

# **A PROJECT REPORT**

(18MBAPR407)

on the Topic

**“A STUDY ON ADVERTISING AND SALES PROMOTION STRATEGIES OF LAXMI INTERNATIONAL: DEALER OF YAMAHA MOTORCYCLE INDIA PVT LTD”**

By

**SUHAS A**

**USN: 1CY18MBA50**

**MBA 4<sup>th</sup> Semester**

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI  
in partial fulfillment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

## **INTERNAL GUIDE**

**Prof NAMITA P KONNUR**

Assistant professor

Department of Management

Studies

CMR Institute of Technology

BENGALURU

## **EXTERNAL GUIDE**

**MR SRINIVAS**

Assistant manager

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(Yamaha motors India Pvt  
Ltd)

BENGALURU



**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**C M R INSTITUTE OF TECHNOLOGY**

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

**June/July 2020**

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# CERTIFICATE




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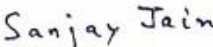
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## CERTIFICATE

This is to certify that **Mr. SUHAS A** bearing USN **1CY18MBA50** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON ADVERTISING AND SALES PROMOTION STRATEGIES OF LAXMI INTERNATIONAL: DEALER OF YAMAHA MOTORCYCLE INDIA PVT LTD"** is prepared by her under the guidance of **Mrs. Namita P Konnur**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

  
Signature of Internal Guide

  
Signature of HoD  
Head of the Department  
Department of MBA  
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Bangalore-560 037

  
Signature of Principal  
Principal  
CMR Institute of Technology  
Bangalore - 560037

Evaluators

1) Name of external evaluator

Signature with Date

2) Name of internal evaluator

Affiliated to Visvesvaraya Technological University, Approved by AICTE New Delhi,  
Accredited by NBA New Delhi, Recognised by Government of Karnataka

ACCREDITED BY THE NATIONAL BOARD OF ACCREDITATION

# CERTIFICATE



**YES! YAMAHA**

Date: 16/02/2020

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Suhas A studying MBA (Reg no: 1CY18MBA50) student of CMR Institute of Technology, Bangalore. Has successfully completed his internship & project work in Laxmi International from (02/01/2020 to 16/02/2020).

He was sincere and had taken keen interest in completing his training and project work, we wish him all the best for his success in future endeavors.

Thanking You.

Yours Faithfully,

Srinivas



## **LAXMI INTERNATIONAL**

Authorised Main Dealers for YAMAHA Motor India Pvt. Ltd.

No. 5, Arekere Gate, Omkar Nagar, Bannerghatta Main Road, Bangalore - 560 076

Mob.: 90660 09999 Ph.: 080-40999011 / 080-40999012 / 080-40999013

E-mail : sales.laxmiyamaha@gmail.com / service.laxmiyamaha@gmail.com / Visit:www.laxmivamaha.com

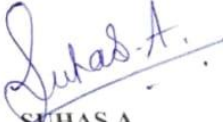
# **DECLARATION**

## **DECLARATION**

I, **SUHAS A** hereby declare that the Project report entitled "**A STUDY ON ADVERTISING AND SALES PROMOTION STRATEGIES OF LAXMI INTERNATIONAL: DEALER OF YAMAHA MOTORCYCLE INDIA PVT LTD**" prepared by me under the guidance of **Ms. NAMITA P KONNUR** faculty of MBA Department, CMR Institute of Technology and external assistance by **Mr. SRINIVAS ASSISTANT MANGAER LAXMI INTERNATIONAL: DEALER OF YAMAHA MOTORCYCLE INDIA PVT LTD** also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: **BENGALURU**

Date: **22/06/2020**



**SUHAS A**

USN: **1CY18MBA50**

## **ACKNOWLEDGEMENT**

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

I am extremely thankful to **Prof. Sandeep Kumar**, Head of the Department of Management Studies and Research, CMR Institute of Technology, Bangalore, for his advice and support throughout the completion of the project work.

It gives me immense pleasure to record my thanks to my Internal Guide, **Prof Ms NAMITA**, assistant professor of the Department of MBA of CMR Institute of Technology, Bangalore, for her valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, **MR SRINIVAS ASSISTANT MANGAER LAXMI INTERNATIONAL: DEALER OF YAMAHA MOTORCYCLE INDIA PVT LTD** which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

**SUHAS A**

**USN : 1CY18MBA50**

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## EXECUTIVE SUMMARY

YAMAHA MOTORCYCLE INDIA (PVT LTD), the market leader in two wheeler vehicles in India. The company started manufacturing commercial vehicles in 1955. YAMAHA is the leader by far in commercial vehicle and the second largest in the passenger vehicle market. The company is the world's 6<sup>th</sup> largest medium and light commercial vehicle manufacturing.

YAMAHA is best known for two wheeler vehicles in India, Its automotive division, the company's oldest unit (founded in 1955), makes two-wheelers (vehicles with gear and without gear).

Today, company operations span 18 key industries that form the foundation of every modern economy: aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two wheelers.

YAMAHA MOTORCYCLE, formed in 1955 for India's green revolution, manufacture's are planning to introduce electric vehicles across the world to contribute towards eco-friendly products . It also produces bicycles . The company has facilities located throughout India.

The survey involved gathering wide information about the company, its products, advertising and sales promotion and impact of various competitive firms on the company.

From the information collected, various aspects were identified where the company needs to focus more to improve the efficiency of marketing team of YAMAHA motor cycle.

The research was conducted through collection of primary and secondary data. Secondary data was collected through visiting various web sites, automobile magazines and other reliable sources. Primary data was collected

through a well-framed questionnaire, of which later a detailed analysis was done using various statistical tools like MS Word and Excel.

On the basis, the secondary data analysis and the extensive analysis of the primary data, interpretations were drawn for the questions and conclusion is drawn. Certain suggestions are also drawn from the analysis to help.

# CHAPTER 1

## INTRODUCTION

### **1.1 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.

## 1.2 COMPANY 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. SM IPL 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. nowadays YAMAHA is among the world's biggest automakers, and a critical brand in fundamental markets, together with 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 &#40; manual & automatic&#41; 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 aftersales 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 Outboard Motors.
- 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

**3.1.2 Profile of LAXMI INTERNATIONAL:**

LAXMI INTERNATIONAL is the leading two-wheeler motor cycle show room in chandapur Bangalore, 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. LAXMI INTERNATIONAL is located in Bannerghatta main road, 11 km from Bangalore.

**Infrastructure facilities:**

LAXMI INTERNATIONAL is managed by a bunch of proficient and educated team. a number of the special options and facilities of LAXMI INTERNATIONAL 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 diagnostic gages.
- Dust free room
- Well-laid body repair division
- Factory trained persons
- Highest quality and economical service within the shortest time.

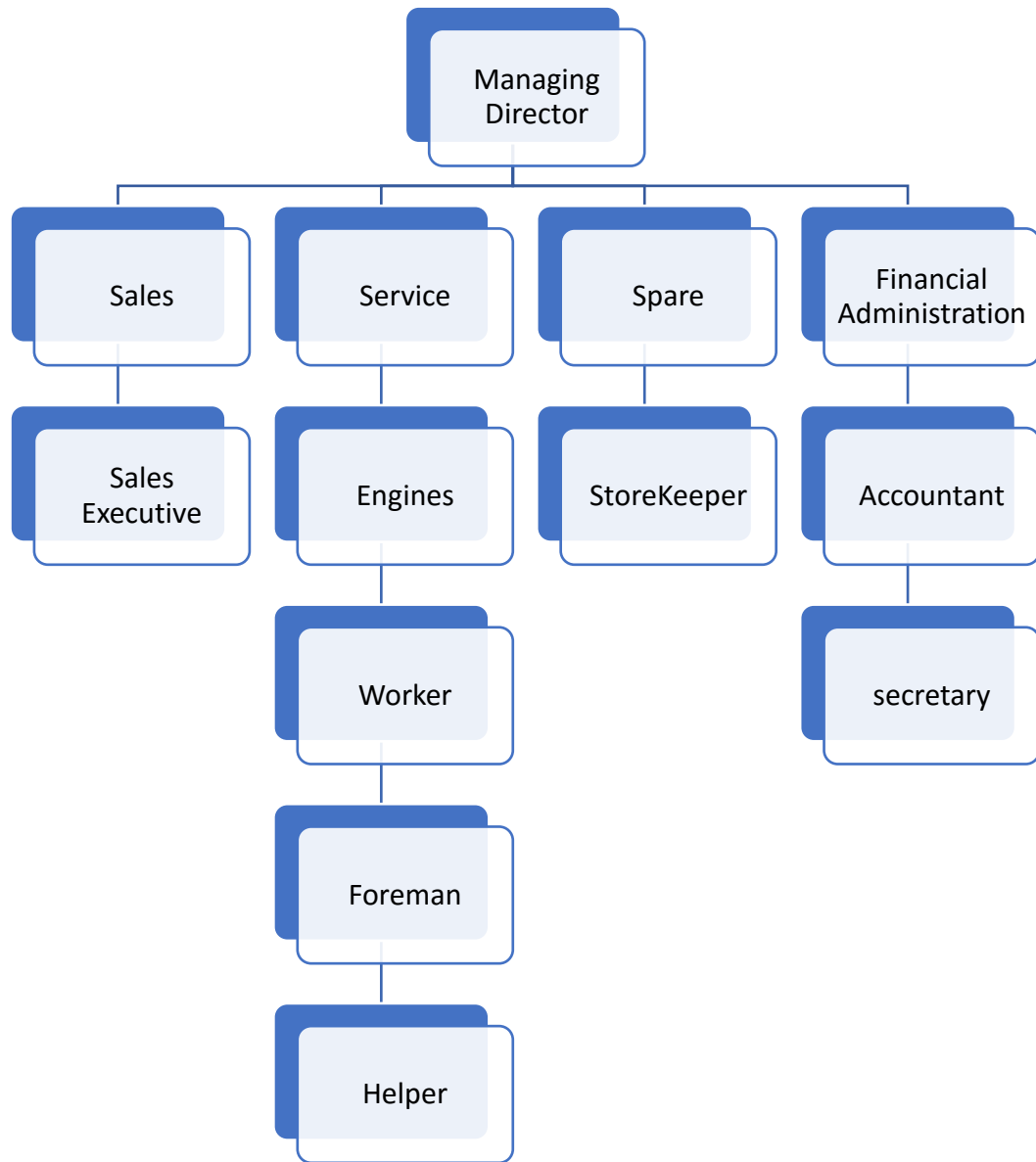
These are the square measure facilities provided by the LAXMI INTERNATIONAL to draw in the customers.

**Vision and Mission:**

**Vision:** LAXMI INTERNATIONAL has been operating with both sales management system and service management system.

**Mission:** LAXMI INTERNATIONAL will strive hard to retain its place as one of the premier Motorcycles and scooters selling companies in chandapur, Bangalore through sustained research and development and expansion of its operations in sales and services.

**The Organization chart of LAXMI INTERNATIONAL at Bangalore:**



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, LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL:**

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 motorcar mobile magazines like automotive and bike international and auto journals, etc. LAXMI INTERNATIONAL pay nearly Rs. 15,000-20,000 on the newspaper advertising. The LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL 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, LAXMI INTERNATIONAL aren't ready to adopt all out of doors media 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 LAXMI INTERNATIONAL:**

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

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 LAXMI INTERNATIONAL has shown a substantial growth over passing years.

## **CHAPTER 2**

### **CONCEPTUAL BACKGROUND AND LITERATURE REVIEW**

#### **2.1 Theoretical Background of The Study**

##### **2.1.1 Theoretical background of advertising:**

The present economy is characterized by the excessive specialization, production and competition. This has redoubled the importance of advertising within the fashionable business world. Advertising is growing as associate business within the fashionable national and international market state of affairs. At each purpose of the day you're bombarded with business messages. Advertisements area unit everywhere. after you awaken within the morning by your bed facet Radio, after you develop junk from the doormat, after you stand at poster - laden stop, after you sit on the bus itself, after you scan newspaper, after you send and receive e-mails, go surfing to cyber web, and after you watch TV in the dead of night, the business assault on your senses appears relentless. analysis in America has calculable that by the age of eighteen, the common yanked are seeing around three,50,000 commercials.

Advertising is that the structured and composed impersonal communication of data, sometimes purchased and typically persuasive in nature, concerning merchandise by known sponsor through varied Medias'. Advertisements have 2 basic purposes: to tell and persuade. It informs the customers concerning the product- once it's accessible, wherever it's accessible and at what value and there by persuades them to shop for the merchandise. It allows the customers to check and choose between the merchandise and services accessible. This helps them to exercise the correct of free alternative among the varied alternatives accessible within the market. Advertisements that area unit the crux of any free enterprise, plays a polar role within the economic progress of a nation. Even the erstwhile socialist nations now not take into account advertisements as taboo, rather they're turn spherical to the read that it's an important part of any sale promotion and measures with its profit spreading over an extended amount of your time. within the gift era of data explosion and media influence, these advertisements play a significant role in

dynamic the settled perception or thinking that otherwise referred to as angle of the customers and conjointly consumption pattern of the society generally. Thus, impact results in cultural and social modification to an excellent extent. underneath this example, effectuality of the manufacturer, marketers and advertisers is tasted in churning out advertisements, matching the expectations of the customers, which can step by step achieve desired attitudinal changes in them.

Advertising little doubt improves the economies of developed and developing countries. It stimulates demand for the merchandise, will increase production, and generates employment within the economy. However, the role of advertising has usually been a theme of abundant discussion within the society. Advertising could also be helpful to the customers considering that dissemination of data is important once a emptor needs to create an alternative from varied merchandise and services. the other read is predicated on the competition that buyer's area unit duped by deceptive advertising and thence advertising ought to be curtailed or a minimum of strictly regulated. In an attempt to influence customers, associate adman might not, be utterly truthful or unbiased within the message. Viewers usually see advertising as spare, irritating, artful, and deceptive.

### **1.2.2 Theoretical background of Sales promotion:**

In general, marketing is employed to encourage immediate action among customers. worth adding and worth increasing promotions square measure targeted with distinctive objectives to potential users, rival loyal, complete switchers and constant customers. The doable issues valuable increasing marketing within the context of economic services were known and extra use valuable adding promotion is usually recommended. Intense competition within the Mastercard markets has created worth reductions nearly imperative however extant the competition needs a lot of. One promotional methodology to be wont to stand out from competition may be the multiplied use valuable adding promotion. within the promotion of the company's Mastercard, worth adding deals adore the multiplied bonuses and sweepstakes square measure employed in addition to the worth increasing worth reductions. marketing dialogue was conjointly mentioned within the previous Chapter. The boosting result of marketing to short sales is wide accepted within the literature. analysis on semi-permanent effects has but, offered some



inconsistent results. In contrary, several researches have unconcealed results indicating that marketing doesn't have an effect on semi-permanent sales or perhaps that promotion may decrease semi-permanent sales.

