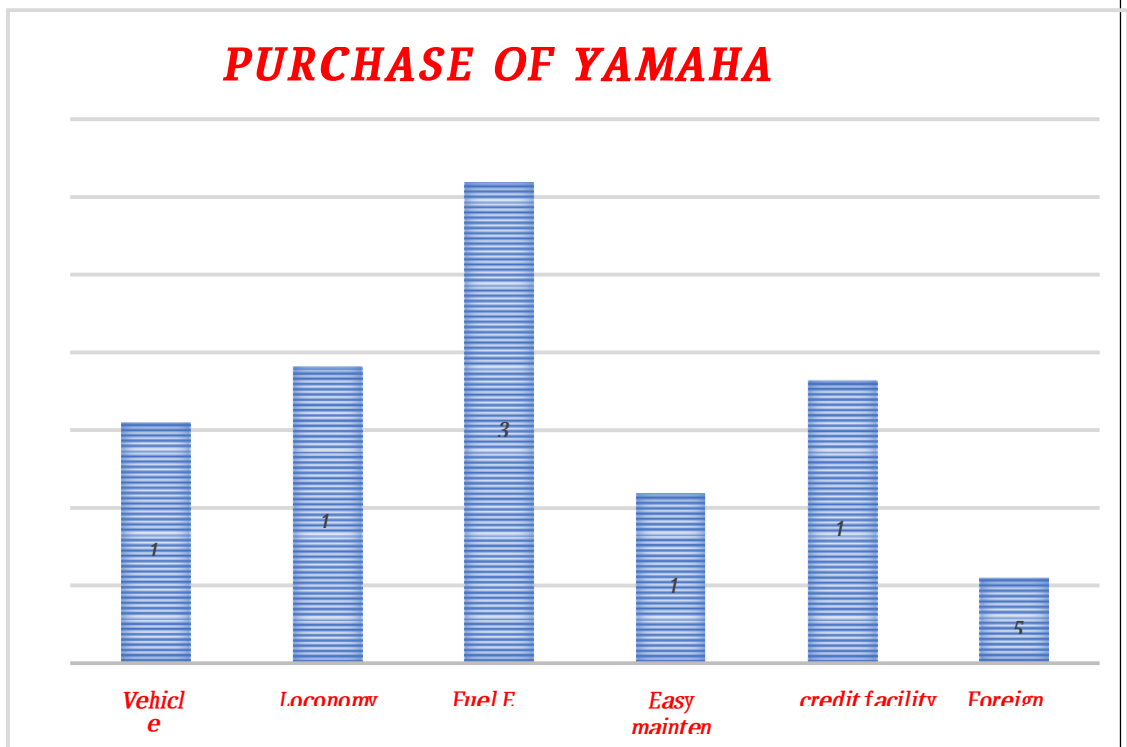
since most of the respondents are desire to buy new vehicle they are changing from other vehicles to YAMAHA vehicle and some of the respondents are dissatisfied with the performance of their previous vehicle so they are buying the YAMAHA vehicle and some respondents are getting more income in their business so they are ready to buy new vehicle and some are changing as their previous vehicle was old.

Table-4.5 Calculation of what made you to purchase YAMAHA vehicle

Sl. No	Purchase of YAMAHA vehicle	Respondent	Percentag
1	Vehicle	s	e
2	appearanceLow	17	15.45
3	cost price Fuel	21	19.09
4	Economy Easy	34	30.90
5	maintenance	12	10.90
6	credit facility	20	18.18
		6	5.45
	Foreign touch	110	100
	Total		

Source-Field Survey

Graph-4.5



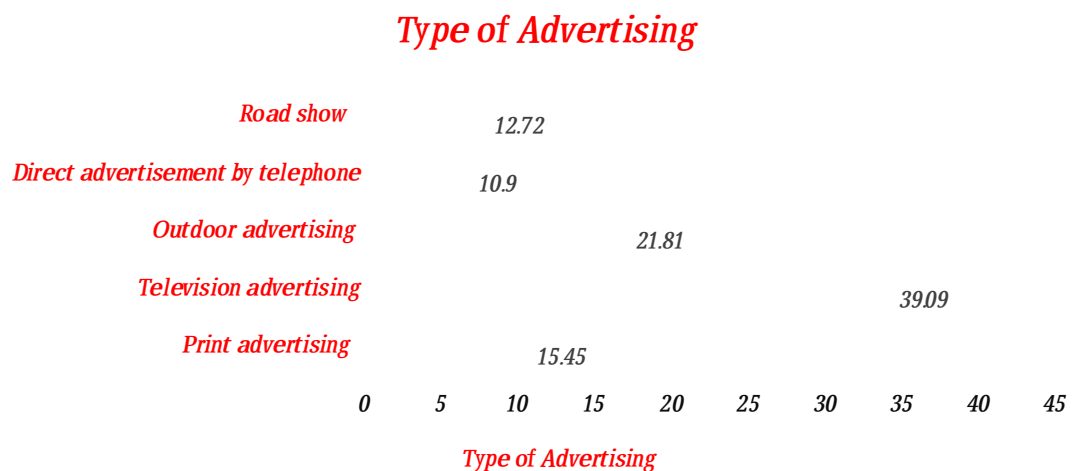
Analysis and Interpretation: The above Table and Graph 4.5 indicates that most of the respondents are purchasing a YAMAHA vehicle because of Fuel economy that is 34 respondents i.e 30.90%, low cost price 21 respondents i.e 19.09%, credit facility 20 respondents i.e 18.18%, vehicle appearance 17 respondents i.e 15.45%, easy maintenance 12 respondents i.e 10.90% and the least one is foreign touch only 6 respondents i.e 5.45%.

This shows that majority of the respondents are purchasing YAMAHA vehicle because of fuel economy. The customers found that YAMAHA bikes will give more mileage than other bikes so they prefer to buy it. Some of the respondents are purchasing as they liked with the appearance and they found maintenance is easy. And it also shows that only few respondents are agreed with the foreign touch as they may not aware of it.

Table-4.6 Calculation of type of Advertising preferred.

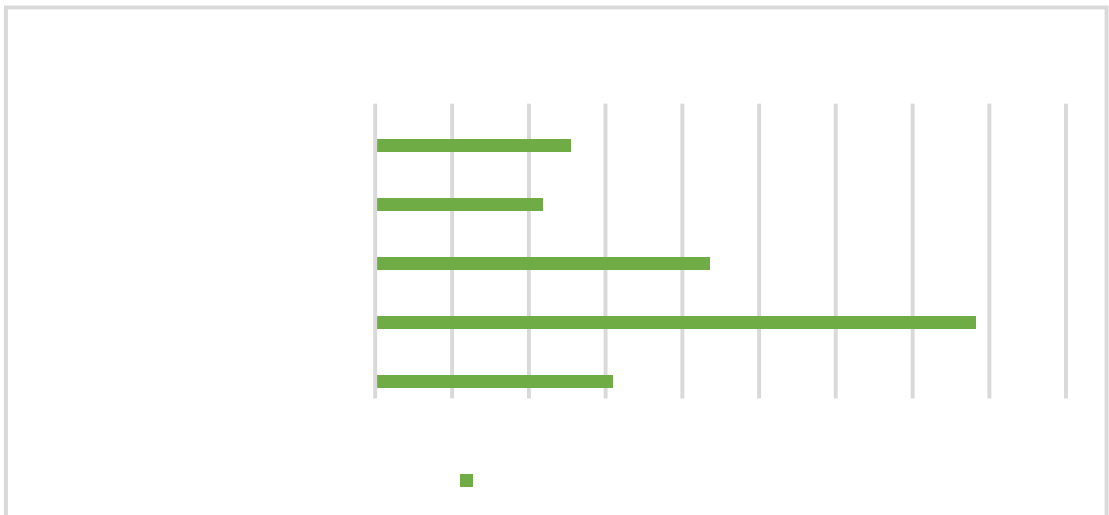
<i>Sl. No</i>	<i>Type of advertising</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Print advertising</i>	<i>17</i>	<i>15.45</i>
<i>2</i>	<i>Television advertising</i>	<i>43</i>	<i>39.09</i>
<i>3</i>	<i>Outdoor advertising</i>	<i>24</i>	<i>21.81</i>
<i>4</i>	<i>Direct advertisement by telephone</i>	<i>12</i>	<i>10.90</i>
<i>5</i>	<i>Road show</i>	<i>14</i>	<i>12.72</i>
Total		110	100

Source-Field Survey



Graph-4.6

Analysis and Interpretation: The above table and Graph 4.6, indicates that most of the respondents are preferred with Television advertising that is 43 respondents i.e 39.09%, outdoor advertising 24 respondents i.e 21.81%, print advertising 17 respondents i.e 15.45%, road show 14 respondents i.e 12.72% and direct advertisement by telephone 12 respondents i.e 10.90%.



The majority of the respondents are familiar with television they prefer television advertising. Some of the respondents who be on more travelling prefers outdoor advertising and road show.

Table-4.7 Calculating have you come across any ads of KIRAN MOTOR in newspaper which you read?

