

The Marketing Practices: The Efficacy of Sales Promotion in the Marketing of Two wheelers- A.P.P Motors

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Abstract:

This study aims to investigate the impact of marketing strategies on sales performance, with a specific focus on Suzuki Motor Corporation. The study employs a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. The results of the study reveal that promotional activities, customer satisfaction, and brand loyalty are significant predictors of sales performance. The study also highlights the importance of customer retention and market research in developing effective marketing strategies. The findings of the study provide valuable insights for Suzuki Motor Corporation and other automobile companies seeking to improve their sales performance.

This research study aims to investigate the impact of marketing strategies on sales performance, with a specific focus on Suzuki Motor Corporation. The study employs a descriptive research design, using a survey questionnaire to collect primary data from 105 customers of A.P.P Motors (Suzuki) in Puducherry. Secondary data is also collected from various sources, including books, journals, and the internet. The study analyses the relationship between marketing strategies, including advertising, sales promotion, personal selling, and public relations, and sales performance. The research also examines the impact of customer satisfaction, brand loyalty, and customer retention on sales performance.

Keywords: Marketing Strategies, Sales Performance, Suzuki Motor Corporation, Consumer Perception

1. INTRODUCTION

Marketing forms the bedrock of business operations, serving as the driving force behind the creation of value for customers and the establishment of robust customer relationships, ultimately translating into financial success. In today's ever-shifting business landscape, a well-crafted strategy is the compass that guides organizations through the turbulence of competition and dynamic market environments. As Mohamed et al. (2014) suggest, a marketing strategy is a systematic process that empowers organizations to allocate their limited resources strategically to seize the most promising opportunities for sales growth. Sales performance, on the other hand, encompasses all the collective efforts required to deliver products or services, often quantified in terms of the volume of items produced and services rendered within a specified timeframe.

Marketing is the foundation of business success, driving value creation and customer relationships that le-

ad to financial growth. A well-crafted strategy helps organizations navigate competition and market changes, enabling them to allocate resources effectively for sales growth (Mohamed et al., 2014). Sales performance, measured by the volume of products and services delivered, is closely tied to strategic marketing efforts. Effective sales strategies, including follow-up and sustained engagement, are key to building a loyal customer base. The marketing mix, grounded in marketing theory (Grönroos, 1994), aligns strategies with customer needs, while contemporary theories like push-and-pull emphasize customer-centric approaches to avoid being intrusive.

1.2 OBJECTIVES OF THE STUDY

To find out the customer opinion about the promotional activity of A.P.P Motors.

To find the customer satisfaction with after sales service.

2. REVIEW OF LITERATURE

Mahsa et al. (2015) emphasized the importance of effective promotional tools in sales promotion for strategic decision-making.

Ernani (2016) highlighted the influence of the marketing mix on the AIDA model in online purchasing in Indonesia.

Badhan et al. (2018) analyzed Maruti Suzuki's marketing mix, noting its success as India's largest automobile seller.

Suganya R et al. (2012) explored how brand equity impacts consumer behavior in car sales, finding brand awareness and loyalty crucial for customer retention.

Singh et al. (2013) showed that exceptional customer service enhances customer satisfaction and loyalty, leading to profitability.

Ranjith et al. (2013) focused on customer loyalty and satisfaction with Maruti cars, emphasizing the importance of price, image, and convenience.

Williard et al. (2000) categorized customer satisfaction into macro and micro models.

Kavita Sasimath et al. (2016) reviewed extensive literature on customer satisfaction, particularly in the automobile service sector.

Sarah (2017) explored marketing trends and their impact on brand performance, emphasizing adaptability and innovation.

David (2018) examined how digitalization is transforming consumer behavior and brand relationships, providing insights for businesses to enhance brand engagement.