Promotion is simply just like the plug within the selling combine. it's the method of promoting communication involving data, persuasion, and influence. Promotion has been outlined as “co-ordinate self-initiated efforts to determine channels of knowledge and persuasion to facilitate or foster the sale of products or points of read.” Thus, promotion is persuasive (Communication to tell potential customers of the existence of product, to steer them that those products have wish satisfying capabilities). The selling combine (or promotion combine) encompass 5 major modes of communication mix. Advertising, marketing, packaging and private marketing. All components of promotion combine have an outlined all told stages of the marketing method. the target of promotional methods is to influence the client in such the way that he should purchase the merchandise of his own can so patronizes constant complete in future too. Thus, there square measure 2 vital activities. to allow data regarding the merchandise. To influence (increase) the demand of the merchandise. inside the 5 sorts of promotion, every as distinct option that verify in what scenario it'll be handiest.

A marketing stimulates client purchases and also the potency of distributors through selling activities excluding advertising, packaging and then on. In different words, a marketing provides the inducement for customers to get some specific product, and this incentive is totally different from the inducement provided by advertising with relation to the explanations to get those specific products.

The purpose of a marketing is to draw in new customers, maintain existing customers World Health Organization square measure considering change brands and provides incentives to customers World Health Organization square measure getting ready to use competitor product. ads vary counting on the case and wish, and that they have an instantaneous result on product purchases. field nontaxable outlets aim to sell product throughout a brief amount of your time and facilitate potential nontaxable customers create selections simply as they contemplate various alternatives before getting product.

A marketing is classified as either a price-discounting marketing or a price adding marketing, counting on the character of its incentive.

A price-discounting marketing, given as a unit worth, discounts the worth temporarily; ways of doing this embrace the utilization of coupons, worth discounts and money refunds. a price adding marketing, that is extremely possible to be structured as a separate profit as a result of its differentiating unit isn't worth, includes the utilization of premium gifts and free gifts through a bonus pack draw. A worth discount is that the deduction of an exact quantity of cash from the tag costs throughout an exact amount of your time at associate field nontaxable search. A coupon refers to a certificate that has a worth discount or special profit to solely the holder of that coupon. A gift refers to a free gift for purchasers, and a points system converts an exact quantity into millage that may later be used as cash. client reaction usually varies counting on the sort of marketing being used; a special sale item may increase associate existing consumer's inclination to form an acquisition, whereas different styles of ads may be more practical in attracting new customers.

Thus, this study investigates that field nontaxable ads wear client satisfaction and that of the four styles of ads has the best effect on client satisfaction. client satisfaction is that the overall satisfaction that associate field nontaxable user has once experiencing a marketing, and client worth is that the valuation of the time, effort and quantity of cash endowed within the marketing by the field. company image is outlined because the overall image of the field within the minds of field users. client satisfaction and client worth act with each other, and these 2 variables square measure the factors that square measure crucial in poignant the activity intention of consumers.

### **Importance of Advertising:**

“You're right to choose”

The word advertising has its origin from a Latin word “advertise” which suggests to show to the wordbook of the word is to “announce publicity”. In alternative words, it may be understood on flip the eye of the folk's concern to a particular issue that has been proclaimed by the advertiser so as to tell, AN influence with the concept that the

advertise carries. In business the word advertising is principally used with relevancy marketing of product.

Peter F Drucker points out that the aim of selling or business is “To produce a customer”.

This means it's difficult to induce client to any product during this gift competitive world. Few decades back the vendor was the king of the market. the easy reason for this was the dearth of competition; the client had to bounce in keeping with the tune of the vendor. however, because the time went on there have been too several merchandise and sellers. This gave the client an opportunity of choice and trafficker had to say no for his despotism.

This has gained abundant importance to the sector of “Advertisement and sales promotion”. It gave birth too several advertising and sales promoting consulting agencies in recent years. this alteration is thanks to the client awareness and enormous vary of product choice.

The word “Market” comes from the word “Marcatus” which suggests “To Trade”. promoting could be an enterprise designed to arrange, price, promote and distribute product, or services for the good thing about the client.

In the long haul serviceable of AN trade depends upon the satisfaction of the client by their product and repair. In alternative words, glad client can create perennial purchase. perennial purchase keeps the firm busy.

Advertising is three-dimensional. Its scope is ever increasing. commercial and advertising could be a paid variety of communication, a strong promoting tool and a very important part of national economy. it's vital to the trendy world of business. It pushes the merchandise within the market by attracting the client as well as interest in their minds, making style and eventually creating them to shop for the merchandise. it's conjointly termed as mass paid variety of communications by known sponsors. Advertising is barely one component combine however typically takes a lot of prominence in coming up with overall marketing combine. Advertising factors within the business is an impersonal means that of communication and is geared toward teams instead of people.

Thus, advertising is that the requisite to the success of business and trade. it's of selling and means that of communication. it's in numeral means that, way, veils ideas of endeavor the client perspective, interest and intention. it's an impersonal attainment that helps in mass marketing.

Management could be a field of study wherever new techniques are found to resolve the issues long-faced in administration of a priority. Business is an establishment wherever folks invests cash and used such resources as would like, machine and cash, etc., to provide product of services within the hope of sick their cash and profit of the investment.

Every company will be promoting as no company will service while not promoting. within the gift study a shot is created to all or any these short periods to grasp the target and apply of selling in LAXMI INTERNATIONAL at metropolis.

Advertising is one in all the tools of selling management, that could be a part of the general promotion combine strategy of a corporation. within the earlier days once corporations followed the merchandise and marketing conception, advertising was thought-about excess and treated intrinsically. it had been thought-about a straightforward art of drawing attention to what's accessible within the market place. Advertising wasn't solely passive however conjointly restricted in scope. throughout this era, the advertising media was confined to drawing the wall and stating wherever it had been accessible. it had been conjointly handled by inexperienced and mature personal.

Advertising is multidimensional; it's a variety of mass communication, a strong promoting tool, a part of the national economy, a way or instrument of management. Advertising is one a part of promoting and communication method.

Advertising these days is a lot of informative a lot of valuable as promoting activity geared toward informing and education each to shopper and general public on what the merchandise is will do and also the atmosphere factors.

That are taken in to thought, within the style and production of the merchandise advertising is assisted at informing and persuading the patron to require desired action.

### **Meaning and Definition:**

The term advertising is taken from the Latin word “Advertise” which means to “Turn up”. It is defined by standard dictionaries as “to announce publicity or to give public notice” it is a tool to turn the attention of the people concerned to the specific thing that has been announced. In business terms advertising is an attempt to promote sales by print.

According to *Gardner*, advertising is “A means of mass sewing that has grown up parallel with and has made necessary by mass production”.

In the words of *Santon*, “Advertising consist of all activity involved in presenting to a group of non-personal, by oral or visual openly sponsored, Message regarding a product or service. Disseminated through one or media and it is paid for by the identified sponsor”.

### **History of Advertising:**

Advertising is as recent as man each folk in their existence need to speak to personate to influence and result in some action. At the top of seventeenth century in nice variety of economic newspaper were printed in European nation.

The first advertising giving low was created in Newspaper in European nation in 1652. Then chocolates and tea were publicized in European nation 1657 and 1658 severally. This was largely pioneering in nature. The competitive advertising was showing in eighteenth century.

Industrial revolution crystal rectifier to the enlargement of man factory-made product in America and Europe. native market was replaced by extended domestic and international market.

### **What Advertisement Is?**

Advertisement may be a mass human activity of data supposed to steer consumers to shop for product with a read to maximizing a company’s profits. the weather of advertising is:

(i) it's a mass communication reaching an oversized cluster of shoppers.

(ii) It makes production attainable.

(iii) it's non-personal communication, for it's not delivered by AN actual person, neither is it addressed to a particular person.

(iv) it's an advert communication as a result of its accustomed facilitate assure the publicize of a protracted vocation with profitable sales.

(v) Advertising are often economical, for it reaches giant teams of individuals. This keeps the price per message low.

(vi) The communication is speedy, allowing a publicize to talk to innumerable consumers during a matter of a number of hours.

(vii) Advertising is known communication. The publicize signs his name to his publicity for the aim of commercial enterprise his identity.

#### **Essential of good Advertising:**

A good advertising is one that's one takes to the purpose of final a purchase. Such an advert ought to possess such qualities as,

- Being seen by the required product.
- Being red by them with nice interest.
- Being properly understood by the prospects.
- specifically, because the advertise desires.
- Being believed by them and build confidence.
- Being the will to buy the merchandise or service offered available.

To achieve these objectives economical designing, organizing and management square measure essential. it's not terribly straightforward to outline the aim of advertising. it's fairly clear; but what advertising purported to do.

In final terms, advertising is undertaken to extend company sales and gain over what they otherwise may well be. The major purpose of advertising is to boost potential buyer's responses to the organization and its offerings. It makes an attempt to try to this by providing data and by provision persons for preferring explicit organizations provide.

### **Nature and Scope of Advertisement:**

Advertisement is a vital tool and used as a method of communication strategy. it's a style of mass communication; it's associate degree impersonal means that of communication geared toward teams instead of people. Advertising is simply one part of promotion combine however supply takes additional prominence overall promoting combine. Advertising is mass and paid communication of products, services or concepts by on known sponsors.

### **Role of Advertising in Society:**

Advertising is geared toward society and thence, affects society's social and economic lives. Advertising effects society in several ways that which has

1. An economical supply of knowledge on merchandise and services so client will improve commonplace of living additionally as their social rank.
2. Reducing cost and makes personal commercialism more practical and wherever potential eliminates it.
3. Motivating exaggerated productive effort by each management and staff.
4. Encouraging competition by lowering data value, posters, product quality through clear whole identification of producers or distributors irresponsibleness.
5. Enabling each prints and broadcast media to keep up freelance from government and political parties and alternative interest teams.

Put in differently, advertising encourages economic process, helps to keep up competition and informs shoppers. Advertising has persuasive skills with that it affects the society. It will therefore conjointly through its honesty and lies, elegance and tastelessness. It conjointly impacts cultural values and lifestyles.

### **Advertising in India:**

Prior to independence, British people controlled the economic power of the country. At this point, advertising was meted out principally for them. However, when the country's independence, advertising has shifted from promoting British luxury merchandise to client merchandise.

In Asian nation advertising has compete a significant role within the development method by making demand for goods and raising the living commonplace of millions, curiously advertising in Asian nation these days is not any longer orientating because it was in starting. Advertising has conjointly competed vital role in rural development. to Illustrate, the film on geographic area lever on oxen fed isn't price during this association.

Advertising in Asian nation has registered rising and has nonheritable sure degrees of skilled character. However, it still seems to be in unblushing, unable to draw in the most effective management abilities except for being administratively weak. it's conjointly been unable to device a self-regulatory mechanism that's necessary for its survival and growth.

### **Advertising as part of the Marketing Mix strategy:**

- 1) Marketing strategy is consisting, applicable and possible set of principle through that company hopes to realize its long-term client and profit objectives during a particular competitive setting.
- 2) When doing marketing- coming up with, market data is employed to assess the things, choose specific promoting targets within the style of promoting phase, for every phase a mix of promoting activities is meant and enforced. These promoting activities (design and implement) combined square measure referred to as "Marketing Mix". The promoting combine strategy is thus the bunch of all promoting components or resources. this suggests the blazing of 4 inputs,
  - 1) The product mix
  - 2) The promotion mix
  - 3) The price mix
  - 4) The place mix



The various elements of these mixes are shown as in the following table,

Sl. No	Marketing Mix	Marketing Mix Elements
1	Product Mix	Brand Color Design Packaging Product Service Style Warranty
2	Promotion Mix	Advertising Personal selling Publicity Sales promotion
3	Price Mix	Allowance Basic price Discounts Pricing policy Pricing strategy Terms of credit

4	Place Mix	Distribution channel  a. Wholesalers b. Retailers  Physical distribution  a. Transport b. Warehouse c. Inventory
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**Strengths of advertising:**

1. It offers planned and controlled image of the merchandise.
2. It will reach and influence varied folks briefly time.
3. It will deliver the message systematically.
4. It will reach sellers United Nations agency cannot be approached by sales man.
5. It helps in making most interest and supply correct information of the new product within the market.

**Benefits of Advertising:**

The advertising will offer the benefits to manufacture, customer and society.

**Benefits to Manufacture:**

Advertising can increase the sales volume of the merchandise by increasing or crating demand of the merchandise, a well-organized movement produce a extremely responsive that successively insure facts and nice turnover of the products. Advertising leads lower prices of promoting and production because of enhanced volume of sales. because the cost is average low owing to saving in warehouse, transportation and different value. And additionally, produce goodwill.

**Benefits to Customers:**

Advertising helps the buyer in promoting call concerning the advantage and demerits of assorted product. By advertising the products, a manufacture comes within the direct bit of the buyer. there's a truth that advertising is an academic and dynamic principle.

**Benefits to Society:**

The beginning of advertising typically occupied some previous rocks and corners within the newspapers however this state of affairs in mere the reverse fashionable civilization is sustained by press and press is located by advertising. Journals, newspapers, periodicals, etc. all look to advertisement for factor support and substances.

**Role of Advertising in Marketing:**

It has been right ascertained that solely the mint might build cash while not advertising. The contemporary production implies mass distribution within the presents of stiff competition. This imply a strictly planned and well dead methodology of informing the potential customers concerning the merchandise and persuading them to shop for the merchandise or service.

Advertising is that the use of paid from, sponsored by known in mass media. the most purpose of advertising is to sell one thing, which can be a product, service or plan.

Advertising is employed to re-assure consumers that they're right in their shopping for call. It enhances the ethical of the sales division and dealers and by therefore doing, securing correct distribution of the merchandise publicized. Advertising is additionally a tool that promotes the pictures of the firm sponsoring it. normally advertising will perform the subsequent perform for selling management;

1. It offers planned, controlled message concerning the merchandise.
2. It contacts and influences varied folks at the same time, quickly and at an occasional price per prospect.

**Weakness of Advertising:**

Advertising is not miracle as long as marketing is concerned. It has several limitations, which includes the following,

1. Advertising is a smaller amount effective than general mercantilism and advertisement at the later stage of the mercantilism method.
2. Advertising doesn't essentially reach the consumers once they are within the shopping for mood.
3. Advertising might typically lack credibleness and credit good.
4. Advertising could also be the foremost economical communicative tool however it's not best.
5. Advertising cannot acquire fast and correct feedback so as to judge the effectiveness of the message.

**Importance of Sales Promotion:**

Sales Promotion has been recognized as a lubricator to sales efforts. It contains wide ranges of sensible promotional tools of short term incentive nature designed to stimulate earlier or sturdy prospective buyer's responses. It fulfills gap left by advertising and is bothered with creation. Application and use of techniques that may augment advertising and private commerce efforts whereas advertising informs, publicity instigates.