<i>Sl. No</i>	<i>Ads of KIRAN</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Yes</i>	<i>63</i>	<i>57.27</i>
<i>2</i>	<i>No</i>	<i>47</i>	<i>42.72</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Source-Field Survey

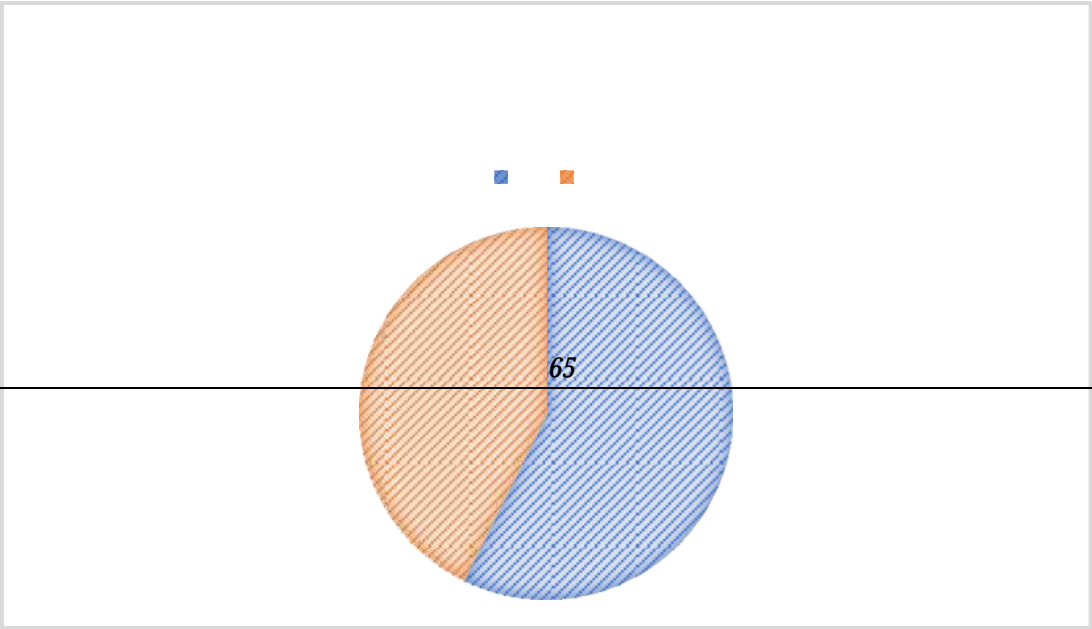
Graph-4.7

**ADS OF LAXMI
INTERNATIONAL
MOTORS**

Yes No

43%

57%



Analysis and Interpretation: The above table and graph 4.7 indicates that most of the respondents have come across the Ads of KIRAN MOTOR in Newspaper that is 63 respondents i.e 57.27% and 47 respondents i.e 21.81% didn't find the ads on newspaper.

This data shows that most of the respondents has found the Ads of KIRAN MOTOR in Newspaper which they read. And the remaining respondents may not read newspaper or they may read other newspaper in which KIRAN MOTOR do not advertise.

Table-4.8 Calculation of which newspaper you prefer reading.

Sl. No	Newspaper	Respondents	Percentage
1	Vijaya Karnataka	58	52.72
2	Adds of Bangalore	21	19.09
3	Prajawani	25	22.72
4	deccan Herald	6	5.45
Total		110	100

Source-Field Survey

Graph-4.8

MILEAGE OF YAMAHA BIKES

Vijaya Karnataka Adds of Bangalore Prajawani deccan Herald

Analysis and Interpretation: The above Table and Graph 4.8 indicates that most of the respondents prefer reading Vijaya Karnataka newspaper that is 58 respondents i.e 52.72%, Prajawani 25 respondents i.e 22.72%, Adds of Bangalore 21 respondents i.e

19.09% and Deccan herald 6 respondents i.e 5.45%.

The above data shows that most of the respondents prefer reading Vijaya Karnataka newspaper in which the KIRAN MOTOR advertisement will be done. KIRAN MOTOR doesn't advertise on deccan herald, many respondents also not prefer reading deccan herald newspaper.

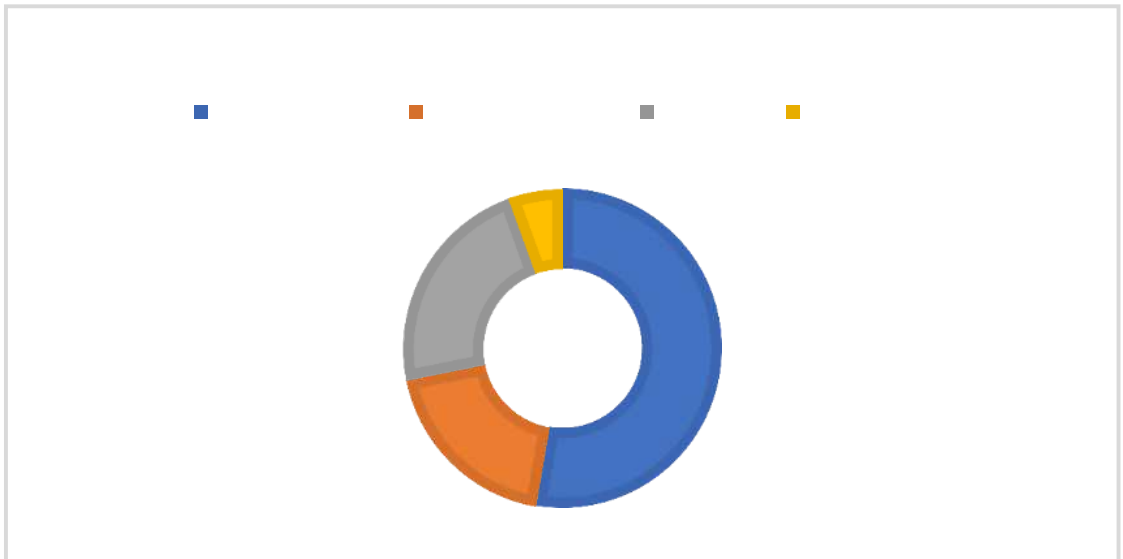


Table-4.9 Calculation on what type of outdoor advertising you found attractive?

Sl. No	Outdoor Advertising	Respondents	Percentage
1	Poster	28	25.45
2	Neon signs	10	9.09
3	Billboards	53	48.18
4	Transit advertising	19	17.27
Total		110	100

Source-Field Survey

Graph-4.9

Outdoor Advertising

Poster
Neon signs
Billboards
Transit advertising

Analysis and Interpretation: The above Table and Graph 4.9 indicates that most of the respondents has found Billboards advertising as attractive carried out by KIRAN MOTOR that is 53 respondents i.e 48.18%, Poster 28 respondents i.e 25.45%, transit advertising 19 respondents i.e 17.27% and Neon signs 10 respondents i.e 9.09%. The above data shows most of the respondents found Billboards advertising as attractive which is done by KIRAN MOTOR at some areas near the Showroom. And only few respondents found Neon signs is attractive because this Neon signs will be visible mostly at the night time so the respondents may didn't found the Neon signs.

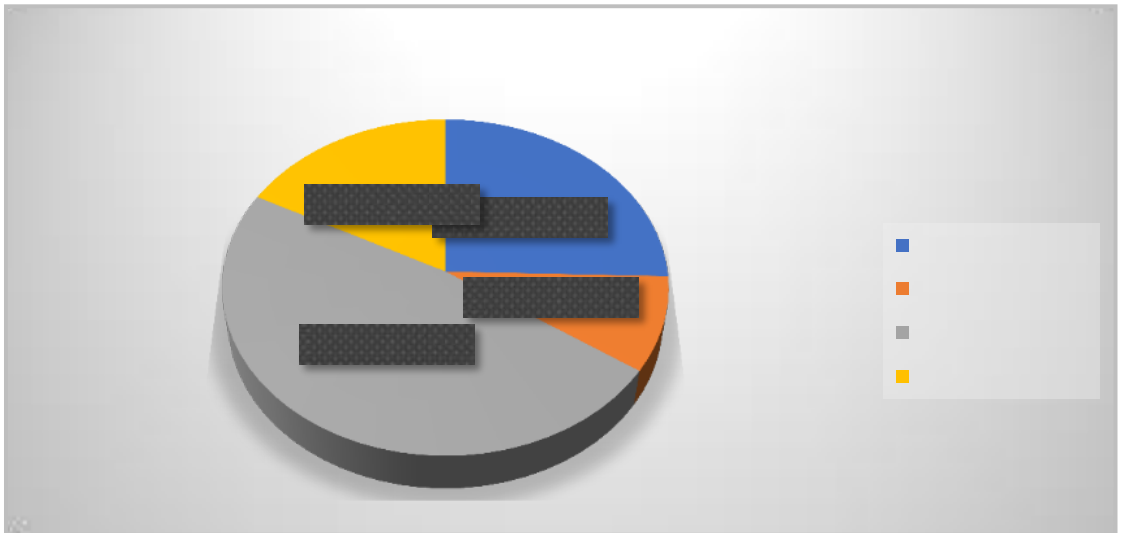


Table-4.10 Calculation of awareness of direct advertisement by telephone carried out by KIRAN MOTOR.

<i>Sl. No</i>	<i>Direct advertisement by telephone</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Yes</i>	<i>51</i>	<i>46.36</i>
<i>2</i>	<i>No</i>	<i>59</i>	<i>53.63</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Source-Field Survey

Graph-4.10

DIRECT ADVERTISEMENT BY TELEPHONE



Analysis and Interpretation: The above table and graph 4.10, indicates that most of the respondents are not aware Direct advertisement by telephone that is 59 respondents i.e 53.63% and 51 respondents i.e 46.36% respondents are aware of Direct advertisement by telephone.

The above data shows that most of the respondents are not aware of direct advertisement by telephone because, KIRAN MOTOR may didn't call all the customers or some of the customers may don't like it and didn't pick a call. So, they are not aware of direct advertisement by telephone.

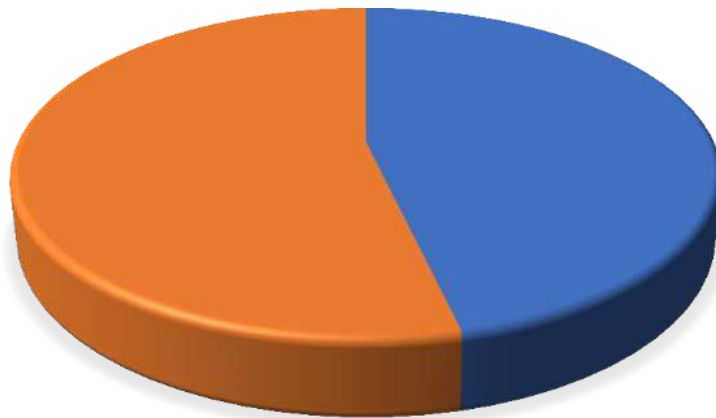
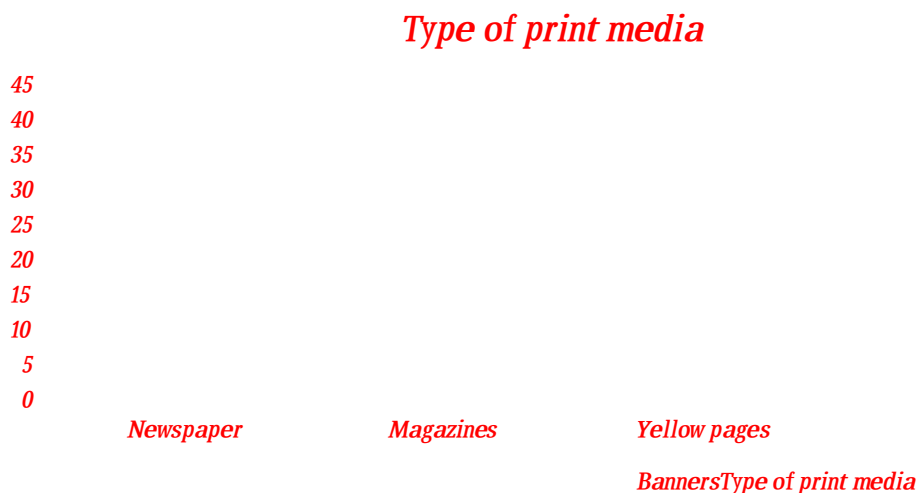


Table-4.11 Calculation on which type of print media do you prefer?