3. RESEARCH METHODOLOGY

This study employed a mixed-methods research approach, combining both quantitative and qualitative data collection and analysis methods. The research design was cross-sectional, with data collected from a sample of 105 respondents, comprising customers of A.P.P Motors (Suzuki) in Puducherry. A structured questionnaire was used to collect quantitative data, which was analyzed using descriptive statistics, inferential statistics, and ranking methods. The questionnaire consisted of multiple-choice questions with rating scales. Primary data was collected through surveys, while secondary data was collected from the internet, books, journals, and personal conversations with Suzuki two-wheeler consumers. The collected data was represented in tables and diagrams to facilitate better understanding. Statistical tests such as percentage analysis, one-way ANOVA, regression analysis, and chi-square tests were used to analyze the data. The study aimed to test hypotheses related to the impact of marketing strategies on sales performance,

customer satisfaction, and perception. The sampling plan adopted was convenience sampling, where the researcher selected units of samples in the population that appeared convenient for conducting the research. The sample size was 105, which was deemed sufficient to represent the population of Suzuki two-wheeler customers in Puducherry.

SAMPLING

• POPULATION

A population is a sampling that is typical of a broader group of individuals (or even objects) that share one or more characteristics. In order for the study's findings to fairly represent the entire community, the sample population's members must be chosen at random. The population here represents the customers of A.P.P Motors (Suzuki), Puducherry.

• SAMPLE

A sample is a selection from a larger population of individuals, things, or things that are used for measurement. To enable us to extrapolate the research sample's findings to the entire population, the sample must be representative of the population

• SAMPLING PLAN

Convenience sampling technique was adopted. In this method the researcher selects those units of samples in the population, which appears convenient for him/her for conducting the research.

• SAMPLE SIZE

105 Samples were taken from the customers of A.P.P Motors (Suzuki), in Puducherry.

Survey method

The data was collected using a structured questionnaire designed to gather insights into Marketing practices and their balance between consistency and satisfaction of the product.

For this research, a paper-based survey was conducted with 105 customer of A.P.P. Motors (Suzuki), Puducherry. The following steps were followed:

Designing the Questionnaire: A structured questionnaire was prepared, including questions about Marketing practices, Customers flexibility, and Customers satisfaction. Both close-ended (e.g., Likert scales) and open-ended questions were included.

Direct Distribution: The researcher personally met customers across various areas and place to distribute the survey forms. This direct interaction ensured that participants understood the questions clearly.

Collection of Responses: Completed surveys were collected on the spot to avoid loss or delays.

Data Handling: Responses were manually reviewed and later digitized for analysis using statistical tools like Chi-Square, One-way Anova, Regression

4. DATA ANALYSIS AND INTERPETATION

Chi-square

Aim:

The aim of the test is to determine if there is a statistically significant relationship between customer opinions on whether Suzuki vehicles are "reliable and durable" and whether they have experienced any issues with a Suzuki vehicle.

Null Hypothesis (H₀):

H₀: There is no significant relationship between the perception of Suzuki vehicles as reliable/durable and the experience of issues with the vehicle.

Alternative Hypothesis (H₁):

H₁: There is a significant relationship between the perception of Suzuki vehicles as reliable/durable and the experience of issues with the vehicle.

| Crosstabulation | | | | | | | |
|-------------------------------------|-------------------|-------------------------------------|----|------|------|------|-------|
| | | Exprienced any issues with a suzuki | | | | | Total |
| | | yes | no | 3.00 | 4.00 | 5.00 | |
| suzukivehiclereliablea nddurable | strongly agree | 3 | 10 | 2 | 2 | 1 | 18 |
| | agree | 18 | 50 | 5 | 1 | 1 | 75 |
| | neutral | 2 | 3 | 4 | 0 | 0 | 9 |
| | disagree | 0 | 2 | 0 | 0 | 1 | 3 |
| Total | | 23 | 65 | 11 | 3 | 3 | 105 |

| Chi-Square Tests | | | |
|---|---------------------|----|--------------------------------------|
| | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 30.218 ^a | 12 | .003 |
| Likelihood Ratio | 19.439 | 12 | .078 |
| Linear-by-Linear Association | .159 | 1 | .690 |
| N of Valid Cases | 105 | | |
| a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .09. | | | |