Sales promotion is desired as activity however personal acquirement, advertising purchases and dealer effectiveness. This includes window show, demonstrations, sample distributions, coupon premiums, contexts, shopping for allowances, discounts gifts, sales contest, etc.

A good product with engaging packing, affordable worth and sensible advertising coverage might not be simply sold. The sales of the merchandise area unit to be promoted through variety of influences wherever prospecting. customer and sales meet face to face, it implies that all prospective patrons of the merchandise should be engaging patrons of the merchandise should be attracted urged and persuaded to shop for the product. this is often done by publicity whereas has been taken as providing the link between product

information and market. The role of publicity is to stimulate shopper getting at the purpose of sales and dealer's effectiveness at the retail channel distribution.

It short, it's a bridge or connecting link, covering the gap between advertising and private acquirement area unit the 2 wings of promotion.

**Objectives of Sales Promotion:**

Sales promotion arouses enthusiasm; produce shopping for mood or pays immediate reaction from customers, dealers and firm's sales persons. several commercials campaign use money incentive, that represent and add price to a proposal to encourage an understandable activity response.

The results of effective total selling applied scientist depends on position customer's reaction associated an intense well-organized commerce effort by sellers and sales persons.

Hence advertisement has the full objective increasing shopping for response by final customers and increasing commerce efforts and intensity by dealers moreover as sales persons.

**Advantages:**

1. It stimulates the positive angle towards the merchandise.
2. It provides additional incentive to the client to shop for a product.
3. It directly includes the client to require immediate action currently so later.
4. Sales promotion has flexibility and may be used at associate stage of a replacement product or once on info a few major improvements in an existing product is to be provided.

**Draw backs:**

Sales promotion though it is an effective tool it has several drawbacks

1. Sales promotion is barely supplementary devices to reinforce commerce efforts
2. Sales promotion effectiveness is brief lived and on its own cannot build up whole loyalty.
3. Sales promotions don't have any re-use price.
4. Too several advertisement activities might have associate adverse impact on product whole image because it could also be viewed as a mirrored image of lack of recognition of the merchandise.
5. Sales promotion is found ineffective within the case of well-established merchandise facing declining market and /or in periods of incentive market.
6. Advertising agencies accords status to advertisement and frequently utilized junior employees for advertisement.

**Sales Budgeting and Frequency of Promotion:**

1. Once the advertisement set up has been determined upon the immediate question that the corporate sales manager is what ought to be the budget. Naturally the budgeting can rely on
2. The product fields
3. The extent to that the merchandise commends the market.
4. Whether the market demand for the merchandise is probably going to extend or decrease.
5. Special issues that square measure possible to return within the approach of advertisement and
6. Probable opportunities that's possible to assist promotion and commerce.

**Testing the effectiveness of Sales promotion:**

In order to access whether or not the marketing applied scientist has been effective or not testing is important. therefore, the requirement for various styles of take a look acting technique such has main test, the shop take a look at, discussion, etc. whereas testing the marketing applied scientist the time given, the target of the promotion and also the aim of

keeping the value as low as attainable time taken in to account. At an equivalent time, the sales manager ought to ensure that the promotions ensure with honest trade follow and cannot settle for legal provisions. It ought to be noted that correct contracts should be applied as presently because the promotion flies. Steps ought to be taken to keep up the continuity of interest among customers and also the promotion programmers ought to be effectively launched. The sales, sales personal and distribution should be properly driven a detailed watch ought to be unbroken to determined progress of sales promotional measures.

### **Method of Sales Promotion:**

There are two kinds of sales promotion,

- 1) Consumer Sales Promotion
- 2) Dealers Sales Promotion

### **Consumer Sales Promotion:**

Activities meant to tell shopper the buyer and people meant to stimulate consumer gets exclusive edges provide now on purchase of their product. The offers may be sorted in to 9 classes.

1. Sampling: sometimes known as customers sampling free sample are given to customers to introduce a replacement product or to expand the prevailing market.
2. Demonstration of directions educating the purchasers within the methodology of exploitation the merchandise. It creates awareness among the purchasers.
3. A coupon could be a certificate that reduces the worth or the other edges hooked up to the acquisition of the merchandise.
4. cash refund orders, i.e., full damage is refunded serving to the introduction of the new product.
5. Premium offers or temporary value reductions, that charm to the negotiation instinct.
6. value off-it offers as temporary discount to the customers.
7. Fashion shows and parades are smart promotion aids that facilitate the subtle clothing's.

8. Contents or sweep stakes for customers helps to stimulate consumer's interest within the product.
9. commercialism stamps are given for getting in an exceedingly explicit look.

**Dealers Sales Promotion:**

To obtain most co-operation from the distributor's shops dealer's promotion is important. therefore, the term dealer connects not solely to the retailers however conjointly the complete sales and distributions. they're necessary links between makers and customers. In alternative words, activities meant to extend the interest and enthusiasm of dealers and distributors are known as as "dealer's marketing devices".

1. Free show: there's a provision at no cost display of fabric withers at the purpose of purchase or at the purpose of sales.
2. Retail samples: Retails distributors are furnished with retail samples by manufactures for getting ready and distributing the merchandise.
3. Trade deals: Trade deals are offered to encourage retailers to allow further support to the merchandise.
4. Sales contests for salesperson are command.
5. purchase allowance: it's given to encourage repurchase of a product now when another trade deal. purchase could be a marketing chance.
6. Sellers giving shopping for allowance by method of a creation quantity of cash for a product brought.
7. Advertising and show allowance is also given.
8. Dealer loader is premium given to the merchant for purchasing sure number of products or premium for special show done by a merchant.
9. Dealer and distributor frame as for salesmen, which can be provided to allow them a stronger information of the merchandise and the way to use it.

Thus, every type of marketing is employed to encourage fast movement of merchandise on the channel of distribution and enhancing the tempo of advertising campaign. It conjointly creates further incentive or further worth to the channel of distribution. therefore, marketing offers a right away inducement, which supplies an additional worth, or incentive to the distributors their sales division and supreme client.



### **Advertising Media:**

We have numbers of media decisions to place our message across, they're newspaper, magazine, T.V., radio, out of doors advertising adds such a large number of others, and thus we tend to should have systematic ways.

1. To decide that media to use.
2. To decide that specific media vehicles to use.
3. To decide the way to use the media.
4. To decide once to use the media.
5. To decide wherever to use the media.

So that additional message is conveying effectively and with efficiency. Media designing, these refers to AN analytical technique for taking media selections to the audience at the correct time and at right place and victimization the correct media vehicles.

### **Types of media:**

There square measure endless numbers of media for advertising starting from calendars, pens and key chains to writing and banners. of these differing kinds of media square measure sorted in to totally different classes. Following square measure, the varied classes of media,

1. Print media
2. Broad solid media
3. Outdoor media
4. Transit advertising media

### **Print Media:**

**a) Newspapers:** Newspapers contains a sensible wide charm. it's one amongst the oldest and customary strategies of promotion. It delivers the message at the side of news, amusement and different further materials, newspaper is finally and continuance of advertising is feasible or it desires explicit changes.

Some of the constraints of newspaper is that they have short life the standard of paper used is poor and there's chance of duplication.

**b) Magazine;** Magazine square measure bought and skim by individuals each for info furthermore as amusement, magazines covers a large vary of merchandise and advertisers, WHO need broad geographical illustration, ordinarily need it. Magazine have long like, it's tempting because of colors there's uniformly in its coverage and selective in approach.

Some of the constraints square measure high price per reader, unsuitable for tiny unit and it's time overwhelming.

**Broad cost media:**

**a) Radio advertising:** Radio advertising once compares to different media uses solely audio signal announcements will be created quickly and contains a terribly charm because it is appropriate even for the illiterates however the sole limitation is that it doesn't have representation.

**b) Television advertising:** TV uses each audio and video signals. It provides a scientific and scientific combination of sound, sight and motion. this could charm through the ear and eye. The TV ad has restricted coverage, as all the section of individuals cannot have TV, because it is dear and time taking.

**Outdoor advertising media:**

**a) Poster:** Poster is advertising written on paper and announce on wall or metal sheet.

**b) Sky writing:** Sky writing refers to the messages written on the sky with the assistance of Associate in Nursing craft that leaves smoke and makes any style or works any words.

**c) Transit advertising media:** This is often one amongst the most effective Medias of out of doors advertising, transit advertising in buses, subways, and railways and different conveyance and transportation terminals. it's an inexpensive media and doesn't have geographic property. but no-transfers or riders aren't exposed to the current style of ad.

**Media selection:**

Effective ad refers to the general public concerning the correct time through the correct medium. Therefore, the correct media choice is that the crux of the success of the whole crusade. whereas choosing a correct media, the following factors ought to be considered:

1. The monetary allocation of advertising
2. The nature of competition and therefore the coverage nonheritable
3. The nature of the merchandise and therefore the demand for it.

**Media Strategy:**

In coming up with a media arrange 3 factors have to be compelled to be taken in to thought

1. Target market info.
2. Competitive advertising efforts.
3. Media concerns.

**2.2 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 de‘ ice 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 items 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 food goods, 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 to discount 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 ad might 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 AN Erlang-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 tradeshows on commerce and non-selling dimensions.



# CHAPTER 3

## RESEARCH DESIGN

### 3.1 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 LAXMI INTERNATIONAL. How LAXMI INTERNATIONAL 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.

### 3.2 Need 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 LAXMI INTERNATIONAL. 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 by LAXMI INTERNATIONAL. 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 LAXMI INTERNATIONAL.
- Findings of the study helps LAXMI INTERNATIONAL 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.

### **3.3 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 LAXMI INTERNATIONAL.
3. To identify the areas of shortcoming in advertisement process of LAXMI INTERNATIONAL.
4. To suggest remedial measures to overcome from such shortcomings.
5. To gain an understanding of two-wheeler motorcycle industry in India.

### **3.4 Scope of the Study**

The study is an investigation about the practices of advertising and sales promotion techniques adopted by LAXMI INTERNATIONAL. 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.

### **3.5 Research Methodology**

Research needs careful gathering, recording, analysis and recording of recent facts, regarding the transfer and sale of products and repair from the producers to the patron. it's supported applied math in all probability, thereby market research is reality, could be a part of social analysis, that has noninheritable educational standing. additionally, to the inquiring operate it's involved with the analysis downside surveyed and with the

interpretation of the facts gathered. The role research isn't but to require on implement call on the premise of his findings as their tasks of management. the most aim of analysis is to increase frontier of data. it's analysis that has leading edge to technology in its flip sustain business and business.

**Type of research:**

**The research is descriptive in nature.**

Descriptive analysis is employed to explain characteristics of a population or development being studied. It includes studies that purport to gift acts regarding the character and standing of something. this implies that descriptive analysis offers aiming to the standard and standing of facts that area 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 rumored 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 gift 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 area 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.
- **Sampling:**
  - sampling is that the choice of a set (an applied mathematics sample) of people from inside an applied mathematics population to estimate characteristics of the complete population. In analysis terms a sample may be a cluster of individuals, objects, or things that area unit taken from a bigger population for measure. The sample ought to be representative of the population to confirm that we will generalize the findings from the analysis sample to the population as a full.
- **Population**
  - The population taken for the study is customers of LAXMI INTERNATIONAL.
  - A population are often outlined as together with all individuals or things with the characteristic one desires to know. as a result of theirs terribly seldom enough time or cash to collect data from everybody or everything in a very population, the goal becomes finding a sampling (or subset) of that population.
- **Sample size**
  - The sample for the study would be limited to 110 customers of LAXMI INTERNATIONAL.
  - 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.

- **Sample Frame**
- 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.
  
- **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.
  
- **Tools for Data Collection:**
- **Primary data:**
- Primary data will be collected from questionnaire and personal interview with the customers of LAXMI INTERNATIONAL. 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.

### **3.6 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 .

### **3.7 Limitations of The Study:**

- 1.The main limitation is this study is applied to the LAXMI INTERNATIONAL only.
- 2. The study is limited to advertising and sales promotion strategy of LAXMI INTERNATIONAL.
- 3. LAXMI INTERNATIONAL 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.

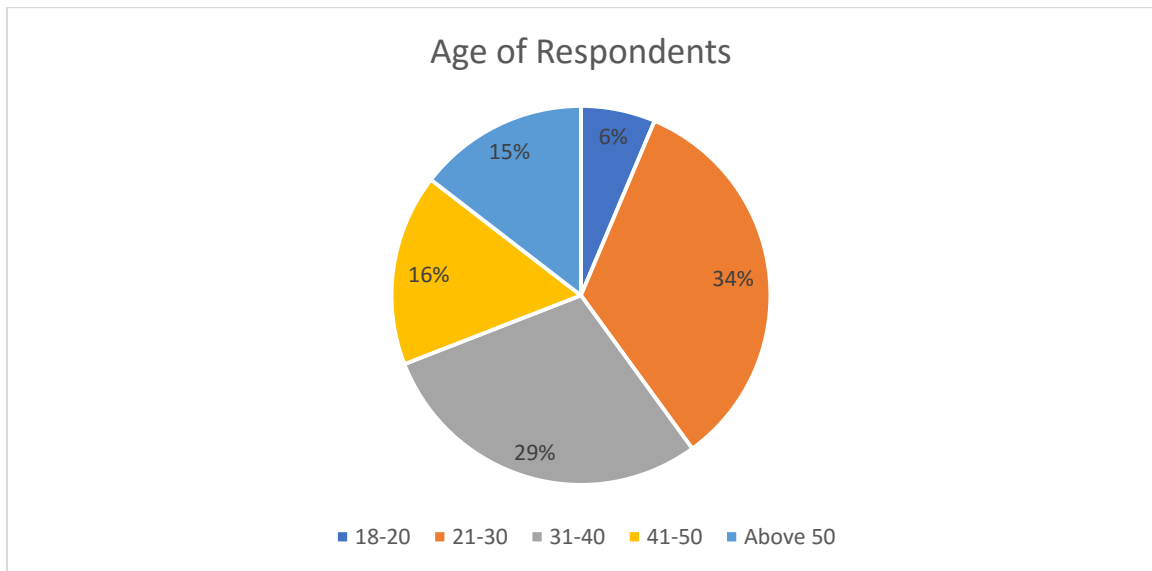
### 3.2 Respondents Profile:

**Table-3.2.1 Age of The Respondents**

Sl. No	Age	Respondents	Percentage
1	18-20	7	6.36
2	21-30	37	33.63
3	31-40	32	29.09
4	41-50	18	16.36
5	Above 50	16	14.54
<b>Total</b>		<b>110</b>	<b>100</b>