<i>Sl. No</i>	<i>Type of print media</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Newspaper</i>	<i>45</i>	<i>40.90</i>
<i>2</i>	<i>Magazines</i>	<i>18</i>	<i>16.36</i>
<i>3</i>	<i>Yellow pages</i>	<i>13</i>	<i>11.81</i>
<i>4</i>	<i>Banners</i>	<i>34</i>	<i>30.90</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Source-Field Survey



Graph-4.11

Analysis and Interpretation: The above Table and Graph 4.11 indicates that most of the respondents are preferred Newspaper as print media advertising that is 45 respondents i.e 40.90%, Banners 34 respondents i.e 30.90%, Magazines 18 respondents i.e 16.36% and Yellow pages 13 respondents i.e 11.81%.

From the above data we can see that most of the respondents prefer reading newspaper and some of them prefer banners as print media advertising. This is because, the respondents may not like reading magazines and yellow pages.

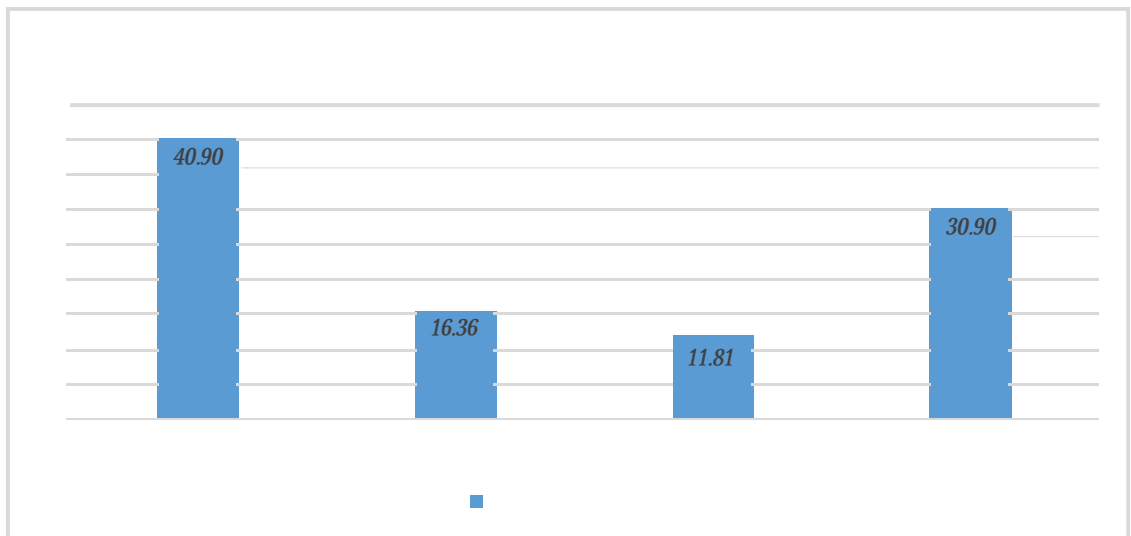


Table-4.12 Calculation of advertising with brand ambassador is more influential in case of two-wheelers.

<i>Sl. No</i>	<i>Advertising with brand ambassador</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Strongly Disagree</i>	<i>17</i>	<i>15.45</i>
<i>2</i>	<i>Disagree</i>	<i>62</i>	<i>56.36</i>
<i>3</i>	<i>Neutral</i>	<i>20</i>	<i>18.18</i>
<i>4</i>	<i>Agree</i>	<i>11</i>	<i>10</i>
<i>5</i>	<i>Strongly Agree</i>	<i>0</i>	<i>0</i>
Total		110	100

Source-Field Survey

Graph-4.12



Analysis and Interpretation: The above table and graph 4.12, indicates that most of the respondents are disagree for advertising with brand ambassador is more influential for two-wheelers that is 62 respondents i.e 56.36%, neutral 20 respondents i.e 18.18%, strongly disagree 17 respondents i.e 15.45%, agree 11 respondents i.e 10% and the least is strongly agree 0%.

Most of the respondents felt that brand ambassador is not required in case of advertising two-wheelers. so, they are disagreed with the brand ambassador for advertising.

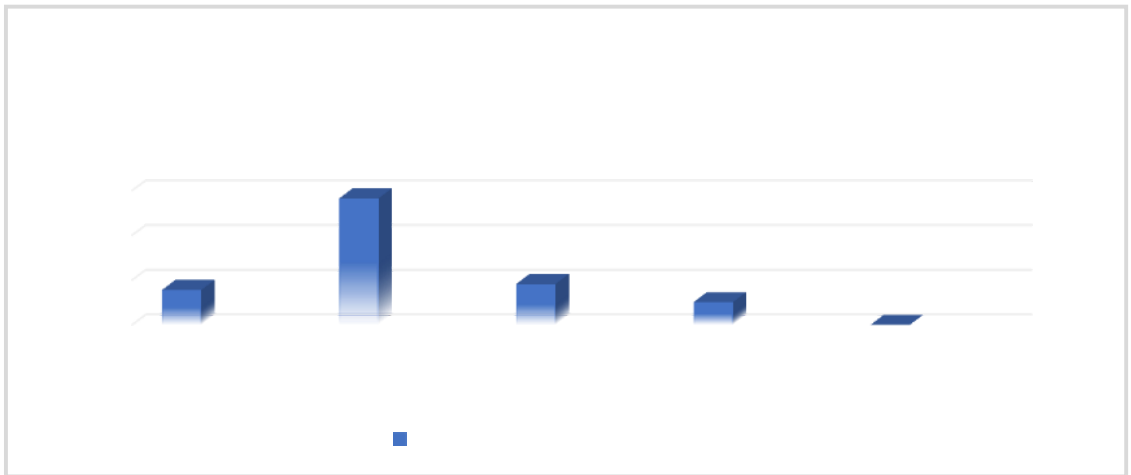
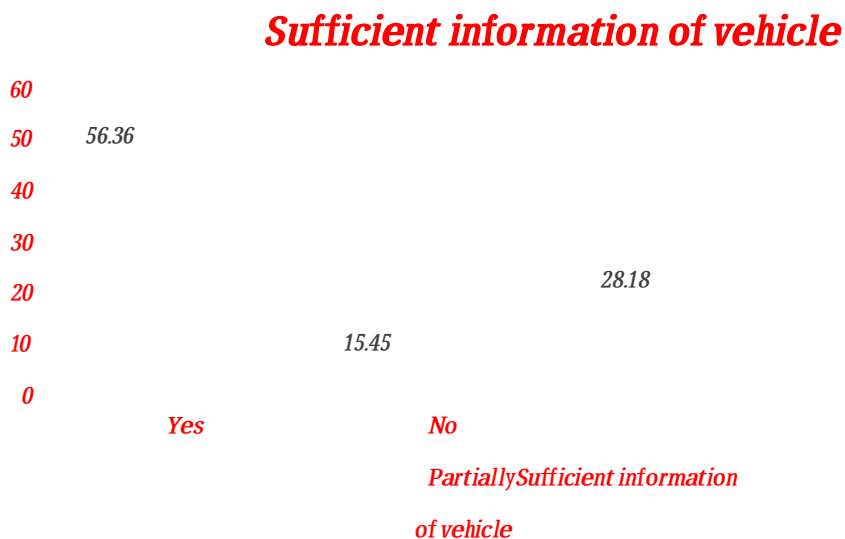


Table-4.13 Calculation of does advertisement provide the sufficient information about the vehicle you needed?

<i>Sl. No</i>	<i>Sufficient information of vehicle</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Yes</i>	<i>62</i>	<i>56.36</i>
<i>2</i>	<i>No</i>	<i>17</i>	<i>15.45</i>
<i>3</i>	<i>Partially</i>	<i>31</i>	<i>28.18</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Source-Field Survey

Graph-4.13



Analysis and Interpretation: The above table and graph 4.13, indicates that most of the respondents says yes for Advertisement provides sufficient information about the vehicle you needed that is 62 respondents i.e 56.36%, Partially 31 respondents 28.18% and No 17 respondents i.e 15.45%.

From the above data we can say that most of the respondents has found the sufficient information about the vehicle on advertisement provided by KIRAN MOTOR. The other respondents may not have seen the advertisement or the company may didn't provide the information they needed.