Interpretation

The Chi-Square test results show a statistically significant relationship between whether individuals experienced issues with their Suzuki vehicles and their perception of the vehicle’s reliability and durability. The Pearson Chi-Square value is 30.218, with a p-value (Asymptotic Significance) of 0.003, which is less than the typical threshold of 0.05. This suggests that there is a significant association between the two variables. In other words, whether a person has encountered issues with their Suzuki vehicle influences how they rate its reliability and durability. Therefore, users who have experienced problems with their vehicles are likely to have different perceptions of Suzuki's reliability compared to those who haven't faced any issues.

ANOVA

Aim: To examine whether there are significant differences in how different groups rate the quality of workmanship.

Null Hypothesis (H₀): There is no significant difference in the ratings of the quality of workmanship between the groups.

Alternative Hypothesis (H₁): There is a significant difference in the ratings of the quality of workmanship between at least two of the groups.

| ANOVA | | | | | |
|--|----------------|-----|-------------|--------|------|
| whouldyournarratethequalityofworkmanship | | | | | |
| | Sum of Squares | df | Mean Square | F | Sig. |
| Between Groups | 10.917 | 3 | 3.639 | 10.487 | .000 |
| Within Groups | 35.045 | 101 | .347 | | |
| Total | 45.962 | 104 | | | |

Interpretation

The ANOVA results for the question "Would you rate the quality of workmanship?" indicate that there are significant differences in how the groups rate the quality of workmanship. The F-statistic of 10.487 suggests that the variability between the groups is much larger than the variability within the groups. This is further supported by a very low p-value of 0.000, which is below the typical significance level of 0.05. As a result, we can reject the null hypothesis, which would suggest that there are no differences between the groups. Therefore, the data provides strong evidence that the groups have significantly different ratings of workmanship quality.

REGRESSION

Aim: To investigate the relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to purchase a Suzuki two-wheeler by performing a correlation analysis.

Hypotheses:

Null Hypothesis (H₀):

There is no significant relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to buy a Suzuki two-wheeler. (i.e., the correlation coefficient is zero)

Alternative Hypothesis (H₁):

There is a significant relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to buy a Suzuki two-wheeler. (i.e., the correlation coefficient is not equal to zero)

| Descriptive Statistics | | | |
|---|------------|----------------|---------|
| | Mean | Std. Deviation | N |
| Agree that Suzuki two-wheeler shave a strong brand reputation | 1.828 6 | 0.7133 | 10 5 |
| Important has fuel efficiency in your decision to buy a Suzuki two-whellers | 2.238 1 | 1.02398 | 10 5 |

| Correlations | | | |
|--------------|--|---|---|
| | | Agree that Suzuki two-wheeler shave a strong brand reputation | Important has fuel efficiency in your decision to buy a Suzuki two-whellers |

| | | | |
|---------------------|---|-------|-------|
| Pearson Correlation | Agree that Suzuki two-wheeler shave a strong brand reputation | 1 | 0.109 |
| | Important has fuel efficiency in your decision to buy a Suzuki two-whellers | 0.109 | 1 |
| Sig. (1-tailed) | Agree that Suzuki two-wheeler shave a strong brand reputation | . | 0.134 |
| | Important has fuel efficiency in your decision to buy a Suzuki two-whellers | 0.134 | . |
| N | Agree that Suzuki two-wheeler shave a strong brand reputation | 105 | 105 |
| | Important has fuel efficiency in your decision to buy a Suzuki two-whellers | 105 | 105 |

Interpretation

The descriptive statistics show that respondents moderately agree with both statements: Suzuki's strong brand reputation (mean = 1.83) and the importance of fuel efficiency in purchasing decisions (mean = 2.24). The correlation between these two variables is very weak (0.109), and the p-value of 0.134 indicates that this correlation is not statistically significant. Therefore, there is no meaningful relationship between the perception of Suzuki's brand reputation and the importance of fuel efficiency in purchasing decisions.

