

**ASTUDY ON “SALES PROMOTION” With referencetoLAKSHMI
HYUNDAI(SRI JAYALAKSHMI AUTOMOTIVES PVT.LTD.)
RAJAMAHENDRAVARAM**

VEMAGIRI MANOJ, 2nd MBA

Email ID:manojvemagiri@gmail.com

and

Dr. P.R.K RAJU.,

Professor

Department of Management Studies

Godavari Institute Of Engineering And Technology (Autonomous)

Rajahmahendravaram, Andhra Pradesh, India

Email ID:prkrajju008@gmail.com

ABSTRACT

The purpose of this article is to analyse Hyundai's management style and learn how the company motivates its employees to achieve optimal results so that it may remain competitive in the global market. Hyundai, which was established by Soichiro Hyundai in 1946, is a manufacturing firm. Established in Hamamatsu, Japan, Hyundai was once known as Hyundai Engineering Research until rebranding to its current name in 1952. Hyundai's goal is to be at the forefront of mobility innovation while also making people's lives easier and more enjoyable. When it comes to producing bikes and cars for export, Hyundai Motor is unrivalled. Hyundai makes a wide range of vehicles suitable for advertising. Since its inception, Hyundai has been committed to pushing the limits of technological innovation and mobility. In order to ensure that every Hyundai receives the best possible care, Hyundai has created Hyundai Authorised Service Centres. Advertisements, articles, journals, websites, social media, and billboards are just some of the ways Hyundai advertises its wares to the general public.

Keywords: Key success factor, organizational success, Hyundai, Quality service, Innovation, Technology. I

Introduction:

In the past companies concentrated on excellence and quality as the means of Success. More emphasis was laid on product-driven or technology driven expansion. Over the course of the 1990s, however, many businesses have realised the significance of making their products and services customer-centric. They have just come to realise that understanding their customers' desires, requirements, habits, and attitudes is essential to their success in the face of the enormous global, technological, economic, and social challenges that modern businesses must overcome. Further, with the steady growth of consumerism in society, the need for customer Satisfaction has gradually become the top priority of companies.

Marketing has been around for a long time. It has been practised in one form or the other since the days of Adam and Eve. However, the concept of management science as we know it today is a relatively new development. In addition, its prominence and significance have grown substantially throughout this little time frame. In fact, most management theorists and professionals across the globe now agree that marketing is the most difficult, hard, and crucial of all management roles in any firm. Due to marketing, consumers now have many vehicles from which to choose. In the event that buyers are pleased with these Automobiles, it may lead to an increase in the number of jobs available, wage levels, and general quality of life.

About Indian Automobiles History:

India is a developing powerhouse on the verge of explosion. India's exports and domestic consumption are both on the rise, contributing to an expanding economy that is presently increasing at a rate of 9-10% annually. To everyone's amazement, the Indian rupee pushed the GDP statistic beyond the trillion-dollar (42,00,000 crore) level just as predictions of a recession and overheating in the Indian economy were gathering traction.

The growth of India's automobile sector lies at the heart of the country's new international dynamic. Rising wages and easier access to financing have fueled strong growth in the domestic sector. The local automobile production base and the manufacturer's product lines are both growing steadily. The automobile industry throughout the world is hoping that

India would become a centralised production and outsourcing location for advanced value-added services.

Aboutlakshmi hyundai(sri jayalakshmiautomotives pvt.ltd,)rajamahendravaram

In Korea, the most popular automobile brand is "Hyundai," which is also a major player in the global car business. Hyundai has achieved an impressive track record for growth in both quantity and quality, evolving from a locally focused manufacturer to a worldwide participant and key contributor to Korea's economic and industrial development. Hyundai Motor Company is rapidly expanding towards its goal of being a top automaker in the globe.

HMC's parent company, Hyundai Business Group, was the biggest conglomerate in the country when it was founded in December 1967 with the intention of joining the vehicle business to address the rising demand for automobiles inside the country.

Scope of the study:

The research is meant to help businesses determine which sales promotion strategies work best for them. In order to boost sales, you need pick up the speed. Providing exactly what the client wants and needs. To find out the purchasing tendency of the customers. It changes the buyer's conduct and persuades them to pursue the desired course of action. Promotion has become required since the process of selling is more difficult now because Cars are more technological, buyers are smarter, and the competition is stronger. Sales promotion is a vital marketing tool that helps keep the marketing machine running smoothly. Advertising, sales promotion, and personal selling are all forms of promotion that are closely tied to one another and reinforce one another's efficacy.

Objectives of the study:

- The purpose of this investigation is to learn about Lakshmi Hyundai., Rajahmundry's sales marketing operations.
- Learn more about Lakshmi Hyundai's sales marketing strategies, methods, and tools.
- Find out how happy customers are with Lakshmi Hyundai's sales promotion efforts.
- To learn what makes customers interested in purchasing from Lakshmi Hyundai.
- To provide advice on how to boost sales in a crowded marketplace.

Methodology of the study

The term "data collection" is used to describe the process of systematically acquiring information pertinent to the study's topic in order to satisfy research needs. How information is gathered is determined primarily by three factors: the type, goal, and inquiry on the one hand, and availability and time on the other..