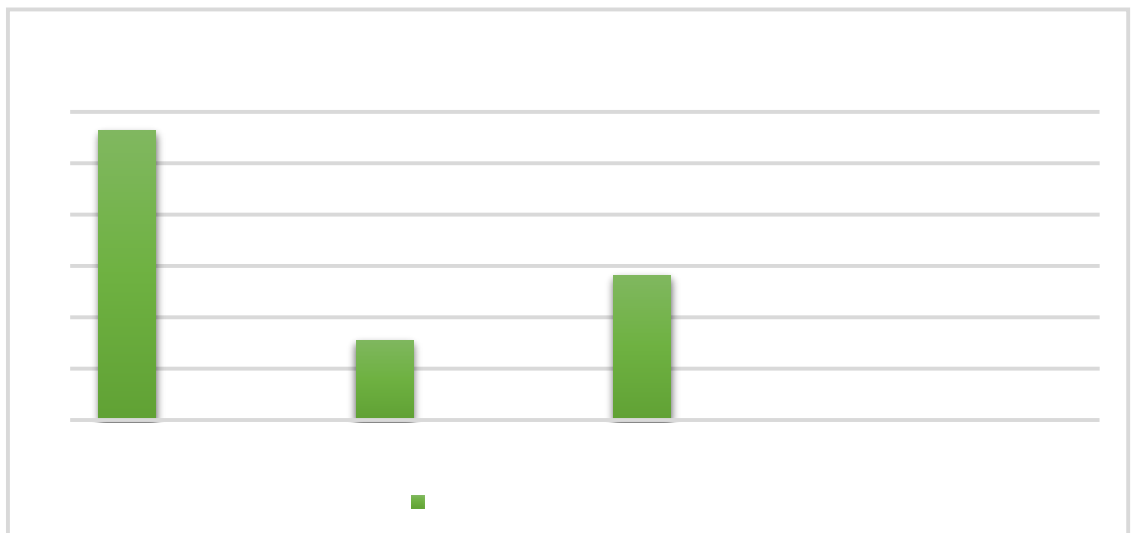
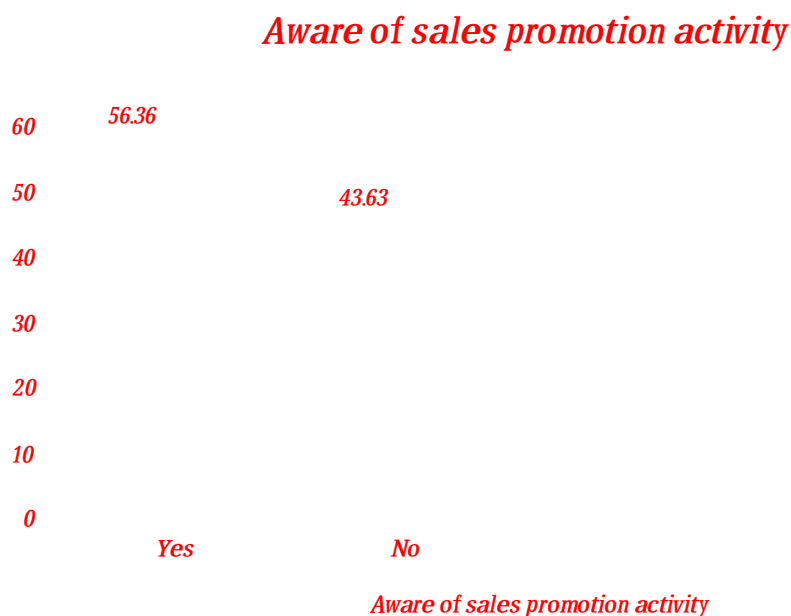


Table-4.14 Calculation the aware of sales promotion activity before purchase of YAMAHA Vehicle.

<i>Sl. No</i>	<i>Aware of sales promotion activity</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Yes</i>	<i>62</i>	<i>56.36</i>
<i>2</i>	<i>No</i>	<i>48</i>	<i>43.63</i>
<i>Total</i>		<i>110</i>	<i>100</i>

Source-Field Survey

Graph-4.14



Analysis and Interpretation: The above table and Graph 4.14, indicates that most of the respondents are aware of sales promotion activity before purchase of YAMAHA vehicle that is 62 respondents i.e 56.36%, and 48 respondents i.e 43.63% are not aware of sales promotion activity before.

The above data shows that most of the respondents are aware of Sales promotion activity before purchase of YAMAHA vehicle as they may be knowing the sales promotion carried out by other companies. And some of them don't know about the sales promotion activities.

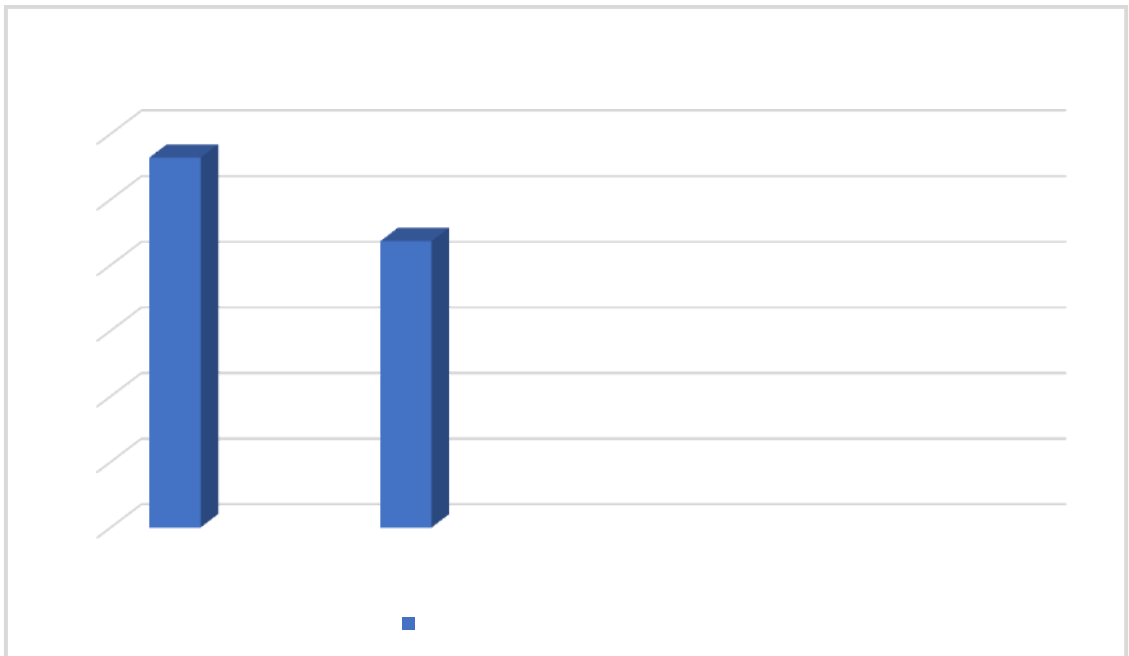
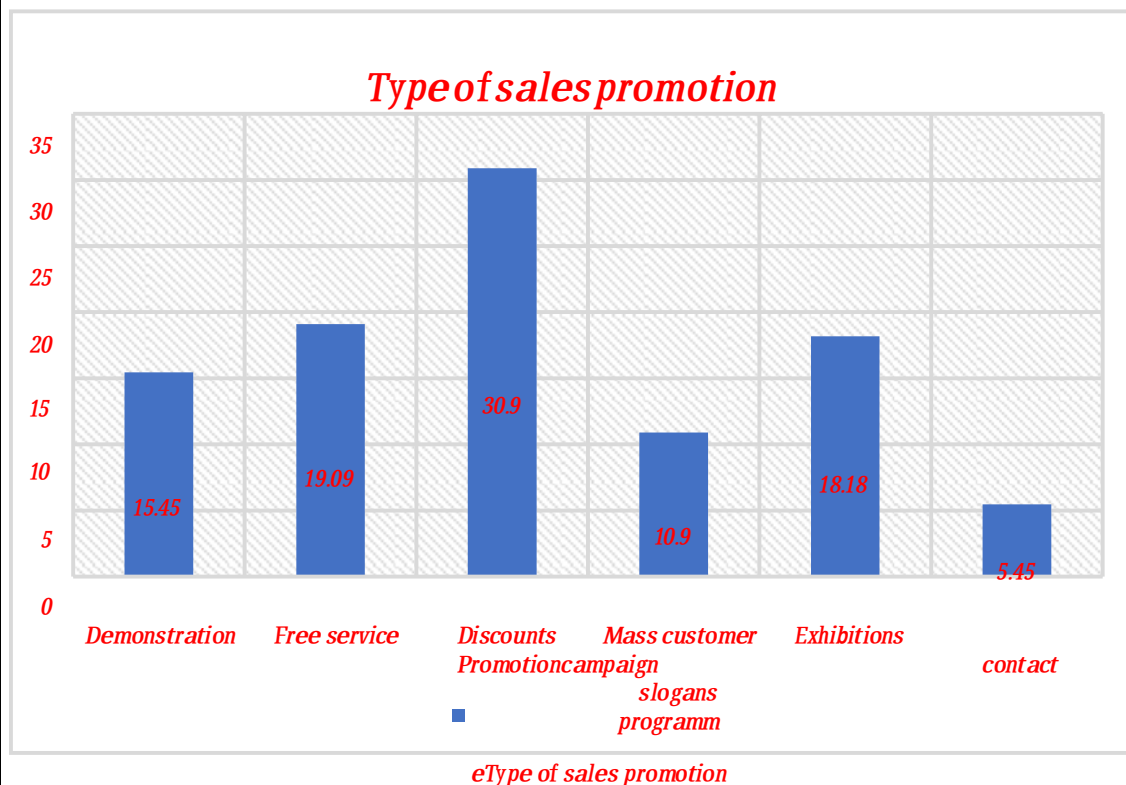


Table-4.15 Calculating which type of sales promotion adopted by KIRAN MOTOR do you like?

<i>Sl. No</i>	<i>Type of sales promotion</i>	<i>Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Demonstration</i>	<i>17</i>	<i>15.45</i>
<i>2</i>	<i>Free service campaign</i>	<i>21</i>	<i>19.09</i>
<i>3</i>	<i>Discounts</i>	<i>34</i>	<i>30.90</i>
<i>4</i>	<i>Mass customer contact programme</i>	<i>12</i>	<i>10.90</i>
<i>5</i>	<i>Exhibitions</i>	<i>20</i>	<i>18.18</i>
<i>6</i>	<i>Promotion slogans</i>	<i>6</i>	<i>5.45</i>
Total		110	100

Source-Field Survey

Graph-4.15



Analysis and Interpretation: The above Table and Graph 4.15 indicates that most of the respondents are familiar with discounts type of sales promotion carried out by KIRAN MOTOR that is 34 respondents i.e 30.90%, Free service campaign 21 respondents i.e 19.09%, Exhibitions 20 respondents i.e 18.18%, Demonstration 17 respondents i.e 15.45%, mass customer contact programme 12 respondents i.e 10.90% and the least one is Promotional slogans only 6 respondents i.e 5.45%.