Source- Field Survey

**Graph-3.2.1**



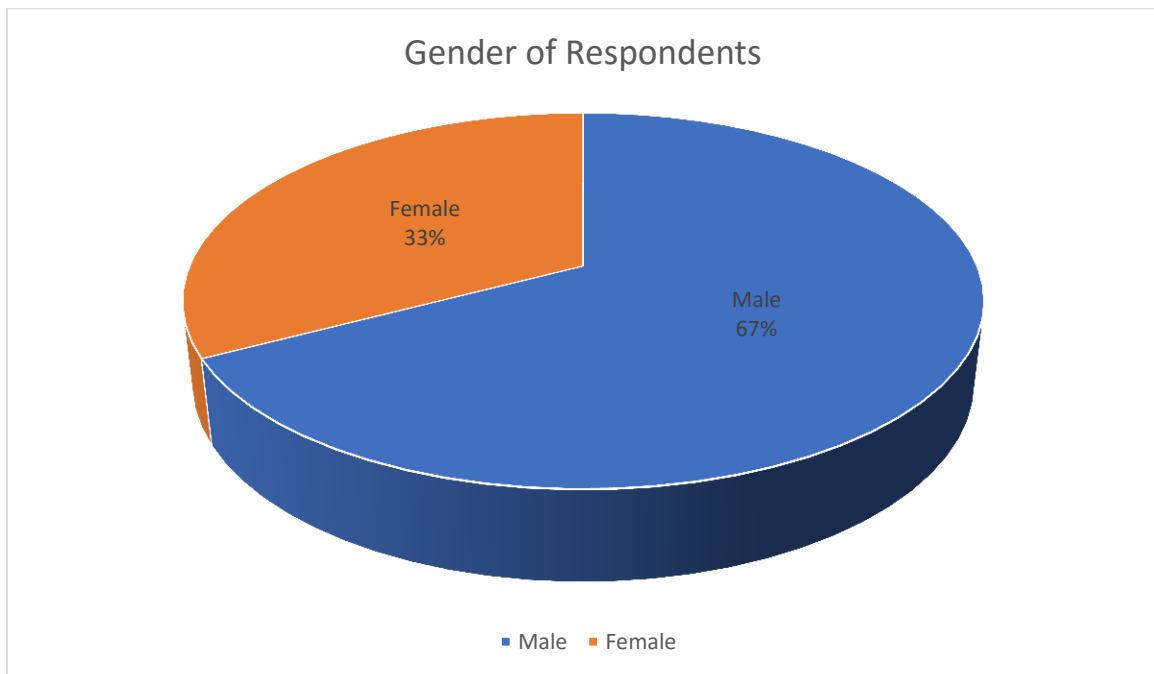
**Interpretation:** The above Table and Graph No 3.2.1 shows that most of the respondents were in the age group of 21-30 years that is 37 respondents i.e 33.63%, 31-40 years 32 respondents i.e 29.09%, 41-50 years 18 respondents i.e 16.36%, above 50 years 16 respondents i.e 9% and 18-20 years 7 respondents i.e 6.36%. Therefore, most of the respondents are in the age group of 21-30 years that is 37.

**Table-3.2.2 Gender of The Respondents**

Sl. No	Gender	Respondents	Percentage
1	Male	74	67.27
2	Female	36	32.72
<b>Total</b>		<b>110</b>	<b>100</b>

**Source-** Field Survey

**Graph-3.2.2**



**Interpretation:** The above Table and Graph No 3.2.2 shows that most of respondents are male customers who buy the YAMAHA vehicles in LAXMI INTERNATIONAL that is 74 respondents i.e 67.27% and 36 respondents i.e 32.72% are female customers who purchased the YAMAHA vehicles from LAXMI INTERNATIONAL. This shows that LAXMI INTERNATIONAL has more male customers compared to females.

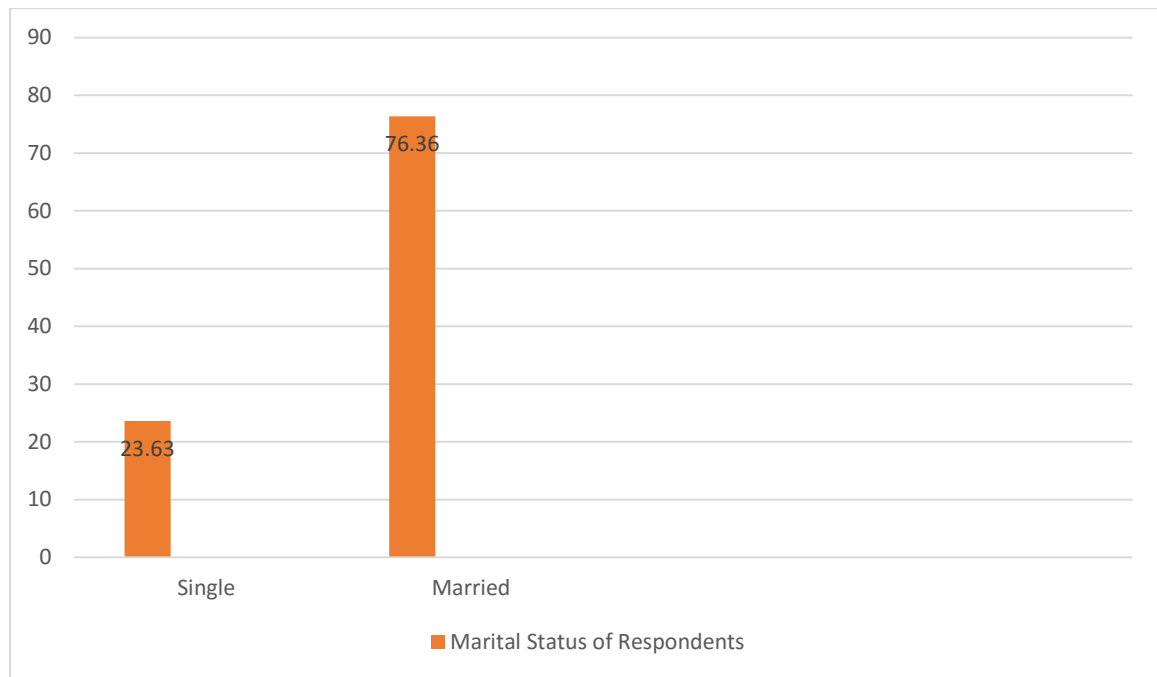


**Table-3.2.3 Marital Status of The Respondents**

Sl. No	Marital Status	Respondents	Percentage
1	Single	26	23.63
2	Married	84	76.36
<b>Total</b>		<b>110</b>	<b>100</b>

**Source-** Field Survey

**Graph-3.2.3**



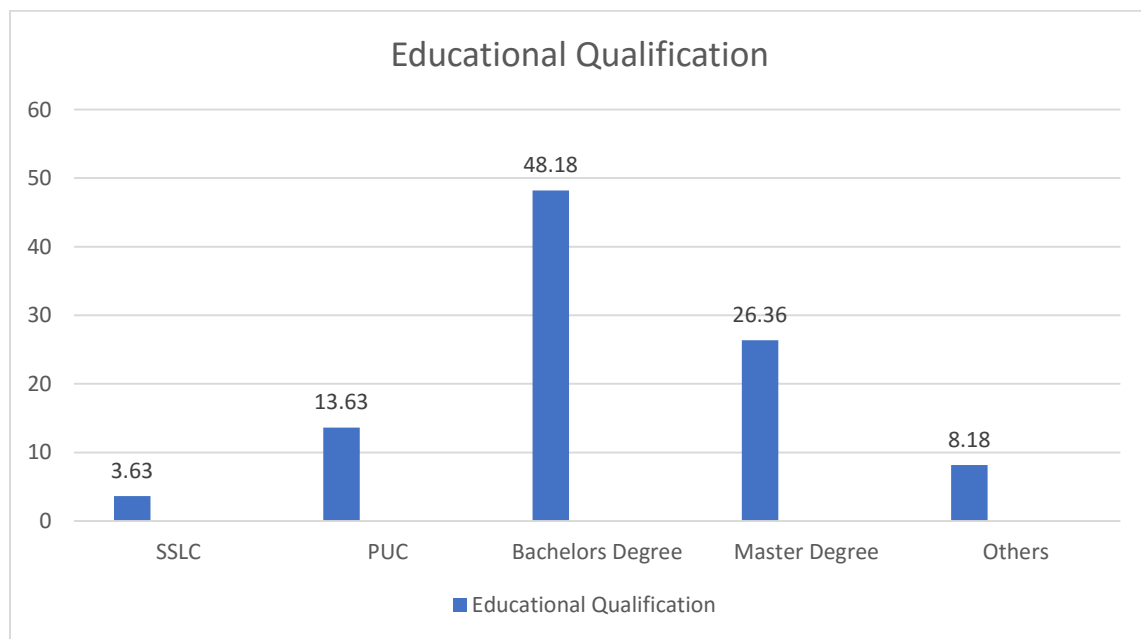
**Interpretation:** The above Table and Graph No 3.2.3, shows that most of the respondents are married customers for LAXMI INTERNATIONAL that is 84 respondents i.e 76.36% and 26 respondents i.e 23.63% unmarried respondents who purchased the YAMAHA bike from LAXMI INTERNATIONAL. This portrays that most of the responses were from married.

**Table-3.2.4 Educational Qualification of The Respondents**

Sl. No	Educational Qualification	Respondents	Percentage
1	SSLC	4	3.63
2	PUC	15	13.63
3	Bachelor's Degree	53	48.18
4	Master Degree	29	26.36
5	Other	9	8.18
<b>Total</b>		<b>110</b>	<b>100</b>

Source- Field Survey

**Graph-3.2.4**



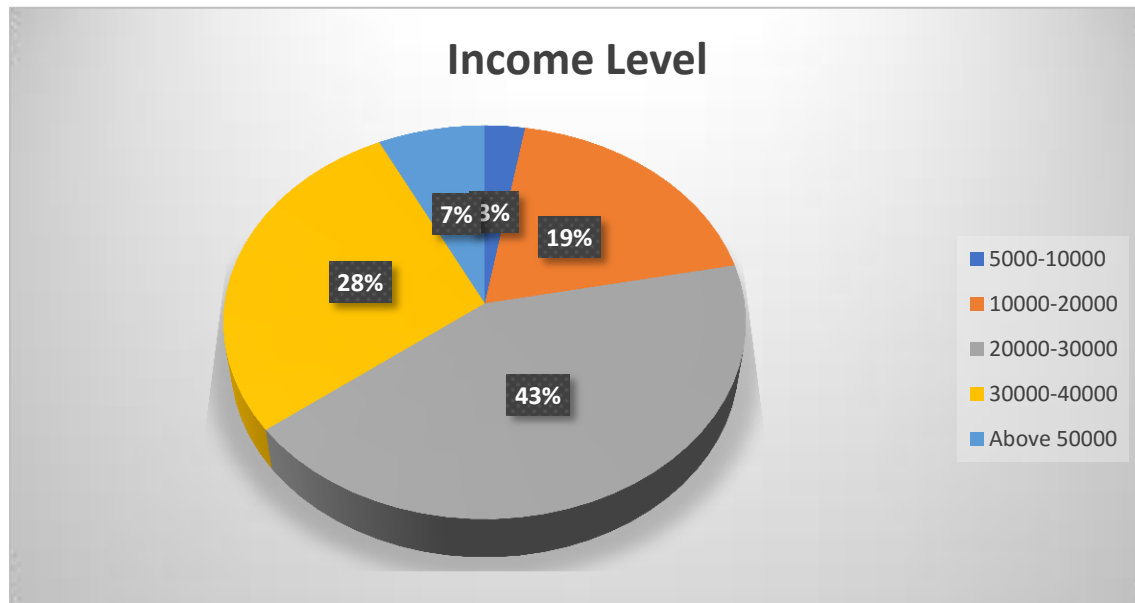
**INTERPRETATION:** The above Table and Graph No 3.2.4 indicates that majority of the respondents had done their bachelor's degree that is 53 respondents i.e 48.18%, master degree 29 respondents i.e 26.36%, PUC 15 respondents i.e 13.63%, Others 9 respondents i.e 8.18% and SSLC only 4 respondents i.e 3.63%. This portrays that most of the respondents were educated and has completed Bachelor degree.

**Table-3.2.5 Income Level of The Respondents**

Sl. No	Income Level	Respondents	Percentage
1	5000-10000	3	2.72
2	10000-20000	21	19.09
3	20000-30000	47	42.72
4	30000-40000	31	28.18
5	Above 50000	8	7.27
<b>Total</b>		<b>110</b>	<b>100</b>

Source- Field Survey

**Graph-3.2.5**



**Interpretation:** The above Table and Graph No 3.2.5 indicates that majority of the respondents has monthly income of 20000-30000 that is 47 respondents i.e 42.72%, 30000-40000 31 respondents i.e 28.18%, 10000-20000 21 respondents i.e 19.09%, Above 50000 8 respondents i.e 7.27% and 5000-10000 only 3 respondents i.e 2.72%. which portrays that most of the respondents were getting monthly income of 20000-30000 and only 3 respondents have their income between 5000-10000.