1. Primary data
2. Secondary data

Primary data:

Primary sources of Data:

In other words, primary data are the ones that are obtained in a brand new and original study. An well crafted questionnaire was used to gather the study's key data.

Questionnaire method:

In order to avoid wasting time, we carefully crafted a questionnaire to use for our data collection.

Secondary data:

Secondary sources of data:

Secondary data refers to information that has previously been acquired and analysed by another party. Secondary sources such as the business website, product brochure, and other published publications are also used to compile this information.

Sampling: Sample unit consists of customer's of Lakshmi Hyundai.

Sample size: The sampling technique is simple random 100 respondents were selected from Lakshmi Hyundai.

For the purpose of DATA ANALYSIS following formula is used:

Number of respondents/ total number of respondents*100

RESULTS AND DISCUSSIONS:

TABLE-1

WHAT IS THE OCCUPATION OF THE EMPLOYEES PURCHASING LAKSHMI HYUNDAI PRODUCTS:

S.NO	RATING	PERCENTAGE OF RESPONDENTS
1	Self Employed	10%
2	Professional employed	30%
3	Government employees	30%
4	Private employees	30%
	Total	100%

Source: Data compiled from questionnaire

Respondents purchasing Lakshmi Hyundai products are mostly self-employed 10%, professional employees 30% government employees 30% and private employees are 30%.

TABLE-2

WHAT IS THE CONSUMER OPINION ABOUT THE ADVERTISEMENT:

S.NO	RATING	PERCENTAGE OF RESPONDENTS
1	Reachable	50%

2	Not reachable	20%
3	understandable	30%
	TOTAL	100%

Source: Data compiled from questionnaire

According to consumer opinion about advertisements 50% respondents responded as it was reachable, 20% responded as non-reachable and 30% as understandable.

TABLE-3

**WHAT IS THE CONSUMER PURCHASE HABIT ABOUT THE COMPANY
SERVICES AND PRODUCTS:**

S.NO	RATING	PERCENTAGE OF RESPONDENTS
1	Family	45%
2	Economic	20%
3	Business class	35%
	TOTAL	100%

Source: Data compiled from questionnaire

From the above table it is clear that Consumer purchase habit about the company service and products 45% responded as per family, 20% per economic level and 35% depending on business class.

TABLE-4

**AMONG ALL PRODUCTS OF LAKSHMI HYUNDAI WHICH PRODUCT
CONSUMER PREFER MORE IN LAKSHMI HYUNDAI:**

S.NO	RATING	PERCENTAGE OF RESPONDENTS
------	--------	------------------------------

1	Television	30%
2	Cars	40%
3	Air conditioner	20%
4	Refrigerator	10%
	TOTAL	100%

Source: Data compiled from questionnaire

According to the consumer preferences among all products of Lakshmi Hyundai 40% customers prefer cars, 30% prefer television, 20% prefer air conditioner and refrigerator 10%.

Findings:

The following are derived from the data evaluated and analysed by survey:

1. According to the survey it was found that Lakshmi Hyundai Cars have quality than other products.
2. Among total respondents it was found less than half of the respondents are likely to purchase Lakshmi Hyundai Cars only because of good performance.
3. Among total respondents more than half of the respondents are likely to suggest their friends or relatives to buy Lakshmi Hyundai Cars.
4. According to the survey half of the respondents felt that Lakshmi Hyundai done very strong sales promotion
5. . Maximum number of respondents responded that Insurance coverage facility is provided by Lakshmi Hyundai company for its Cars .
6. More than half of the respondents are felt happy with the quality of Lakshmi Hyundai Cars.

Conclusion:

Lakshmi Hyundai is considered as one of the most efficient company in India. Sales of Lakshmi Hyundai go high as economy is considered while buying a new product. Most of the customers agree that Lakshmi Hyundai is best quality with reasonable price. Lakshmi Hyundai Company provides better facilities as compared to other. Lakshmi Hyundai has a very high level of customer satisfaction.

References:

1. Gedenk, K., Neslin, S. A., & Ailawadi, K. L. (2010). Sales promotion. *Retailing in the 21st century: Current and future trends*, 393-407.
2. Blattberg, R. C., & Neslin, S. A. (1993). Sales promotion models. *Handbooks in Operations Research and Management Science*, 5, 553-609.
3. Kazmi, S. H. H., & Batra, S. K. (2009). *Advertising and sales Promotion*. Excel Books India.
4. Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of marketing*, 64(4), 65-81.
5. Peattie, S., & Peattie, K. (2012). Sales promotion. In *The marketing book* (pp. 490-516). Routledge.
6. Peattie, S., & Peattie, K. (2012). Sales promotion. In *The marketing book* (pp. 490-516). Routledge.
7. Van Heerde, H. J., & Neslin, S. A. (2017). Sales promotion models. *Handbook of marketing decision models*, 13-77.

8. Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the influence of sales promotion on customer purchasing behavior. *International Journal of Economics & management sciences*, 4(4), 1-6.
9. Alvarez Alvarez, B., & Vázquez Casielles, R. (2005). Consumer evaluations of sales promotion: the effect on brand choice. *European Journal of Marketing*, 39(1/2), 54-70.
10. Gupta, S. (1988). Impact of sales promotions on when, what, and how much to buy. *Journal of Marketing research*, 25(4), 342-355.