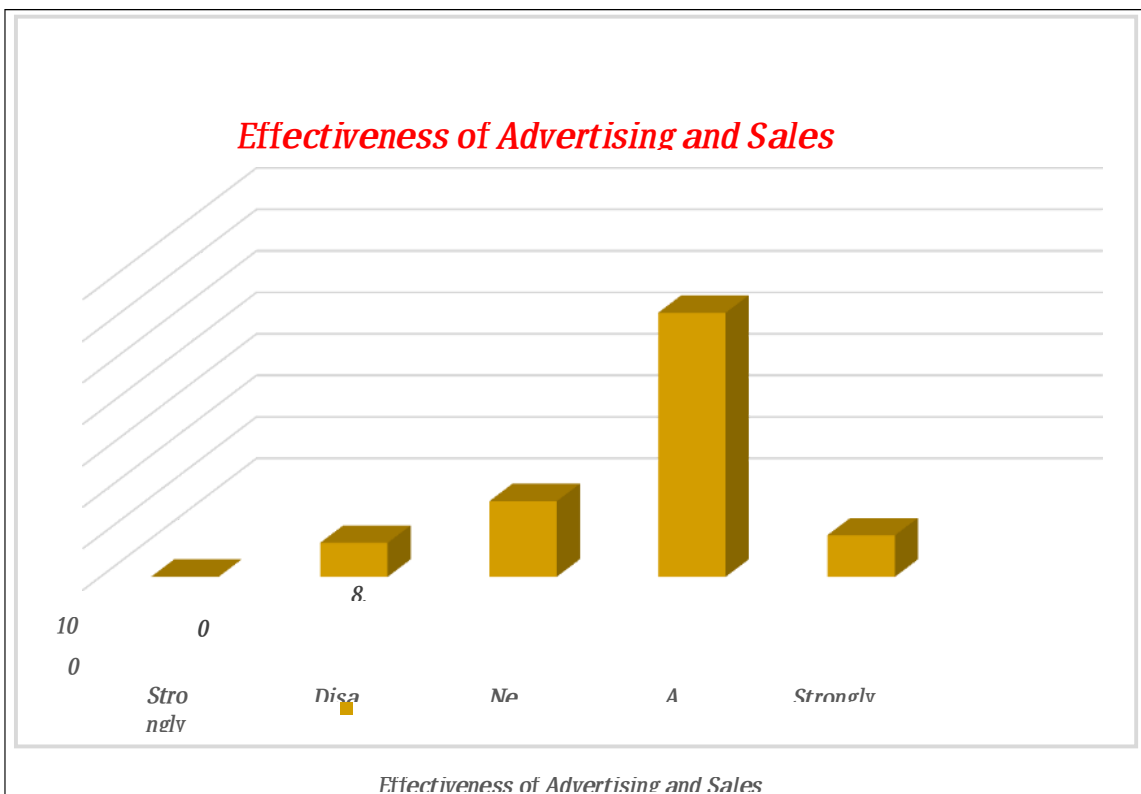
The above data shows that most of the respondents likes the discounts given by KIRAN MOTOR . And some of the respondents liked the free service campaign and exhibitions done by KIRAN MOTOR . So, the company may continue with the same sales promotion programs to attract the customers.

Table-4.16 Calculating the effectiveness of Advertising and sales promotion programs of YAMAHA motorcycles.

Sl. No	Effectiveness of Advertising and Sales promotion	Respondents	Percentage	
1	Strongly Disagree	0	0	
2	Disagree	9	8.18	
3	Neutral	20	18.18	
4	Agree	70	63.63	
5	Strongly Agree	11	10	
Total		110	100	

Source-Field Survey

Graph-4.16



Analysis and Interpretation: The above Table and Graph 4.16, indicates that most of the respondents are Agreed for the effectiveness of advertising and sales promotion offered by the company that is 70 respondents i.e 63.63%, neutral 20 respondents i.e 18.18%, strongly agree 11 respondents i.e 10%, disagree 9 respondents i.e 8.18% and the least is strongly disagree i.e 0%.

From this data we can say that the advertising and sales promotion offered by the company was very effective and none of the respondents are strongly disagree with it. Some of the respondents felt that they are neutral with advertising and sales promotion of KIRAN MOTOR as they didn't like it or they didn't understand the advertisement.

Table-4.17 Calculation of satisfaction with the promotional offers like seasonal discounts.

Sl. No	Satisfaction with promotional offers	Respondents	Percentage
1	Highly dissatisfied	2	1.81
2	Dissatisfied	9	8.18
3	Neutral	20	18.18
4	Satisfied	62	56.36
5	Highly satisfied	17	15.45
Total		110	100

Source-Field Survey

Graph-4.17

SATISFACTION WITH PROMOTIONAL OFFERS

HIGHLY DISSATISFIED DISSATISFIED NEUTRAL SATISFIED HIGHLY SATISFIED

Interpretation: The above table and graph 4.17, indicates that most of the respondents

are satisfied for promotional offers like seasonal discounts 62 respondents i.e 56.36%, neutral 20 respondents i.e 18.18%, Highly satisfied 17 respondents i.e 15.45%, dissatisfied 9 respondents i.e 8.18% and the least is Highly dissatisfied 2 respondents i.e 1.81%.

From this data we can say that most of the respondents are satisfied with promotional offers like seasonal discounts provided by KIRAN MOTOR . This is because, KIRAN MOTOR is providing good seasonal discounts to their customers. Only few respondents are dissatisfied with it as they may didn't get any discounts.

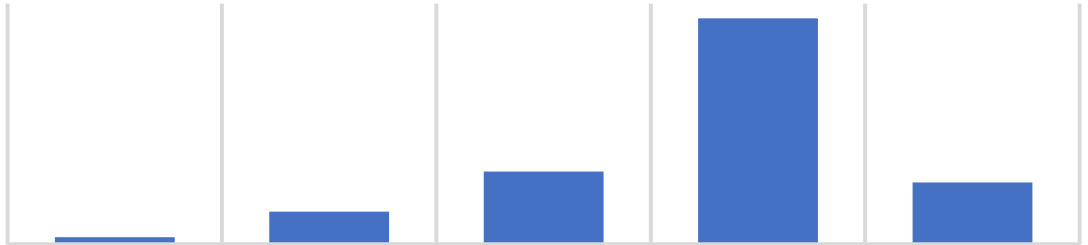
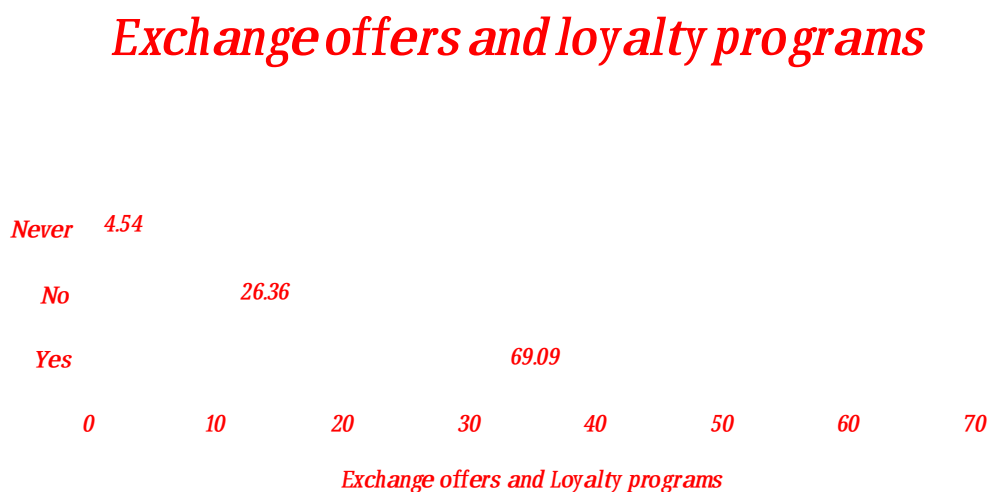


Table-4.18 Calculating the Awareness on availability of exchange offers and loyalty programs.

Sl. No	Exchange offers and loyalty programs	Respondents	Percentage
1	Yes	76	69.09
2	No	29	26.36
3	Never	5	4.54
Total		110	100

Source-Field Survey

Graph-4.18



Analysis and Interpretation: The above table and graph 4.18, indicates that most of the respondents are aware on availability of exchange offers and loyalty programs that is 76 respondents i.e 69.09% and 29 respondents i.e 26.36% are not aware of it and 5 respondents i.e 4.54% says Never aware of exchange offers and loyalty programs.

The above data shows that as most of the respondents are aware on exchange offers and loyalty programs, KIRAN MOTOR is conducting a good loyalty programs and giving exchange offers for their customers. Some of the respondents are not aware of it as they don't know what loyalty programs and they may didn't ask for exchange offers.

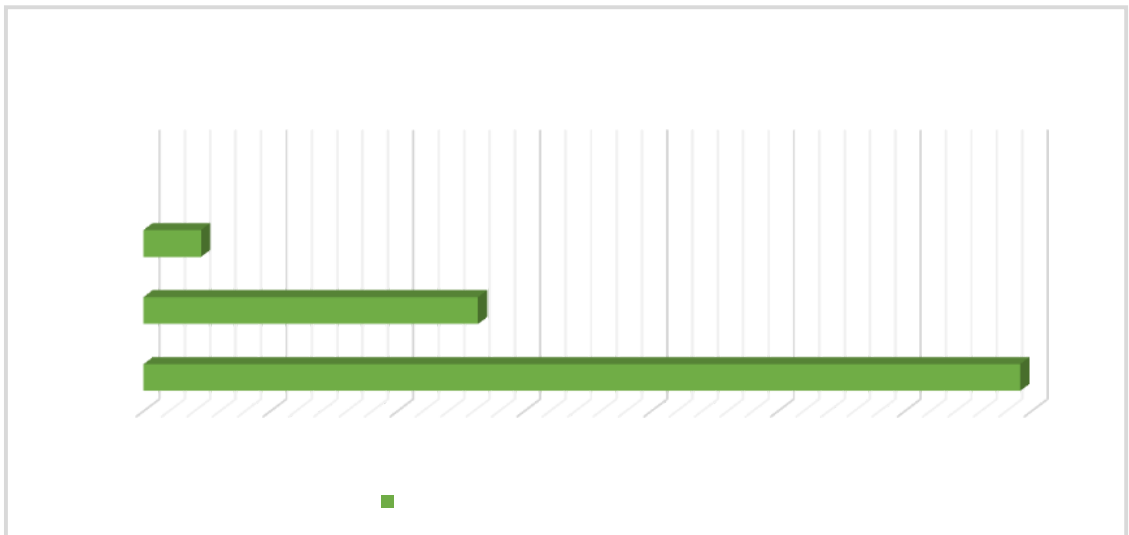


Table-4.19 Calculating the effectiveness of Loyalty program.

