

A Study on Consumer Perception of Marketing Strategies in Hero Two Wheelers in Tiruchirappalli District

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Abstract - Highly successful organizations have gained stature, respect, trust and loyalty of society by regularly introducing innovative products and solutions. Promotional and marketing strategies are the basic pillars of success of organization. small and medium enterprises don't have a marketing plan, but they have business plan as their affordable business operations. The present is selected the sample from Art and Science college located in Tiruchirappalli district namely Jamal Mohammed College, Srimad Andavan Arts and science college, St. Joseph's College, Urumu Dhanalakshmi college. Each college consists of 50 respondents. So the sample is confined as 200 prospective respondents. The research suggested that take initiative to make attractive showrooms and give training to employees how to interact with customers.

Keywords: Customer satisfaction, marketing strategy, sales after service.

I. INTRODUCTION

In globalised competition, any business or organizations' success is depends on marketing strategy. The most difficult task is to sell the products and create demand. Without marketing operations the product cannot reach the customers. Marketing and marketing strategy is creating impression in minds of customers. Marketing strategy is way how to present their products and create demand. Attractive advertisements create curiosity in name of the product. Innovation and benefits motivates purchasing decisions. Marketing strategy is blue print of doing the marketing functions and attracts the customers. Everyday new innovation has popularized and new feature products launched. Among the products how the manufacturer and marketer makes their product in unique and explain the benefits of the products.

Business operations must have their business plans. All the plans must cohesive in organizational objective. The marketing strategy is the important factor determines the brand name of the product¹. Creation of brand name and image of the organization also facilitates goodwill by way of implementing effective marketing strategy.

Highly successful organizations have gained stature, respect, trust and loyalty of society by regularly introducing innovative products and solutions. Promotional and marketing strategies are often first brainstormed and written as part of an organization's marketing plan. If small business doesn't have a marketing plan, but they should seriously consider developing one. Most marketing plans include the current or expected strategies marketer have for products, the price points of those products, how marketer intend to distribute the products, and your advertising and marketing tools. A marketing plan is also important for developing a promotional strategy as it helps business identify its target markets and to set measurable goals. It is vital to the success of the organization that marketing manager implement marketing plan that aims for growth and positive change in the bottom line².

II. REVIEW OF LITERATURE

Ronald Mani (2013) identify the factors that influence the effectiveness of marketing strategy of the two wheeler Bikes at Allahabad, Lucknow and Varanasi cities of Uttar Pradesh. The research is concentrates on which factor motivates to select particular brand of two wheelers. Maximum of the respondents prefer the design of Hero

¹ Michael C. Cant, Product Strategy: Factors That Influence Product Strategy Decisions Of SMEs In South Africa, The Journal of Applied Business Research, Volume 31, Number 2, 2015 pp. 621-630.

² Jorge Mongay, Strategic Marketing. A literature review on definitions, concepts and boundaries, 2006, Online at <https://mp.ra.ub.uni-muenchen.de/41840/>

bikes. The bikes recently introduced by Bajaj are mostly concentrates on youngsters³.

Ekta Chakravarty (2013) analyzed different strategic implementation done for the improving the sales volume in automobile company. The study was scoped to north eastern region comprising of Jorhat, Sibsagar, Kolkata, Dharmanagar, Agartala, Silchar, Shillong, Umsnai and Guwahati City for Hero Moto Corp and Bajaj. The data followed with primary as well as secondary means. The researcher seeks for the betterment of sales of these bikes and also initiates recommendation related to marketing strategies to help increase their sales⁴.

Weerasiri (2015) studied the factors effects on decisions of consumers on Indian two wheelers as a novel research. The objective of the study was to identify which brand is more popular in Indian two wheeler brands and has effect on the purchasing decision. The primary data were collected from four districts representing the Sri Lankan population using questionnaire. the researcher are employed six variables namely Price, Technology and Design, Product Awareness, Spare Parts Availability, After Sales Services and Economic Conditions. The findings also revealed several implications for marketers to better segmentation and targeting in the automobile industry especially on two wheeler sales⁵.

STATEMENT OF THE PROBLEM

The business organization progressing towards growth is depending on marketing strategy. Any product or services to reach the consumer and influence consumer behavior based marketing strategies. Marketing strategies includes product related features, price related offers, convenient service and promotional offers and so on. The marketing strategy is helps business concern make brand position in the minds of consumers. Marketing manager and business people must implement effective marketing strategies in order to improve the sales volume. Marketing strategies includes marketing mix of the product and services. Effective strategies is differentiates product and service with unique brand image from other rival companies. "The

³ Ronald Mani, A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS TWO WHEELER BIKES IN CONTEXT TO INDIAN MARKET" International Journal of Advanced Research in Management, Volume 4, Issue 1, January- April 2013, pp. 65-73

⁴ Ekta Chakravarty "Separation -A Better Tomorrow-Economy" A Study of Marketing Strategies On Automobile" International Journal of Research and Development - A Management Review, Vol.2(1), 2013, pp.88-92

⁵Weerasiri, "Factors Affecting Purchase Decision for Indian Two Wheelers in Sri Lankan Market", Kelaniya Journal of Management, Vol. 4 No. 2, 2015, pp. 10-21

present study is an attempt to know the effectiveness of marketing strategies of Honda two wheeler".