## CHAPTER 4

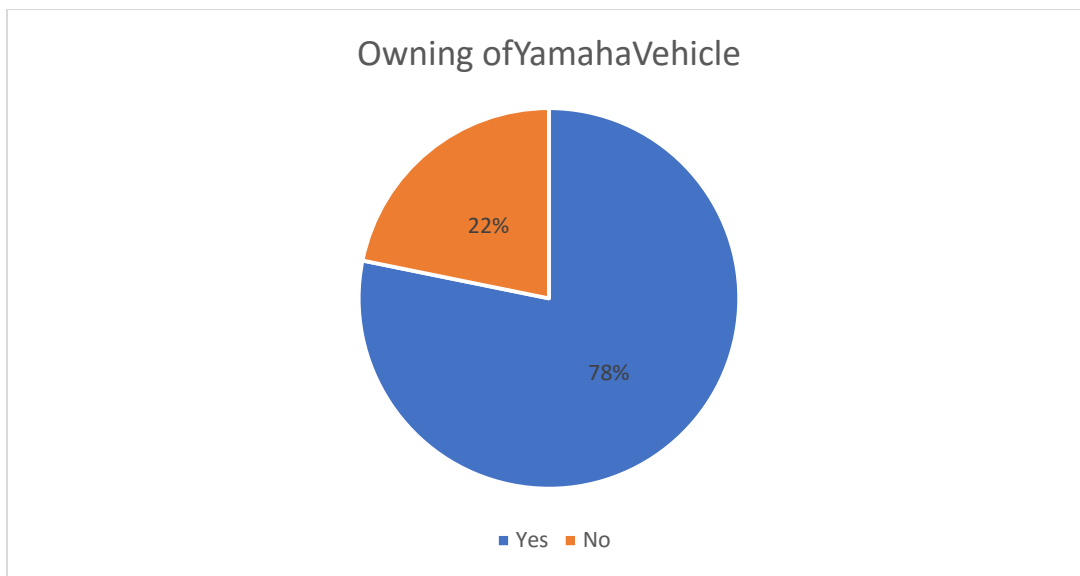
### DATA ANALYSIS AND INTERPRETATION

**Table-4.1** Calculating did you own YAMAHA vehicle?

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

**Source-**Field Survey

**Graph-4.1**



**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.

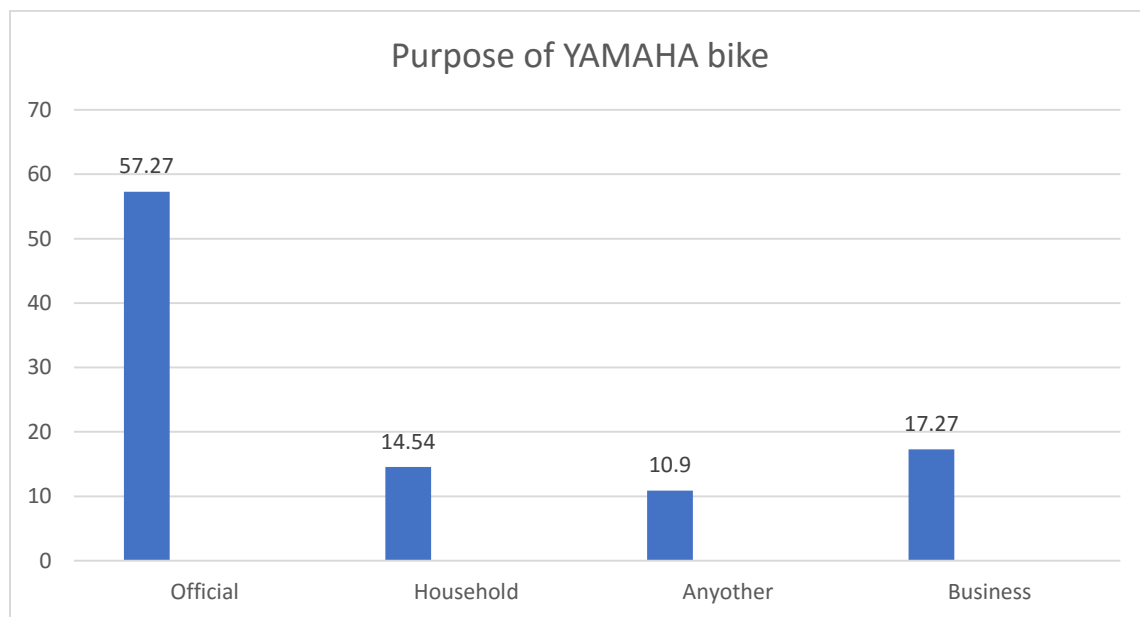
Most of the respondents are having YAMAHA vehicle this is because, I met the customers of LAXMI INTERNATIONAL who is the dealers of YAMAHA vehicles. Hence majority of the respondents will be having YAMAHA vehicle.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

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%.

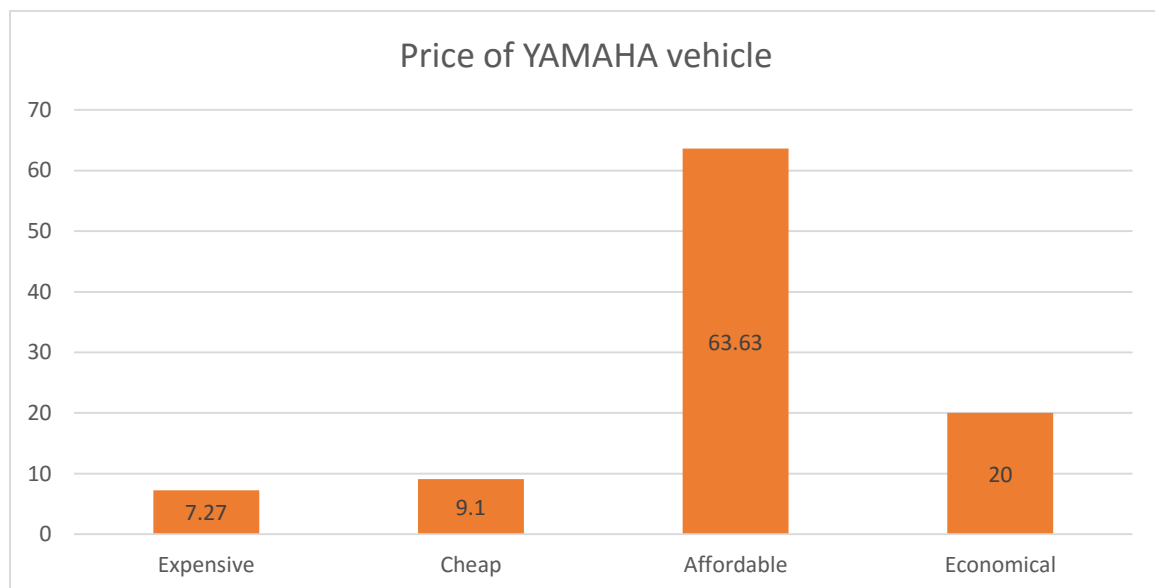
The above data shows that majority of the respondents are using the YAMAHA bike for official purpose this is because most of the customers of LAXMI INTERNATIONAL are the officers working in an organization. And the other respondents are using the bike for other purpose.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.3**



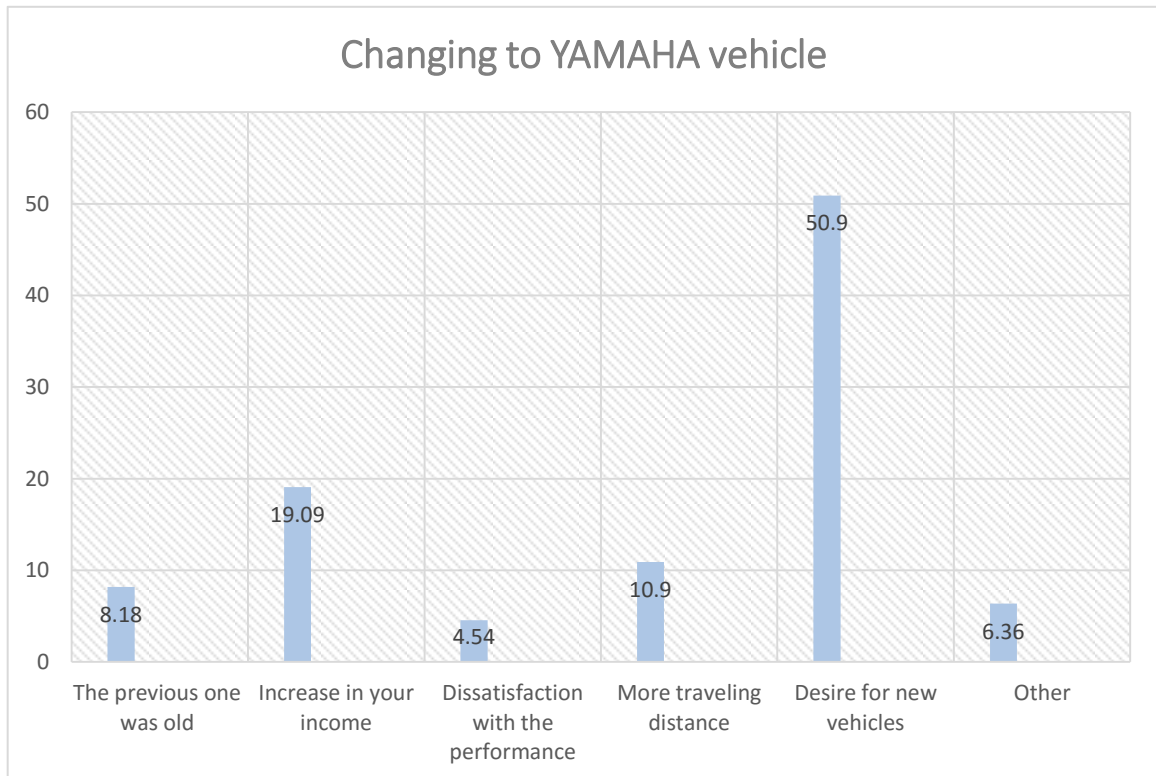
**Analysis and Interpretation:** The above table and Graph 4.3 indicates that most of the respondents are Affordable with the pricing policy of YAMAHA vehicles that is 70 respondents i.e 63.63%, Economical 22 respondents i.e 22%, cheap 10 respondents i.e 9.1% and Expensive only 8 respondents i.e 7.27%.

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
<b>Total</b>		<b>110</b>	<b>100</b>

**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.

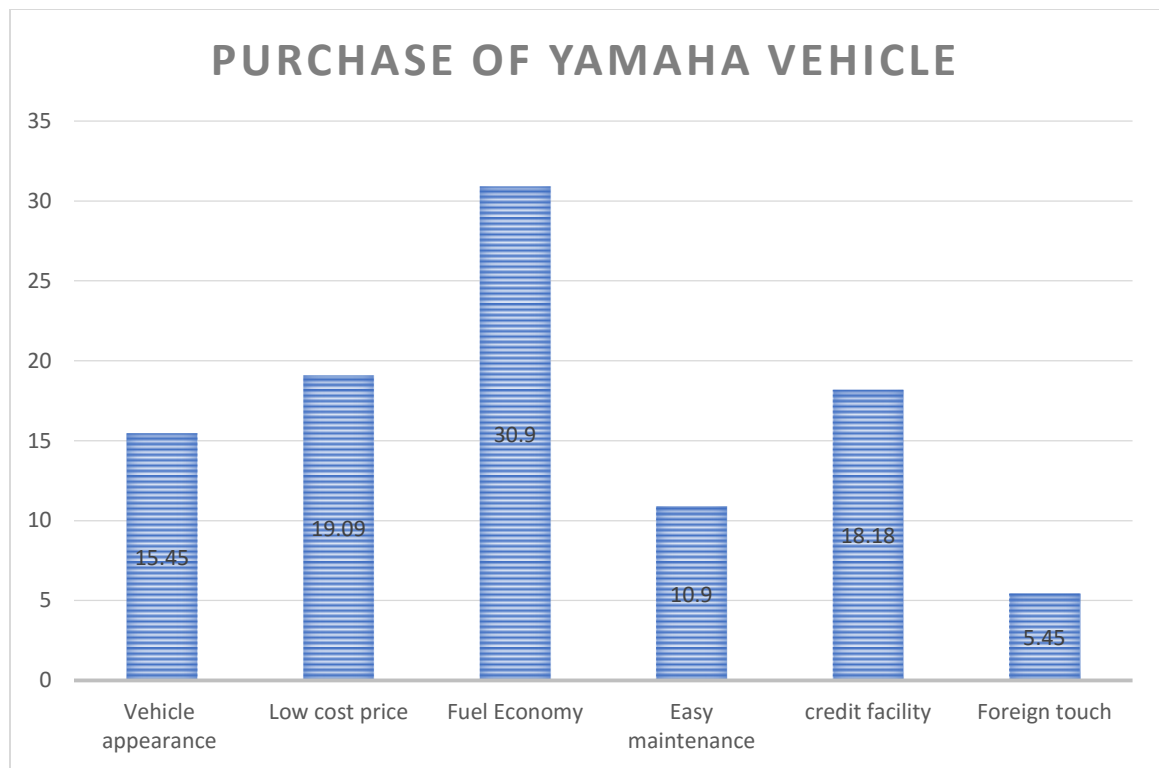


**Table-4.5 Calculation of what made you to purchase YAMAHA vehicle**

<b>Sl. No</b>	<b>Purchase of YAMAHA vehicle</b>	<b>Respondents</b>	<b>Percentage</b>
<b>1</b>	Vehicle appearance	17	15.45
<b>2</b>	Low cost price	21	19.09
<b>3</b>	Fuel Economy	34	30.90
<b>4</b>	Easy maintenance	12	10.90
<b>5</b>	credit facility	20	18.18
<b>6</b>	Foreign touch	6	5.45
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.5**



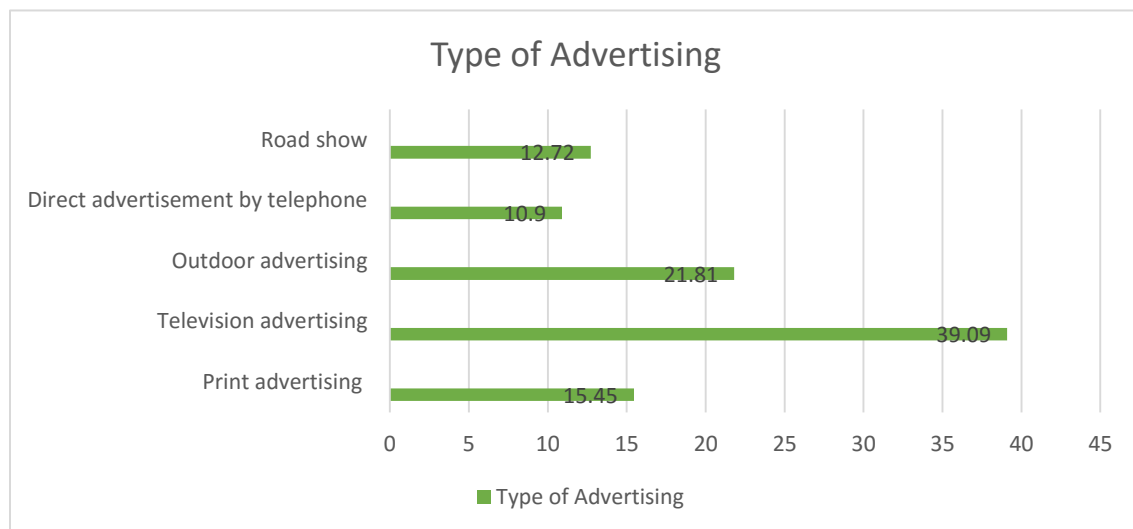
**Analysis and Interpretation:** The above Table and Graph 4.5 indicates that most of the respondents are purchasing a YAMAHA vehicle because of Fuel economy that is 34 respondents i.e 30.90%, low cost price 21 respondents i.e 19.09%, credit facility 20 respondents i.e 18.18%, vehicle appearance 17 respondents 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.**

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

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%.