Sl. No	Effectiveness of Loyalty program	Respondents	Percentage
1	Very bad	2	1.81
2	Bad	9	8.18
3	Neutral	20	18.18
4	Good	62	56.36
5	Excellent	17	15.45
Total		110	100

Source-Field Survey

Graph-4.19

EFFECTIVENESS OF LOYALTY PROGRAM

Effectiveness of Loyalty program

VERY BAD BAD NEUTRAL GOOD EXCELLENT

Analysis and Interpretation: The above table and graph 4.19, indicates that most of the respondents feel good about the effectiveness of loyalty programs that is 62 respondents

i.e 56.36%, neutral 20 respondents i.e 18.18%, Excellent 17 respondents i.e 15.45%, bad 9 respondents i.e 8.18% and the least is very bad only 2 respondents i.e 1.81%.

From this data we can say that most of the respondents felt good about the loyalty programs provided by KIRAN MOTOR was effective. As majority say good the company may continue the same in future.

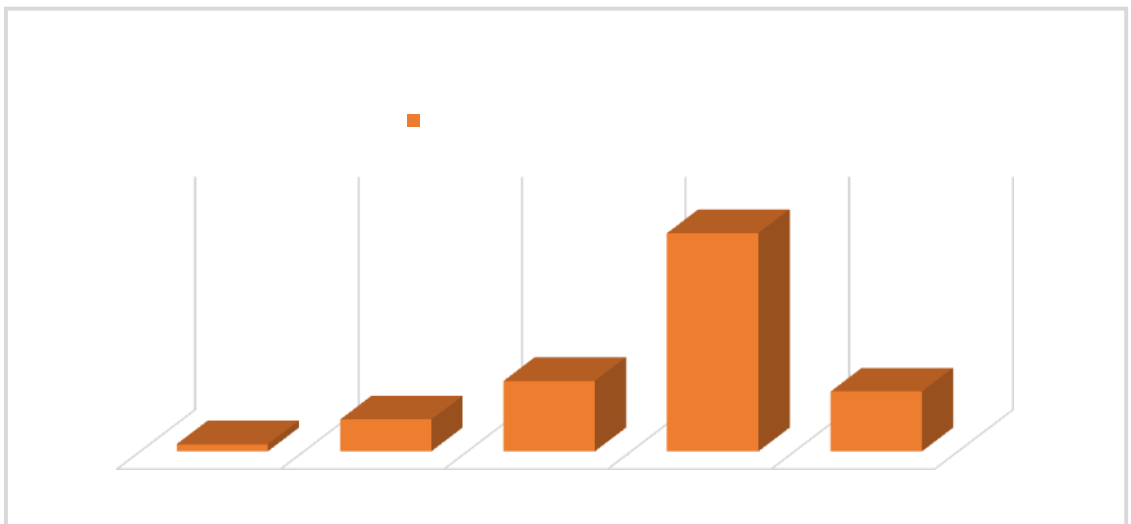


Table-4.20 Calculating the availability of demo bikes in showroom.

Sl. No	Availability of demo bikes	Respondents	Percentage
1	Very bad	0	0
2	Bad	9	8.18
3	Neutral	20	18.18
4	Good	62	56.36
5	Excellent	19	17.27
Total		110	100

Source-Field Survey

Graph-4.20

Availability of demo bikes

Very bad Bad Neutral Good Excellent

Analysis and Interpretation: The above table and graph 4.20, indicates that most of the respondents are given Good ratings for the availability of demo bikes in showroom that is 62 respondents i.e 56.36%, neutral 20 respondents i.e 18.18%, Excellent 19 respondents i.e 17.27%, Bad 9 respondents i.e 8.18% and the least is Very bad i.e 0%.

The above data shows that there are lot of bikes available for demo in KIRAN MOTOR showroom. Since most of the respondents felt good about it the KIRAN MOTOR may kept all the models for demo in their showroom. And only few felt bad about it as they may didn't find the bike when they visited showroom.

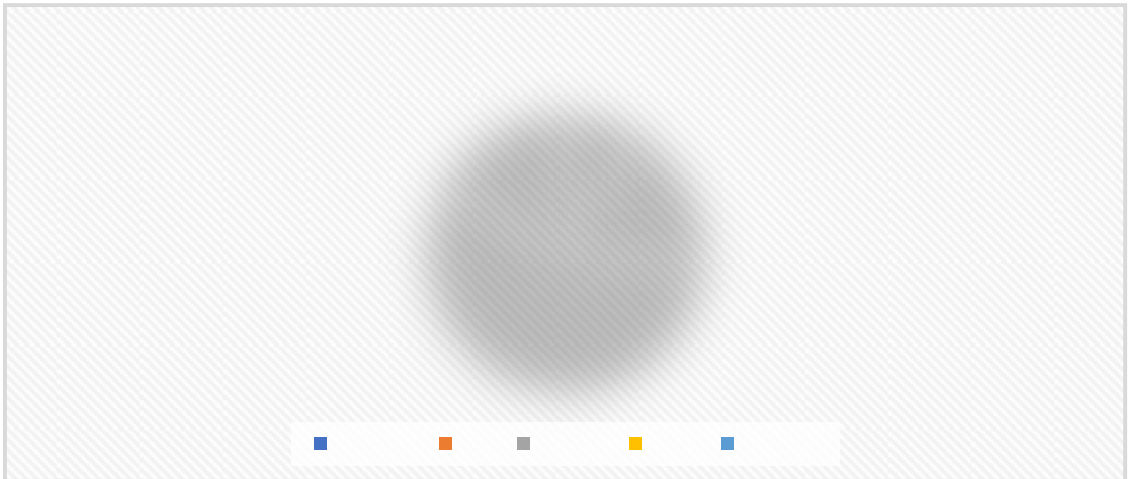
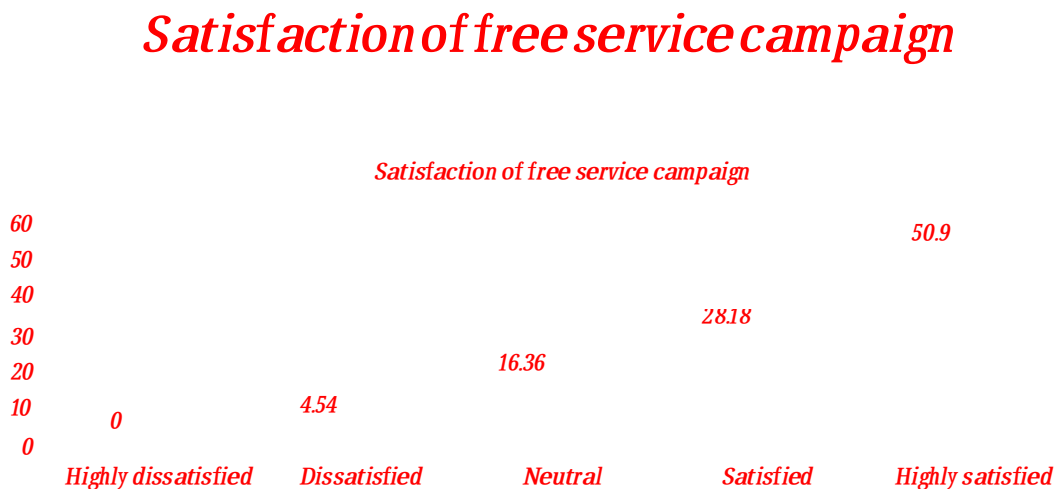


Table-4.21 Calculating satisfaction of free service campaigns offered by KIRAN MOTOR ?

Sl. No	Satisfaction of free service campaign	Respondents	Percentage
1	Highly dissatisfied	0	0
2	Dissatisfied	5	4.54
3	Neutral	18	16.36
4	Satisfied	31	28.18
5	Highly satisfied	56	50.90
Total		110	100

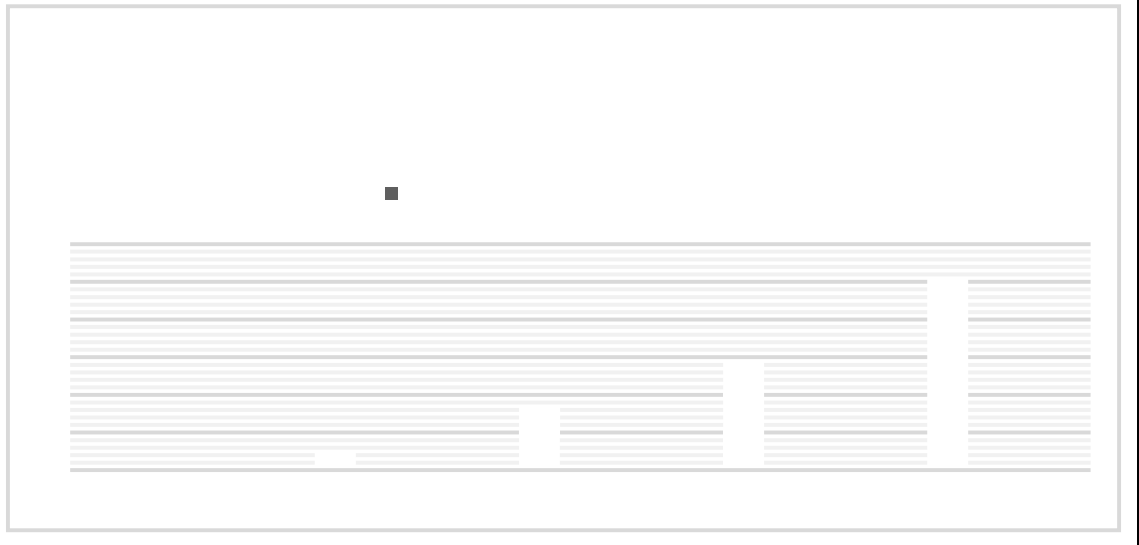
Source-Field Survey

Graph-4.21



Analysis and Interpretation: The above table and graph 4.21, indicates that most of the respondents are Highly satisfied on free service campaigns carried out by KIRAN MOTOR that is 56 respondents i.e 50.9%, satisfied 31 respondents i.e 28.18%, Neutral 18 respondents i.e 16.36%, dissatisfied 5 respondents i.e 4.54% and the least is Highly dissatisfied i.e 0%.

From the above data we can say that most of the respondents are highly satisfied with the free service campaigns carried out by KIRAN MOTOR . And only few



respondents are dissatisfied because they may not get the free service by KIRAN MOTOR .