FINDINGS

CHI-SQUARE

The Chi-Square test results indicate a statistically significant relationship between the experience of issues with Suzuki vehicles and perceptions of their reliability and durability. The Pearson Chi-Square value is 30.218, with a p-value of 0.003, which is less than the significance level of 0.05. This suggests that customers who have encountered issues with their Suzuki vehicles tend to have a less favorable view of their reliability and durability. Consequently, we reject the null hypothesis (H₀) that there is no relationship and accept the alternative hypothesis (H₁) that a significant relationship exists. However, it is important to note that 75% of the cells have expected counts of less than 5, which may affect the robustness of the test.

RESULT

The Chi-Square test results indicate a significant relationship between customers' perceptions of Suzuki vehicle reliability and whether they have experienced issues with the vehicle. The Pearson Chi-Square value of 30.218 and p-value of 0.003 (below 0.05) suggest that customers who face issues with their Suzuki vehicles are more likely to view them as less reliable and durable. As a result, we reject the null hypothesis and conclude that customer experiences influence their perceptions of vehicle reliability. However, the test's validity is slightly limited due to a high number of cells with expected counts under 5.

ANOVA

The ANOVA test results for the question "Would you rate the quality of workmanship?" show that there are significant differences in how different groups rate the quality of workmanship. The F-statistic is 10.487, which is quite large, indicating that the variation between the groups is much greater than the variation within the groups. The p-value is 0.000, which is less than the significance level of 0.05, indicating that the differences observed between the groups are statistically significant.

As a result, we reject the null hypothesis (H_0) that there is no significant difference in the ratings of the quality of workmanship between the groups. We conclude that there is a significant difference in the ratings of the quality of workmanship among at least two of the groups. This provides strong evidence that the groups have different opinions or experiences when it comes to the quality of workmanship. Further analysis (such as post-hoc tests) would be needed to identify which specific groups differ from one another.

RESULT

The ANOVA test results indicate that there are significant differences in how different groups rate the quality of workmanship. The F-statistic is 10.487, with a p-value of 0.000, which is well below the commonly used significance level of 0.05. This means that the variability between the groups is significantly greater than the variability within the groups, suggesting that at least two of the groups have different ratings of the quality of workmanship. As a result, we reject the null hypothesis (H_0) and conclude that there is a significant difference in the ratings of the quality of workmanship between the groups.

REGRESSION

The regression analysis aimed to examine the relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to purchase a Suzuki two-wheeler. The descriptive statistics showed that respondents moderately agreed with both statements: Suzuki's brand reputation (mean = 1.83) and the importance of fuel efficiency in purchase decisions (mean = 2.24).

The Pearson correlation coefficient between these two variables was 0.109, indicating a very weak positive relationship. This suggests that there is only a slight tendency for respondents who perceive Suzuki's brand reputation as strong to also consider fuel efficiency more important in their purchase decision. However, the p-value of 0.134, which is greater than the common significance threshold of 0.05, indicates that this relationship is not statistically significant.

RESULT

The regression analysis revealed a weak and non-significant relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to purchase a Suzuki two-wheeler. The correlation coefficient was 0.109, indicating a very weak positive relationship between the two variables. Furthermore, the p-value of 0.134 was greater than the significance level of 0.05, indicating that the correlation was not statistically significant. Therefore, the null hypothesis that there is no significant relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to purchase a Suzuki two-wheeler cannot be rejected.

CONCLUSION:

The regression analysis indicates that there is a very weak positive relationship between the perception of Suzuki two-wheelers' brand reputation and the importance of fuel efficiency in the decision to purchase a

Suzuki two-wheeler. Although respondents moderately agreed with both statements, the Pearson correlation coefficient of 0.109 suggests that the relationship between the two variables is minimal. Furthermore, the p-value of 0.134, which exceeds the typical significance level of 0.05, indicates that this relationship is not statistically significant. Therefore, we conclude that there is no meaningful or significant association between Suzuki's brand reputation and the importance of fuel efficiency in purchasing decisions among the respondents in this study.

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