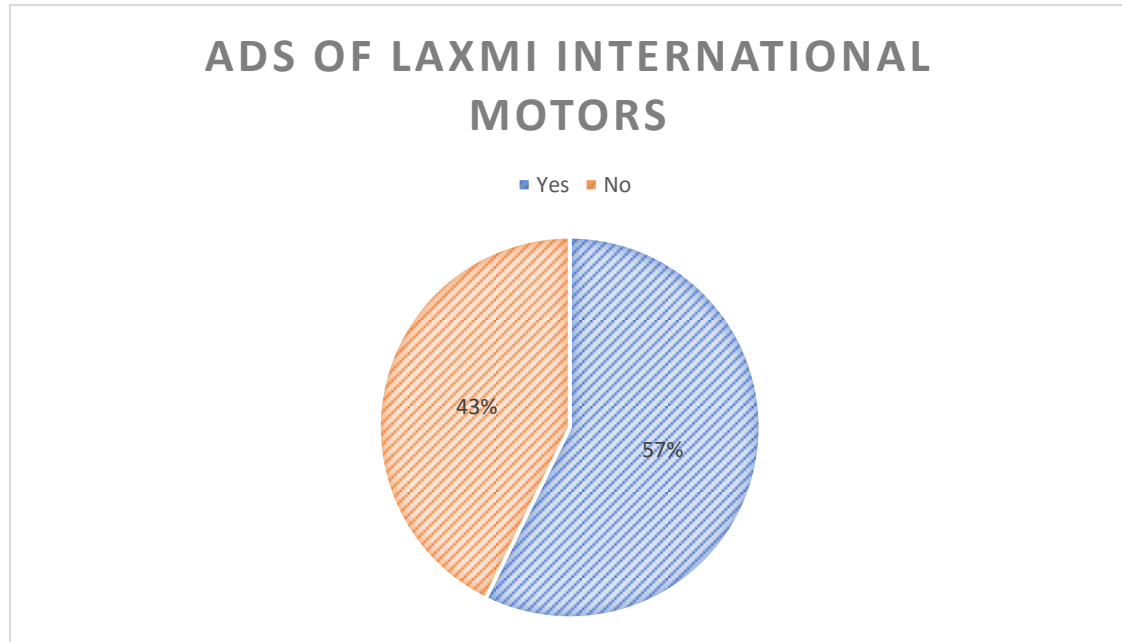
The majority of the respondents are familiar with television they prefer television advertising. Some of the respondents who be on more travelling prefers outdoor advertising and road show.

**Table-4.7 Calculating have you come across any ads of LAXMI INTERNATIONAL in newspaper which you read?**

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

**Source-**Field Survey

**Graph-4.7**



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

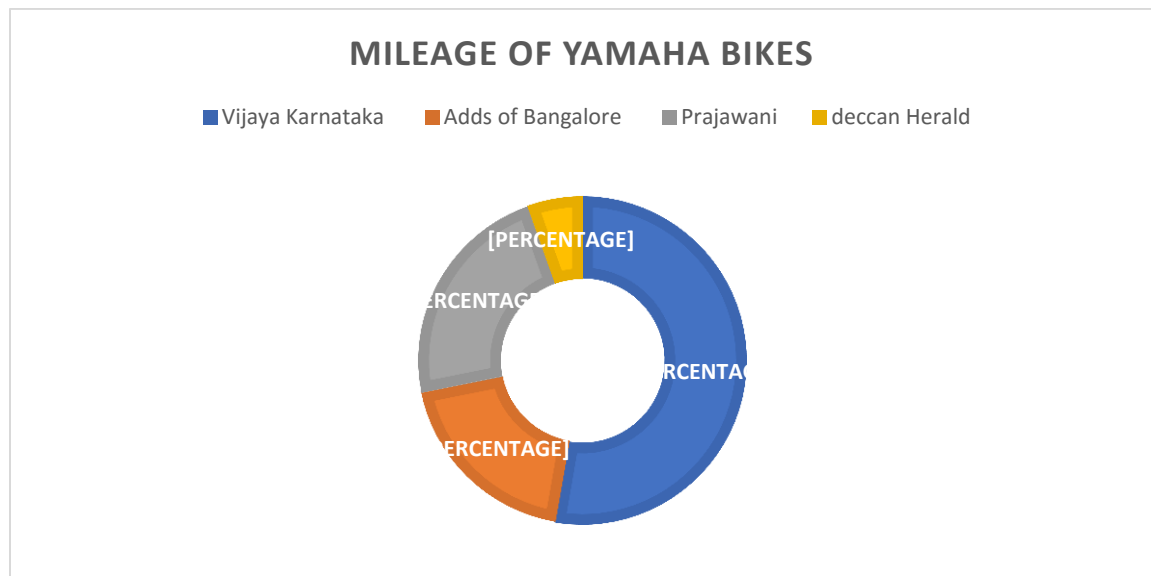
This data shows that most of the respondents has found the Ads of LAXMI INTERNATIONAL in Newspaper which they read. And the remaining respondents may not read newspaper or they may read other newspaper in which LAXMI INTERNATIONAL do not advertise.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.8**



**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%.

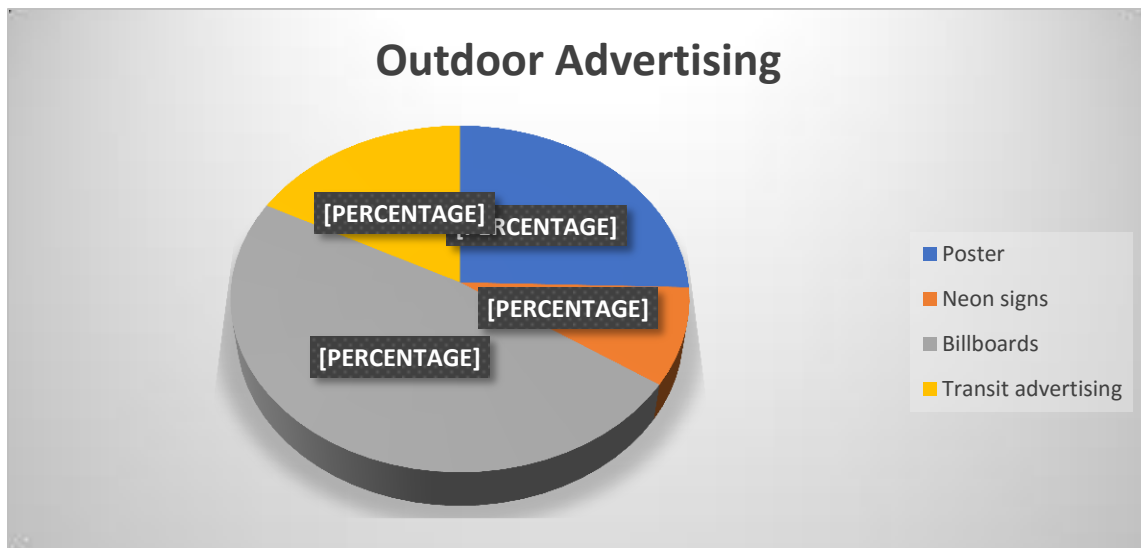
The above data shows that most of the respondents prefer reading Vijaya Karnataka newspaper in which the LAXMI INTERNATIONAL advertisement will be done. LAXMI INTERNATIONAL doesn't advertise on deccan herald, many respondents also not prefer reading deccan herald newspaper.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.9**



**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 LAXMI INTERNATIONAL 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%.

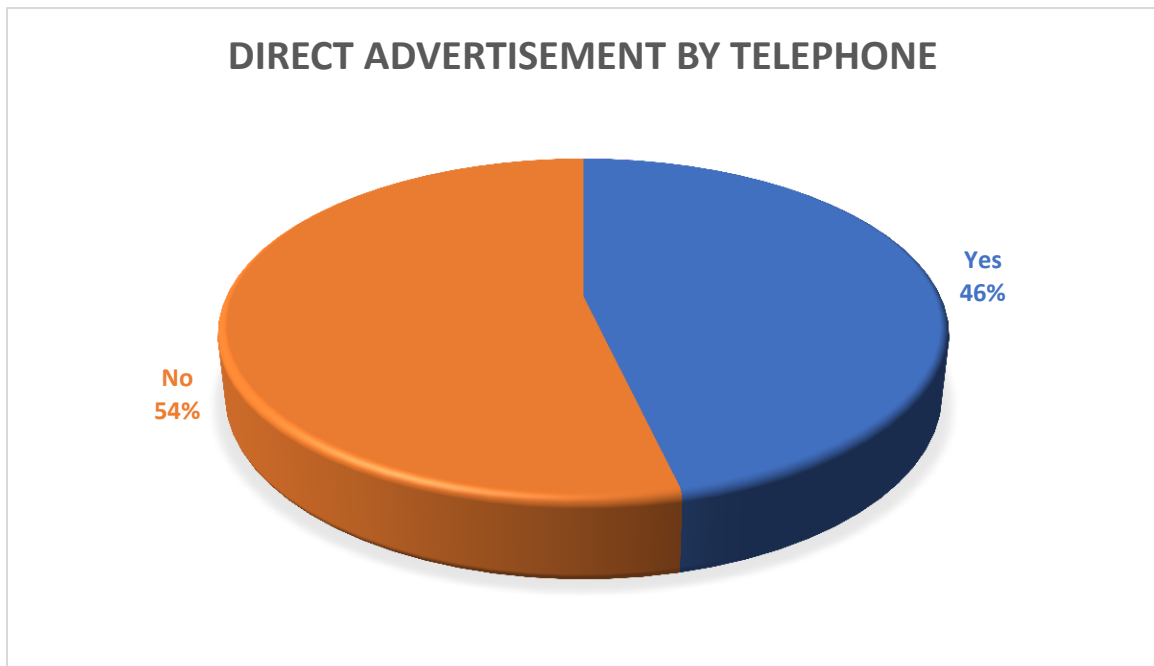
The above data shows most of the respondents found Billboards advertising as attractive which is done by LAXMI INTERNATIONAL at some areas near the Showroom. And only few respondents found Neon signs is attractive because this Neon signs will be visible mostly at the night time so the respondents may didn't found the Neon signs.

**Table-4.10 Calculation of awareness of direct advertisement by telephone carried out by LAXMI INTERNATIONAL.**

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

Source-Field Survey

**Graph-4.10**



**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.

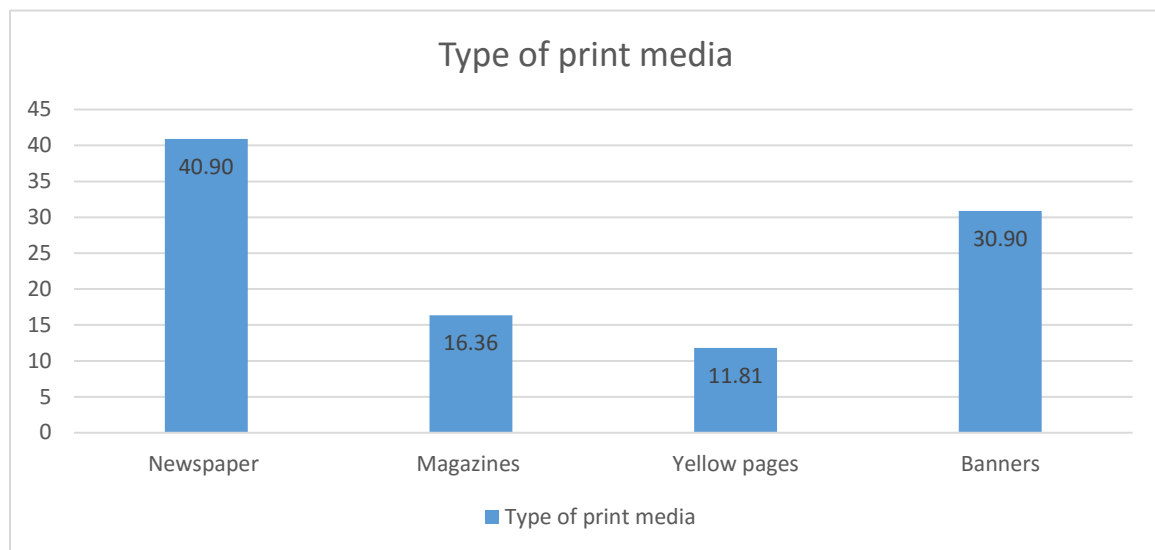
The above data shows that most of the respondents are not aware of direct advertisement by telephone because, LAXMI INTERNATIONAL may didn't call all the customers or some of the customers may don't like it and didn't pick a call. So, they are not aware of direct advertisement by telephone.



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

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

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.**

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

**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%.

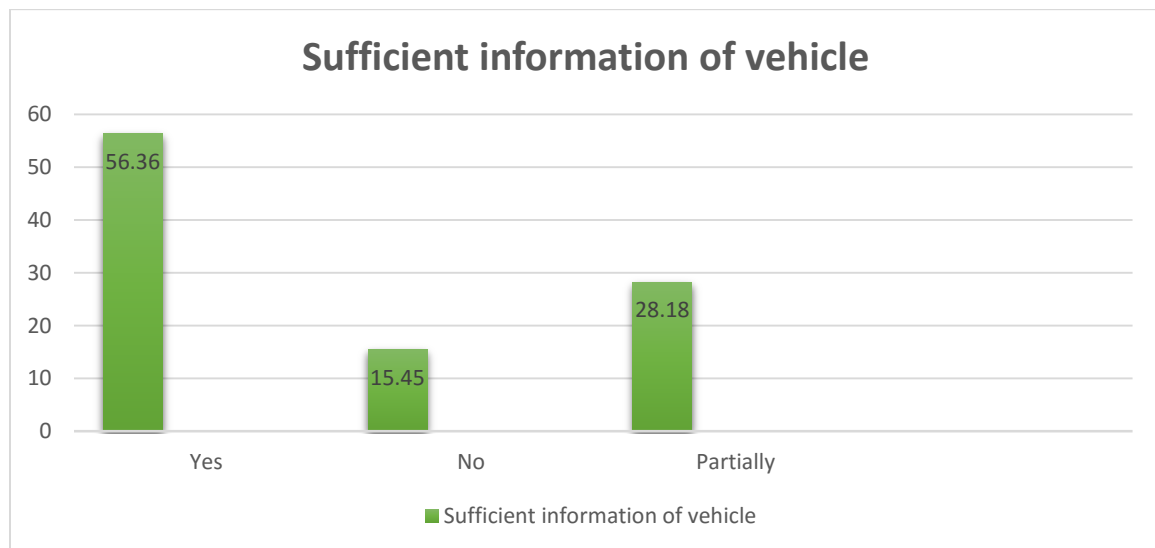
Most of the respondents felt that brand ambassador is not required in case of advertising two-wheelers. so, they are disagreed with the brand ambassador for advertising.

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

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

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%.