OBJECTIVES OF THE STUDY

The following objectives are framed for the present study

1. To study the effectiveness of marketing strategies of hero two wheeler
2. To know the factors influencing marketing strategies of two wheeler
3. To offer suitable suggestions to improve the effectiveness of marketing strategies in order to improve sales volume.

III. METHODOLOGY

The present study is descriptive by nature. The research covers whole tiruchirappalli district as their study area. So the whole population is considering as universe. The present study is to know the effectiveness marketing strategies of two wheelers. The present is selected the sample from Art and Science college located in Tiruchirappalli District namely Jamal Mohammed College, Srimad Andavan Arts and science college, St. Joseph's College, Urumu Dhanalakshmi college. Each college consists of 50 respondents. So the sample is confined as 200 prospective respondents.

IV. ANALYSIS AND INTERPRETAION

Opinion of the respondents about "Two wheeler advertising attracts and influence purchasing decisions of youngsters"

S. No	Level of Satisfaction	No. of the Respondents	Percentage
1.	Strongly agree	74	37.0
2.	Agree	47	23.5
3.	No opinion	26	13.0
4.	Disagree	26	13.0
5.	Strongly disagree	27	13.5
	Total	200	100.0

Source: primary data

The above table shows that 37% of the respondents strongly agree with the statement that "Two wheeler advertising attracts and influence purchasing decisions of youngsters". 23.5% of the respondents agree with the statement that "Two wheeler advertising attracts and influence purchasing decisions of youngsters". 13% of the respondents disagree with the statement that "Two wheeler advertising attracts and influence purchasing decisions of youngsters". 13.5% of the respondents strongly disagree with the statement that "Two wheeler advertising attracts and influence purchasing decisions of youngsters".

It is concluded that maximum 60.5% of the respondents agree with the statement that "Two wheeler advertising attracts and influence purchasing decisions of youngsters".

Chi-square Test

		Gender		Total	Statistical inference
		Male	Female		
Style and posture of bike	Low	17 8.5%	41 20.5%	58 29.0%	$X^2 = 0.644$ $Df = 1$ $0.264 > 0.05$ Not significant
	High	50 25.0%	92 46.0%	142 71.0%	
Mileage	Low	19 9.5%	32 16.0%	51 25.5%	$X^2 = 0.433$ $Df = 1$ $0.213 > 0.05$ Not significant
	High	48 24.0%	101 50.5%	149 74.5%	
Resale value	Low	30 15.0%	54 27.0%	84 42.0%	$X^2 = 0.319$ $Df = 1$ $0.649 > 0.05$ Not significant
	High	37 18.5%	79 39.5%	116 58.0%	
Advanced model	Low	31 15.5%	53 26.5%	84 42.0%	$X^2 = 0.754$ $Df = 1$ $0.233 > 0.05$ Not significant
	High	36 18.0%	80 40.0%	116 58.0%	
Brand name	Low	20 10.0%	30 15.0%	50 25.0%	$X^2 = 1.264$ $Df = 1$ $0.170 > 0.05$ Not significant
	High	47 23.5%	103 51.5%	150 75.0%	
Prestige of the owner	Low	19 9.5%	38 19.0%	57 28.5%	$X^2 = 0.001$ $Df = 1$ $0.556 > 0.05$ Not significant
	High	48 24.0%	95 47.5%	143 71.5%	
Overall impact on marketing strategy	Low	38 19.0%	61 30.5%	99 49.5%	$X^2 = 2.099a$ $Df = 1$ $0.97 > 0.05$ Not significant
	High	29 14.5%	72 36.0%	101 50.5%	

Research hypothesis

There is a significant association between gender of the respondents and their Overall impact on marketing strategy

Null hypothesis

There is no significant association between gender of the respondents and their Overall impact on marketing strategy

Statistical tool

Chi-square test ' X^2 ' is used for the above table

Findings

The above table shows that there no significant association between gender of the respondents and their Overall impact on marketing strategy. Hence the calculated value is greater

than the table value ($P > 0.05$). so the research hypothesis is rejected and null hypothesis is accepted.

V. SUGGESTIONS

- The attractive show room, two wheeler in different model, and customer friendly executives are major factor which is mostly influencing marketing strategy. So that research suggested that take initiative to make attractive show room and give training to employees how to conversation with customers.
- Trust worthiness of relation between sales executive and customer is important aspects of effective marketing strategy. So researcher suggested that executives explain the possibilities of favorable offers. Don't give more confidence related to offers. It leads to break customer relationship and affects organizational goodwill.

- The offer sales camp in public places, maintain the follow-up of customers details and sales after service is also one of the effective marketing strategy. So researcher suggest that the marketing manager of the retail show room take initiative sales executives make necessary steps to do in an effective manner.

VI. CONCLUSION

Marketing strategy is the hallmark of business operations to attract the customers. Marketing plan is determines product position in market share. In the two wheeler industry had impacted on technological innovations are launched every month. Heavy competition and number of possible choices impact customer purchase decision. Only effective marketing strategy helps to increase the sales volume of the two wheelers. Marketing plan explains the product features, design, price, promotional offers and also how to implement based on market survey.

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