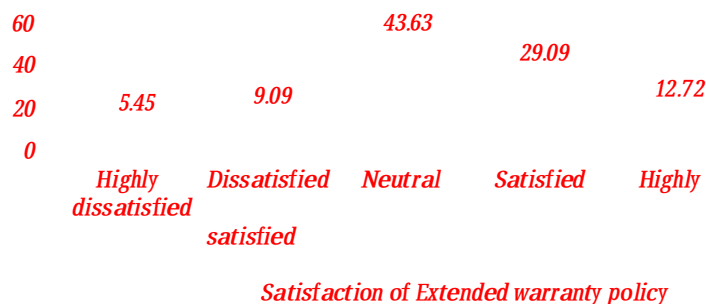
Table-4.22 Calculating the satisfaction of extended warranty policy.

Sl. No	Satisfaction of Extended warranty policy	Respondents	Percentage
1	Highly dissatisfied	6	5.45
2	Dissatisfied	10	9.09
3	Neutral	48	43.63
4	Satisfied	32	29.09
5	Highly satisfied	14	12.72
Total		110	100

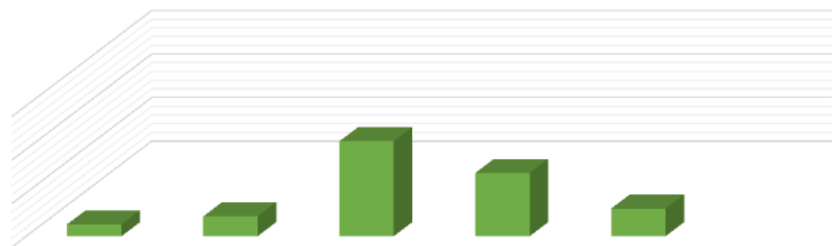
Source-Field Survey

Graph-4.22

Satisfaction of Extended warranty policy



Analysis and Interpretation: The above Graph 4.22, indicates that most of the respondents are Neutral with the extended warranty policy that is 48 respondents i.e 43.63%, Satisfied 32 respondents i.e 29.09%, Highly satisfied 14 respondents i.e 12.72%, dissatisfied 10 respondents i.e 9.09% and the least is Highly dissatisfied 6 respondents i.e 5.45%.



■

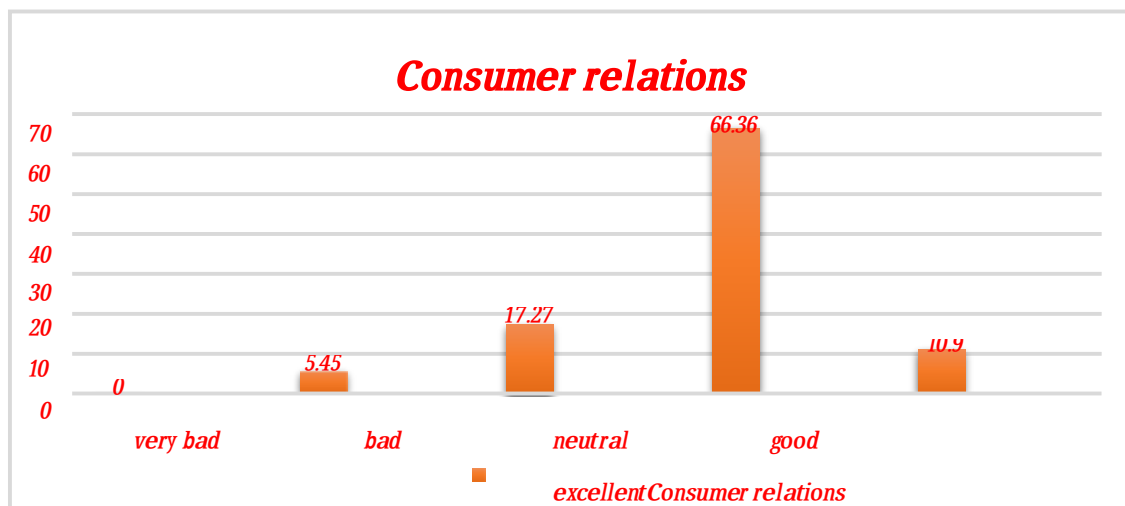
From this data we can say that the extended warranty policy given by KIRAN MOTOR was average. Most of the respondents are Neutral with the extended warranty policy provided by KIRAN MOTOR and some respondents didn't find any extended warranty policy.

Table-4.23 Calculating the consumer relations of KIRAN MOTOR.

Sl. No	Consumer relations	Respondents	Percentage
1	Very bad	0	0
2	Bad	6	5.45
3	Neutral	19	17.27
4	Good	73	66.36
5	Excellent	12	10.9
Total		110	100

Source-Field Survey

Graph-4.23



Analysis and Interpretation: The above table and graph 4.23, indicates that most of the respondents are given Good ratings for consumer relations of KIRAN MOTOR that is 73 respondents i.e 66.36%, neutral 19 respondents i.e 17.27%, Excellent 12 respondents i.e 10.9%, Bad 6 respondents i.e 5.45% and the least is Very bad i.e 0.

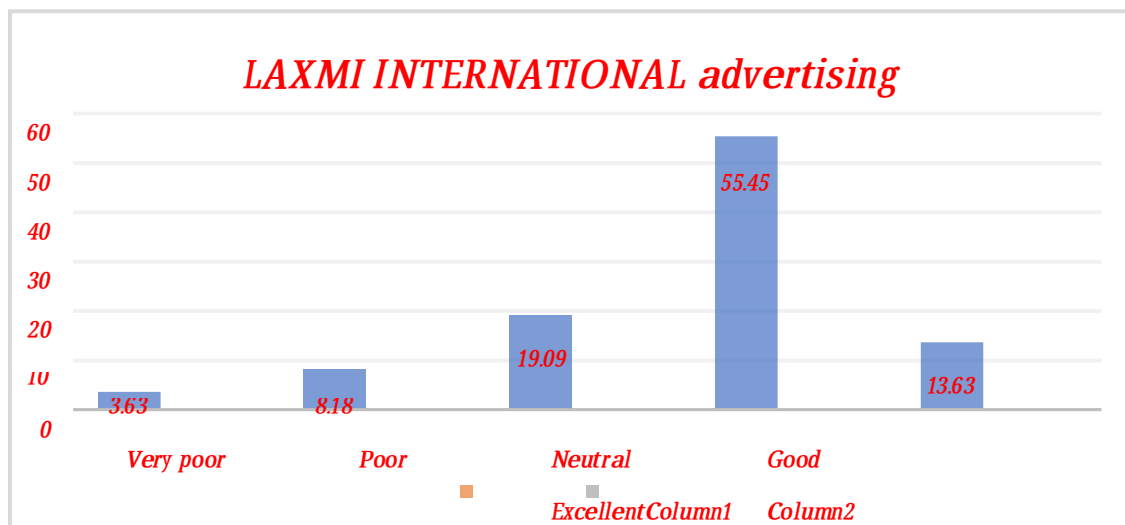
From this data we can say that KIRAN MOTOR manage consumer relations effectively and most of the customers are feeling happy about it. Only few customers found bad because they may not have maintained good relationship.

Table-4.24 Calculating the rating of KIRAN MOTOR advertising.

Sl. No	KIRAN MOTOR	Respondents	Percentage
1	Very poor	4	3.63
2	Poor	9	8.18
3	Neutral	21	19.09
4	Good	61	55.45
5	Excellent	15	13.63
Total		110	100

Source-Field Survey

Graph-4.24



Analysis and Interpretation: The above table and graph 4.24, indicates that most of the respondents has given good ratings for advertisement done by KIRAN MOTOR that is 61 respondents i.e 55.45%, neutral 21 respondents i.e 19.09%, Excellent 15 respondents i.e 13.63%, poor 9 respondents i.e 8.18% and the least is very poor 4 respondents i.e 3.63%.

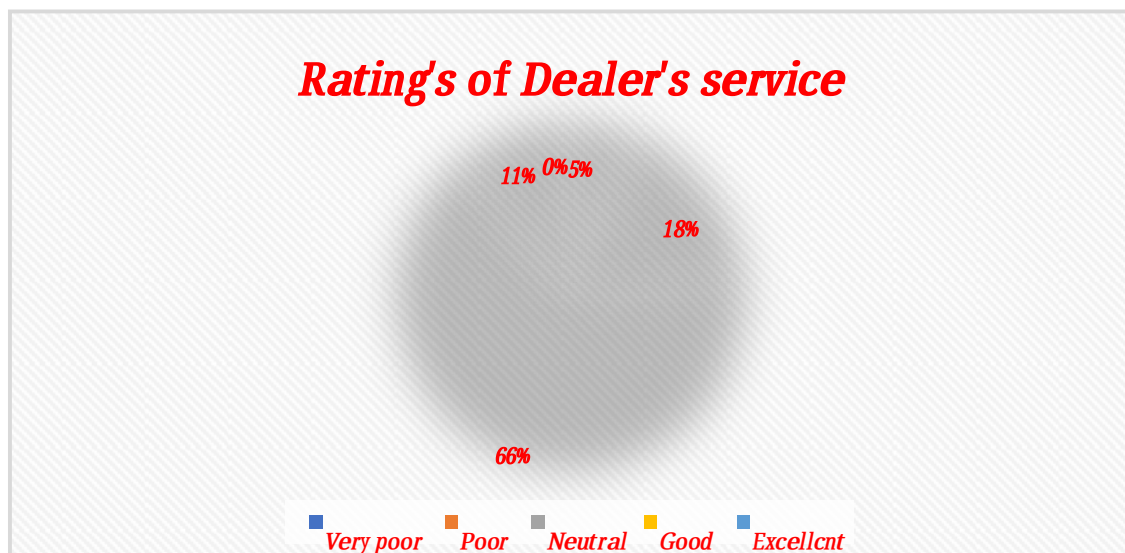
From this data we can say that most of the respondents has given good ratings for advertisement done by KIRAN MOTOR as many respondents found suitable information in the advertisements. And some of them didn't find the required informationso they rated as poor.

Table-4.25 Calculating the ratings of dealer's service.

Sl. No	Ratings of Dealer's service	Respondents	Percentage
1	Very poor	0	0
2	Poor	6	5.45
3	Neutral	19	17.27
4	Good	73	66.36
5	Excellent	12	10.9
Total		110	100

Source-Field Survey

Graph-4.25



Analysis and Interpretation: The above table and graph 4.25, indicates that most of the respondents are given Good ratings to Dealer's service that is 73 respondents i.e 66.36%, neutral 19 respondents i.e 17.27%, Excellent 12 respondents i.e 10.9%, Poor 6 respondents i.e 5.45% and the least is Very poor i.e 0.5

From this data we can say that the dealer's service is good. Since most of them are giving good ratings the dealer's service is satisfactory. Only few of them didn't like it.