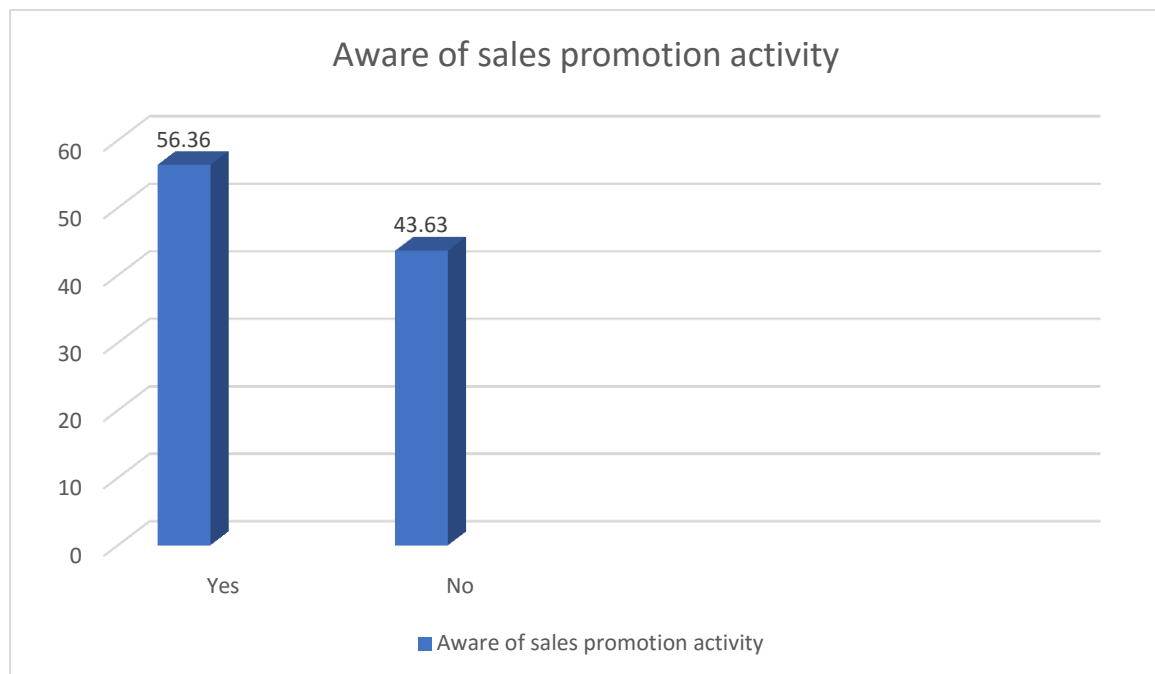
From the above data we can say that most of the respondents has found the sufficient information about the vehicle on advertisement provided by LAXMI INTERNATIONAL. The other respondents may not have seen the advertisement or the company may didn't provide the information they needed.

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

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

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.

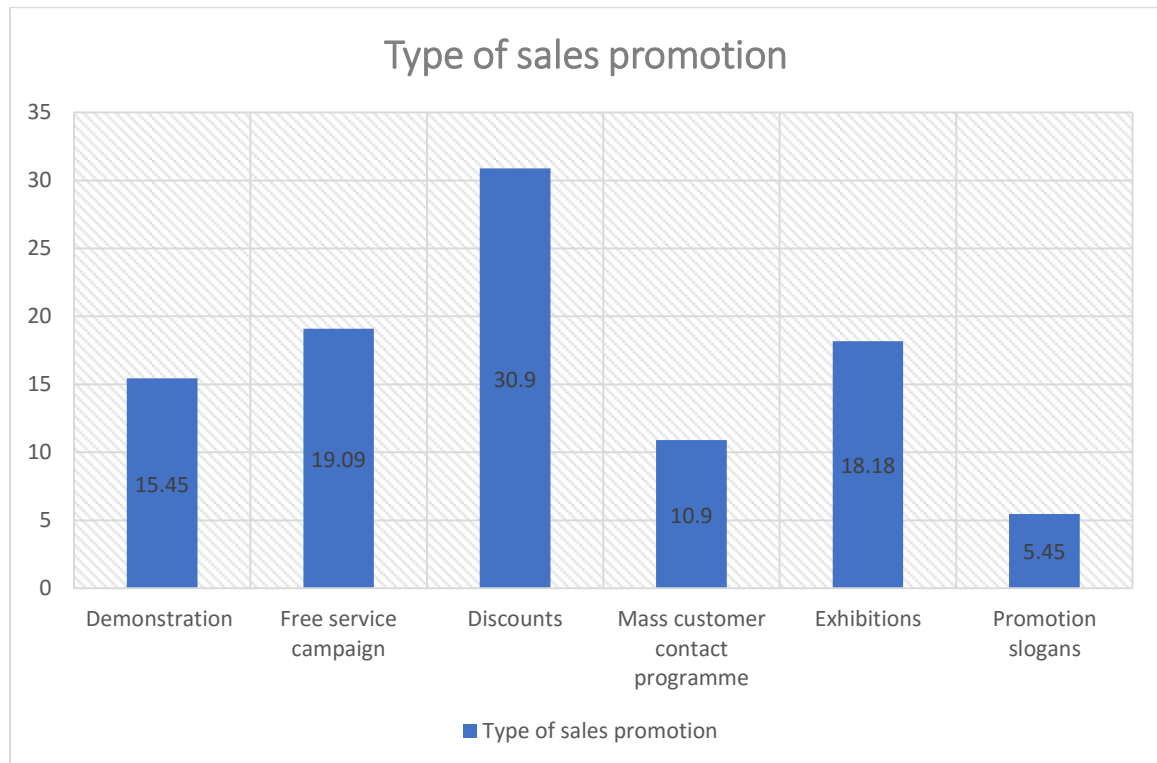
The above data shows that most of the respondents are aware of Sales promotion activity before purchase of YAMAHA vehicle as they may be knowing the sales promotion carried out by other companies. And some of them don't know about the sales promotion activities.

**Table-4.15 Calculating which type of sales promotion adopted by LAXMI INTERNATIONAL do you like?**

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

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 LAXMI INTERNATIONAL 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%.

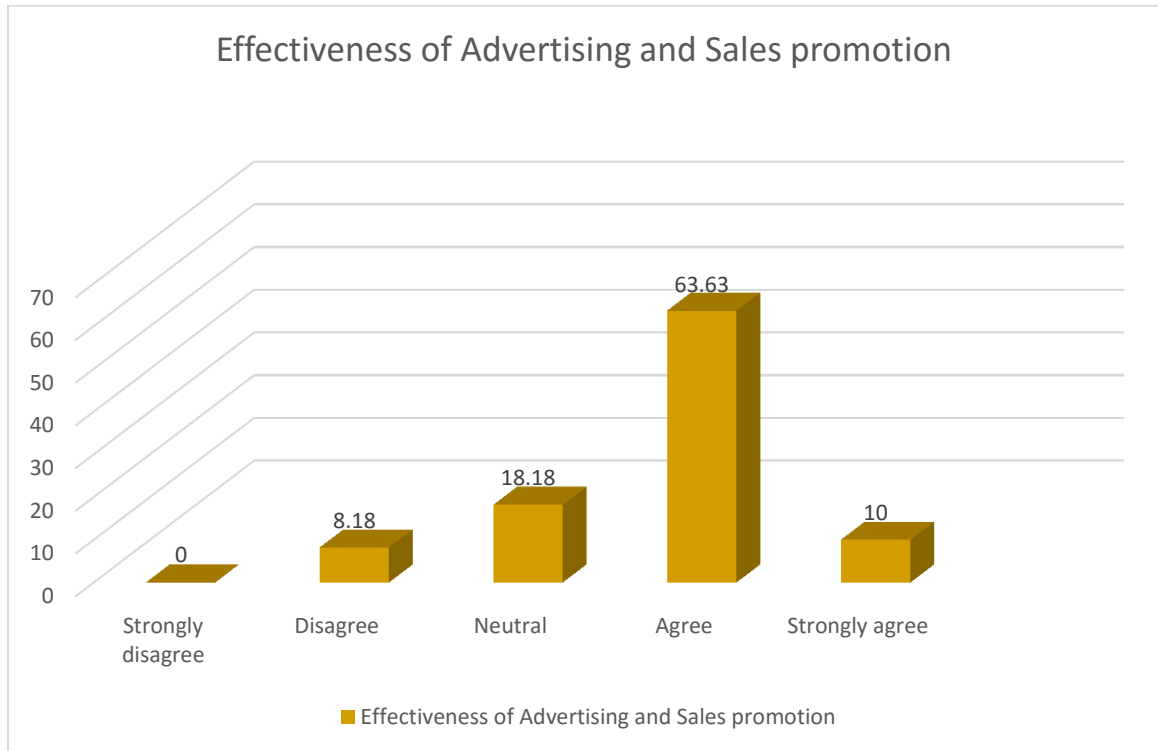
The above data shows that most of the respondents likes the discounts given by LAXMI INTERNATIONAL. And some of the respondents liked the free service campaign and exhibitions done by LAXMI INTERNATIONAL. So, the company may continue with the same sales promotion programs to attract the customers.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

**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%.

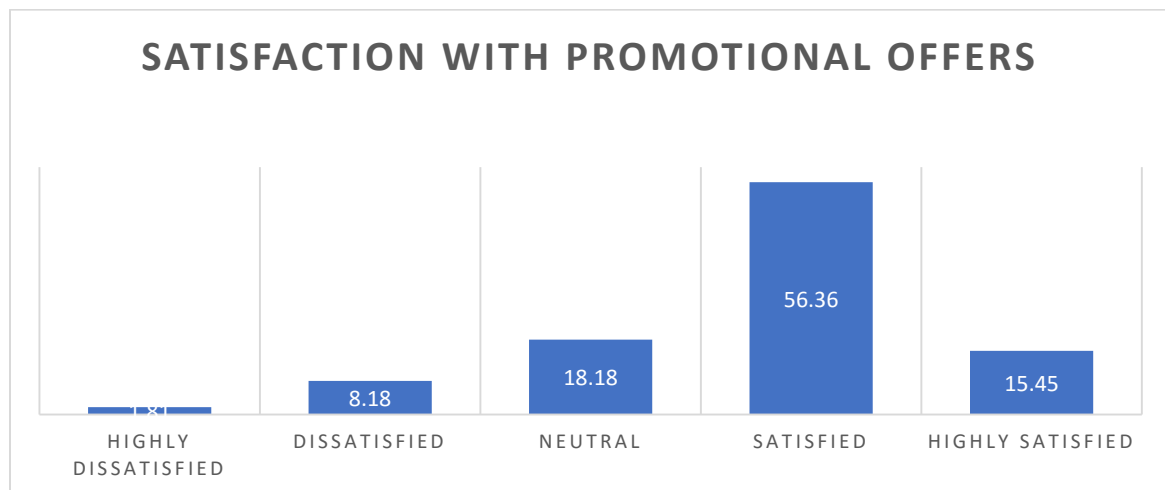
From this data we can say that the advertising and sales promotion offered by the company was very effective and none of the respondents are strongly disagree with it. Some of the respondents felt that they are neutral with advertising and sales promotion of LAXMI INTERNATIONAL as they didn't like it 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
<b>Total</b>		<b>110</b>	<b>100</b>

**Source-**Field Survey

**Graph-4.17**



**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 LAXMI INTERNATIONAL. This is because, LAXMI INTERNATIONAL is providing good seasonal discounts to their customers. Only few respondents are dissatisfied with it as they may didn't get any discounts.

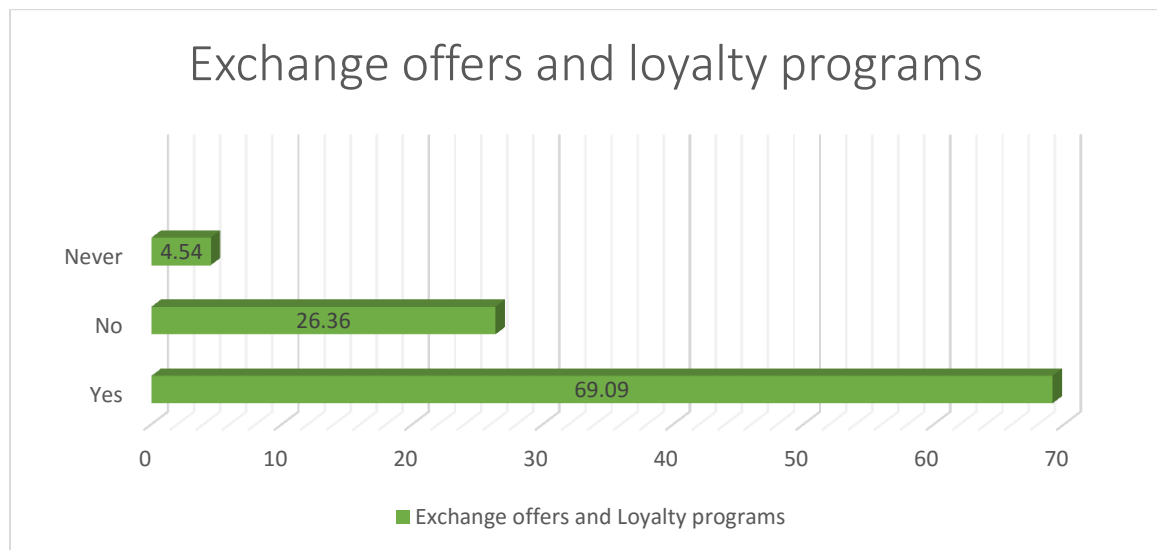


**Table-4.18 Calculating the Awareness on availability of exchange offers and loyalty programs.**

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

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, LAXMI INTERNATIONAL 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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.19**



**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%.

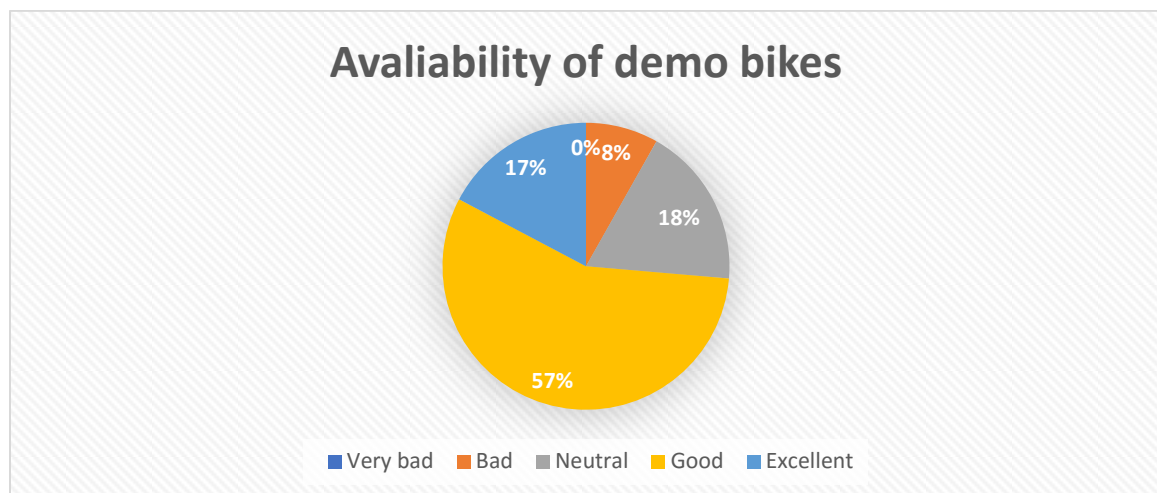
From this data we can say that most of the respondents felt good about the loyalty programs provided by LAXMI INTERNATIONAL was effective. As majority say good the company may continue the same in future.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.20**



**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%.

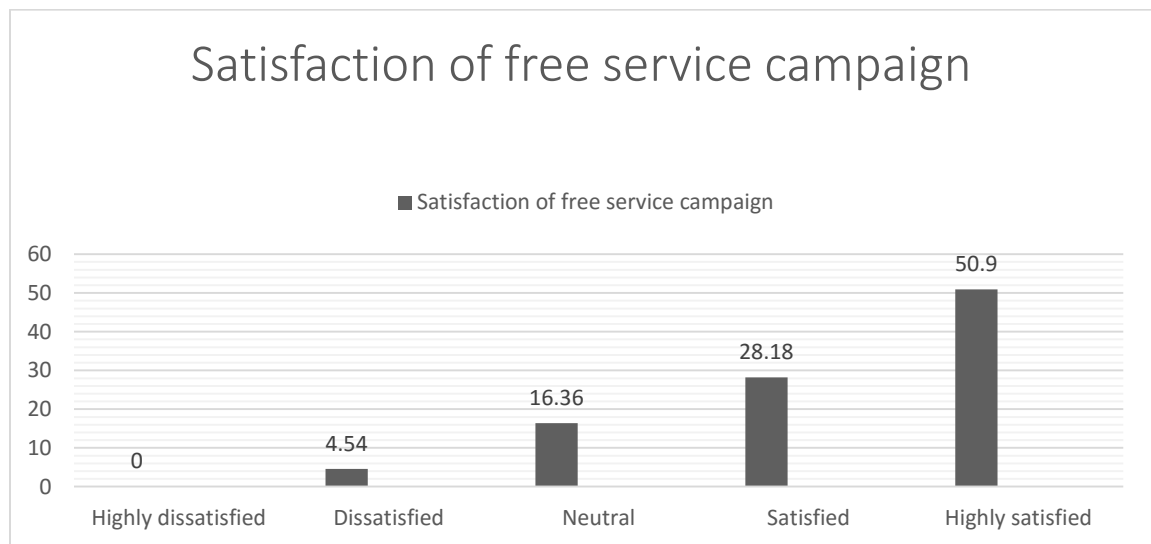
The above data shows that there are lot of bikes available for demo in LAXMI INTERNATIONAL showroom. Since most of the respondents felt good about it the LAXMI INTERNATIONAL may kept all the models for demo in their showroom. And only few felt bad about it as they may didn't find the bike when they visited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

**Table-4.21 Calculating satisfaction of free service campaigns offered by LAXMI INTERNATIONAL?**

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
<b>Total</b>		<b>110</b>	<b>100</b>

**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 LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL. And only few

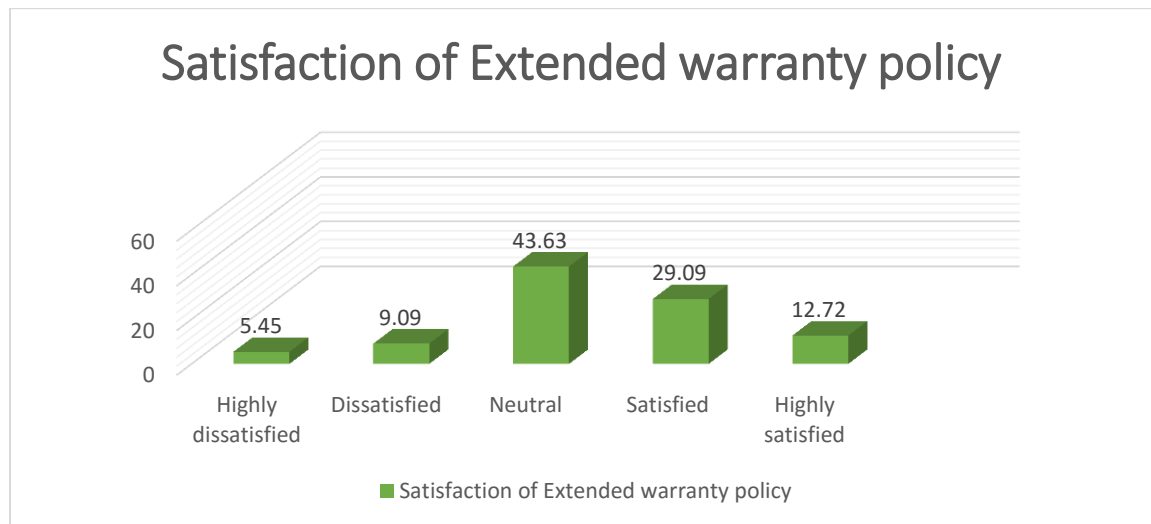
respondents are dissatisfied because they may not get the free service by LAXMI INTERNATIONAL.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

Source-Field Survey

**Graph-4.22**



**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%.

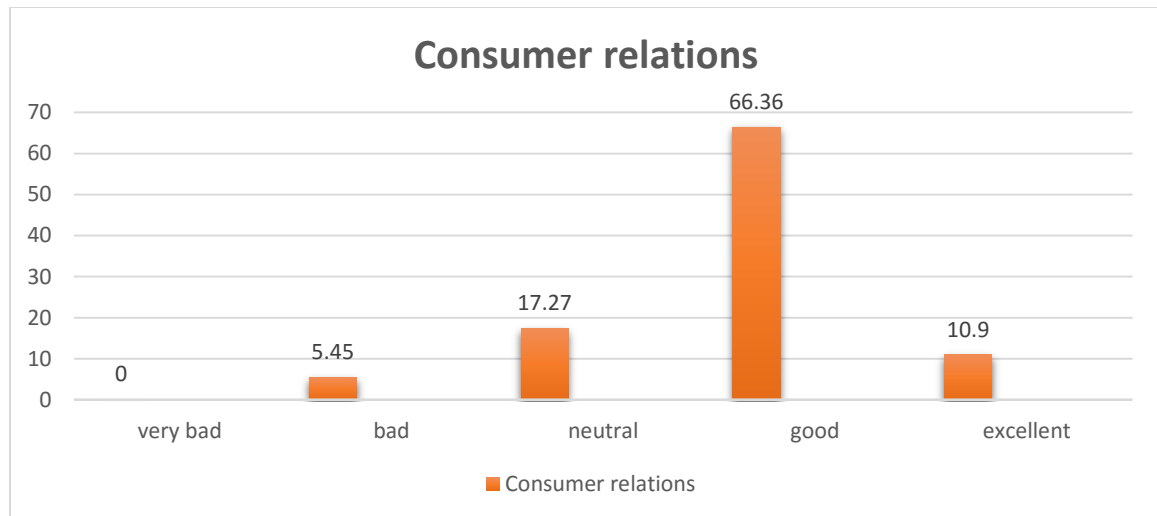
From this data we can say that the extended warranty policy given by LAXMI INTERNATIONAL was average. Most of the respondents are Neutral with the extended warranty policy provided by LAXMI INTERNATIONAL and some respondents didn't find any extended warranty policy.

**Table-4.23 Calculating the consumer relations of LAXMI INTERNATIONAL.**

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
<b>Total</b>		<b>110</b>	<b>100</b>

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 LAXMI INTERNATIONAL 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.

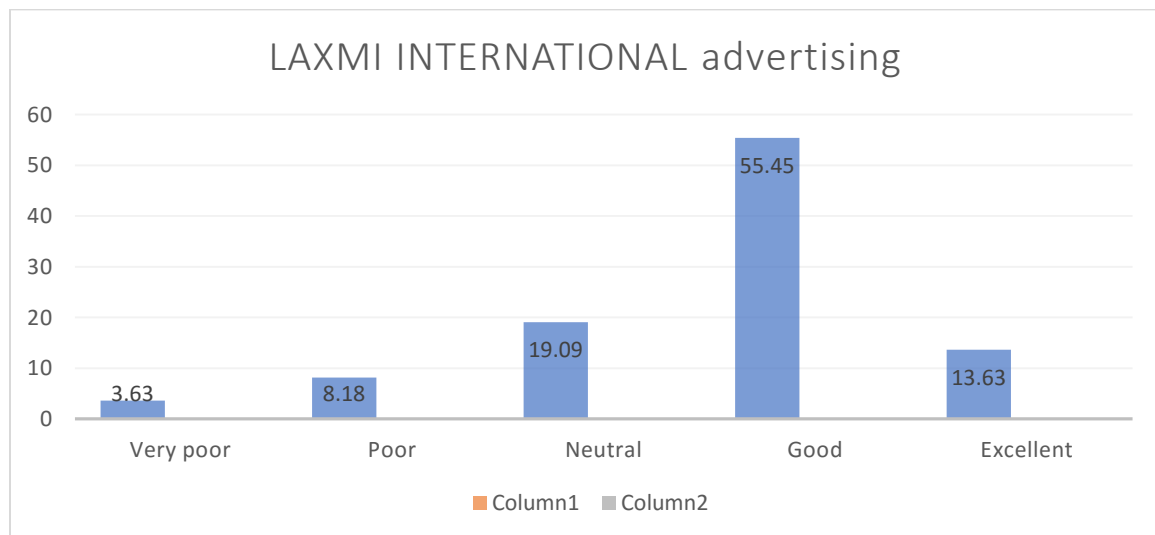
From this data we can say that LAXMI INTERNATIONAL manage consumer relations effectively and most of the customers are feeling happy about it. Only few customers found bad because they may not have maintained good relationship.

**Table-4.24 Calculating the rating of LAXMI INTERNATIONAL advertising.**

Sl. No	LAXMI INTERNATIONAL	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
<b>Total</b>		<b>110</b>	<b>100</b>

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 LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL as many respondents found suitable information in the advertisements. And some of them didn't find the required information so 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
<b>Total</b>		<b>110</b>	<b>100</b>

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. S



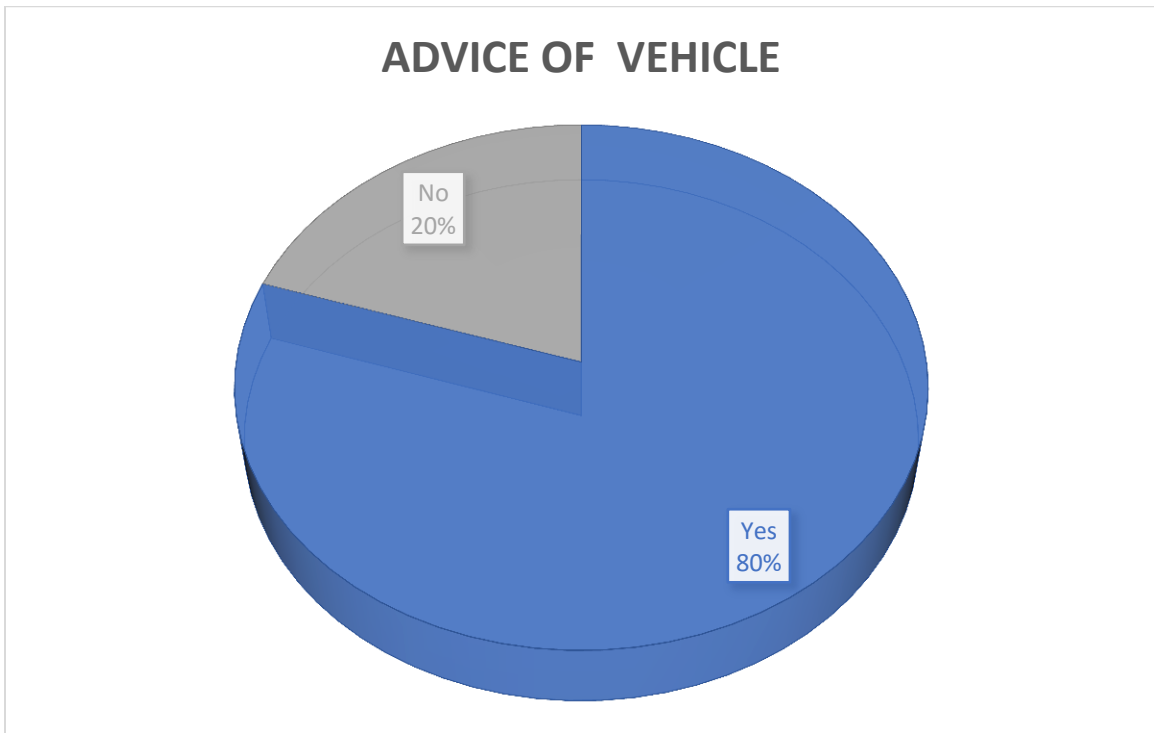
From this data we can say that the dealer's service is good. Since most of them are given good ratings the dealers service is satisfactory. Only few of them didn't like it.

**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
<b>Total</b>		<b>110</b>	<b>100</b>

**Source-**Field Survey

**Graph-4.26**



**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

# SUMMARY OF FINDINGS, CONCLUSION AND SUGGESTIONS

### 5.1 Findings:

- 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 LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL 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 LAXMI INTERNATIONAL.
- 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 LAXMI INTERNATIONAL 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 likes Discounts and Free service campaigns as sales promotion activities adopted by LAXMI INTERNATIONAL.
- 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 LAXMI INTERNATIONAL was satisfied by majority of the respondents.
- Majority of the respondents are aware on availability of exchange offers and loyalty programs of LAXMI INTERNATIONAL showroom.
- Most of the respondents feel good about the effectiveness of loyalty programs carried out by LAXMI INTERNATIONAL.
- 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 LAXMI INTERNATIONAL and none of the respondents are Highly dissatisfied with it.
- Most of the respondents are Neutral on Extended warranty policy of LAXMI INTERNATIONAL and some of them are satisfied with it.
- Consumer relations managed by LAXMI INTERNATIONAL is Good.
- The overall advertising done by LAXMI INTERNATIONAL 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 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 unmood 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

### **5.3 Suggestions:**

- LAXMI INTERNATIONAL could concentrate more on advertisement in Billboards and Posters, it will attract new customers.
- The advertising and sales promotion programs of LAXMI INTERNATIONAL 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.

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## ANNEXURE

### ACTIVITY CHART

Sl. No.	Activity	Activity Details	Duration
1	Activity-1	Understanding Structure, Culture and functions of the organization/identification of business problem from the Industry from the literature study	Week-1 [02/01/2020 To 08/01/2020]
2	Activity-2	Discussion with the guide for finalization of research design and instrument and presenting the same to the guide.	Week-2 [09/01/2020 To 15/01/2020]
3	Activity-3	Collection of data, editing of the collected data, coding, tabulating and presenting to the guide for suggestions for analysis.	Week-3 [16/01/2020 To 22/01/2020]
4	Activity-4	Analysis and finalization of report and making presentation to the guide	Week-4 [23/01/2020 To 29/01/2020]
5	Activity-5	Submission of final Report to the University before one week of the commencement of theory examination	Week-5 [30/01/2020 To 05/02/2020]

Name and Signature of the Student

(SUHAS A)