Table-4.26 Calculating the advice of YAMAHA vehicles to others.

Sl. No	Advice of YAMAHA	Respondents	Percentage
1	Yes	88	80
2	No	22	20
Total		110	100

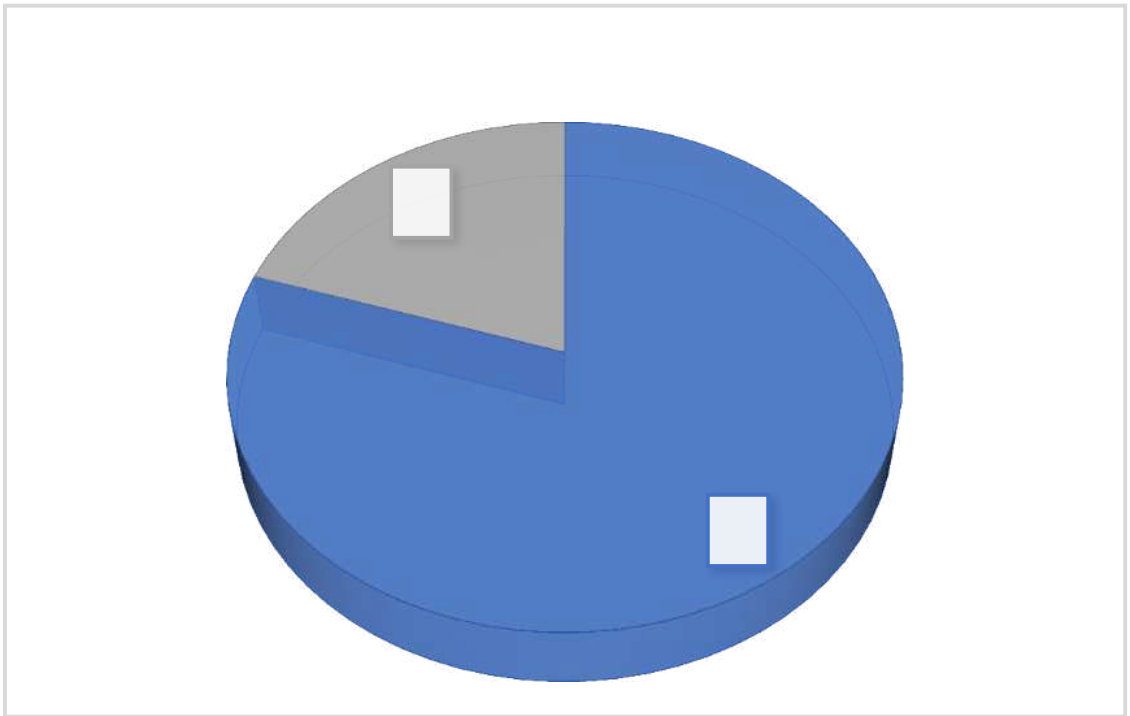
Source-Field Survey

Graph-4.26

ADVICE OF VEHICLE

No
20%

Yes
80%



Analysis and Interpretation: The above table and graph 4.26, indicates that most of the respondent's advice YAMAHA vehicle to others based on their experience that is 88 respondents i.e 80% and only 22 respondents i.e 20% respondents don't like to advice YAMAHA vehicle.

The above data shows that majority of the respondents like to advice others to buy a YAMAHA vehicle based on their experience with it. the respondents who has YAMAHA bike will be knowing completely about the vehicle so, they will advise others to buy it.

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 Findings of the study

This study reveals that majority of the respondents own' s a YAMAHA vehicle. More than half of the respondents are using the YAMAHA bike for official purpose.

Most of the respondents specified the pricing policy of YAMAHA vehicles is affordable and only few respondents feel it' s expensive.

Half of the respondents are changing from other vehicle to YAMAHA vehicle because, they are desire to buy new vehicle.

Most of the respondents specified the reason to purchase YAMAHA vehicle as Fuel economy, Low cost price and credit facility available.

Most of the respondents prefer Television advertising and Outdoor advertising and few respondents prefer Road show and Print advertising.

About 57.27% of the respondents have come across ads of KIRAN MOTOR in newspaper which they read and 42.72% of respondents doesn' t see any ads.

Most of the respondents prefer reading Vijaya Karnataka newspaper in which the KIRAN MOTOR advertising is present.

Billboards advertising was found attractive by most of the respondents as outdoor advertising and Neon signs was found least attractive.

More than half of the respondents are not aware of direct advertisement by telephone which is done by KIRAN MOTOR.

Newspaper and Banners was preferred by most of the respondents as Print media advertising.

Brand ambassador is not more influential in advertising of two-wheelers as most of the respondents disagree with it.

The advertisements done by KIRAN MOTOR has provided the sufficient information about the vehicle as required by customers.

Most of the respondents are aware of sales promotion activities before the purchase of YAMAHA vehicle.

Most of the respondents like Discounts and Free service campaigns as sales promotion activities adopted by KIRAN MOTOR.

The advertising and sales promotion programs of YAMAHA motorcycles was very effective as most of the respondents specified agree with it.

The promotional offers like seasonal discounts given by KIRAN MOTOR was satisfied by majority of the respondents.

Majority of the respondents are aware of availability of exchange offers and loyalty programs of KIRAN MOTOR showroom.

Most of the respondents feel good about the effectiveness of loyalty programs carried out by KIRAN MOTOR.

All types of Demo bikes were available in showroom since, most of the respondents specified good about it.

Most of the respondents are highly satisfied with the free service campaigns offered by KIRAN MOTOR and none of the respondents are Highly dissatisfied with it.

Most of the respondents are Neutral on Extended warranty policy of KIRAN MOTOR and some of them are satisfied with it.

Consumer relations managed by KIRAN MOTOR is Good.

The overall advertising done by KIRAN MOTOR is Good since most of the respondents specified it.

Majority of the respondents has given good ratings to dealer's service and none of the respondents are specified very poor ratings.

About 80% of the respondents would advise others to buy a

YAMAHA vehicle based on their experience with it.

5.2 Suggestions:

KIRAN MOTOR could concentrate more on advertisement in Billboards and Posters, it will attract new customers.

The advertising and sales promotion programs of KIRAN MOTOR was effective so, the company would continue the same.

Advertisement of YAMAHA motorcycles with brand ambassador is in low level, hence the company could focus less on it. The customers are not aware on direct advertisement by telephone. So, the company want to create awareness by telephone calls.

The satisfaction level on extended warranty policy is only 30 percent, the company could give this to all customers.

Most of the customers are getting the income between 20000-30000. so, the company could fix the prices of vehicles at average.

5.3 Conclusion:

From this study it's all over that each Advertising and publicity ways plays a significant role in two-wheeler trade. however, we have a tendency to confirm that which advertisement ways to be adopted to a mass potential customers & beat the competitors. Here advertisement like; Billboards, Posters Newspapers are to be adopted and 2 vital publicity ways like; Discounts and Free service campaigns plays a really very important role in two-wheeler trade primarily in chandapur because it is native space. This counts abundant to induce the, complete recognition awareness and create complete Identity within the native market.

The merchandise recognition and brand recall are achieved considerably through the precise advertisements. The perception of the purchasers differs considerably towards the influence of advertisement on product recognition. it's found that some customers are unmoved by the advertisements and a few of them automatically purchase 2 wheelers with none ambition towards two-wheeler.

sales promotion is vital to boost the sales of the corporate and to succeed in new customers. every and each organization ought to have an honest strategic set up for his or her promotion to resist within the market with large competition. The discounts and loyalty program within the company can improve the sales by attracting new customers. the most effective publicity can facilitate the corporate to satisfy the structure objective. The publicity is should to boost their sales in each organization.

Therefore, the advertising and publicity plays a significant role within the organization to fulfil the structure goals and objectives. the corporate ought to frame the most effective strategic arrange to meet the competitors within the market and fulfill the client desires

BIBLIOGRAPHY

- 1. Advertising Management – concepts and cases Mahendra Mohan.*
- 2. Marketing Management – Philip Kotler.*
- 3. Branding – Geoffrey Randoll.*
- 4. Strategic Brand Management – Kapferer.*
- 5. Advertising and Sales Promotion Management – S.L.Gupta, V.V.Ratra.*
- 6. Principles and Practice of Marketing – C.B. Memoria and R.L.Joshi.*
- 7. Advertising and Salesmanship – P.Saravanel.*

WEBLIOGRAPHY

www.yamahamotorsindia.com

www.scribd.com

www.slideshare.net

www.Wikipedia.com

ANNEXURE-I

QUESTIONNAIRE

1. Age

18-20

21-30

31-40

41-50

2. Did you own YAMAHA vehicle?

Yes

no

3. The purpose of YAMAHA motorcycle bike?

Official

Household

Another

Business

4. Opinion about the price policy of YAMAHA Vehicles.

Expensive

Cheap

Affordable

Economical

5. Reasons for changing from another vehicle to YAMAHA vehicle.

The previous one was old

Increase in your income

Dissatisfaction with the performance

More traveling distance

Desire for new vehicles

Other

6. What made you to purchase YAMAHA vehicle.

Vehicle appearance

Low cost price

Fuel Economy

Easy maintenance

Credit facility

Foreign touch

7. Type of Advertising preferred.

Print advertising

Television advertising

Outdoor advertising

Direct advertisement by telephone

Road show

8. Have you come across any ads of KIRAN MOTOR in newspaper which you read?

Yes

No

9. What type of outdoor advertising you found attractive?

Poster

Neon signs

Billboards

Transit advertising

10. Which type of print media do you prefer?

Newspaper

Magazines

Yellow paper

Banners

11. The aware of sales promotions activity before purchase of YAMAHA vehicle.

Yes

No

12. Which type of sales promotion adopted by KIRAN MOTOR do you like?

Demonstration

Free service campaign

Discounts

Mass customer contact program

Exhibitions

Promotions slogans

13. The effectiveness of Advertising and sales promotion programs of YAMAHA motorcycles.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

14. The availability of demo bikes in showroom.

Very bad

Bad

Neutral

Good

Excellent

15. Satisfaction of free services campaigns offered by KIRAN MOTOR?

Highly dissatisfied

Dissatisfied

Neutral

Satisfied

Highly satisfied

16. The rating of KIRAN MOTOR advertising.

Very poor

Poor

Neutral

Good

Excellent

