

**A STUDY ON PRODUCT PROMOTIONAL STRATEGIES INTECH MAHINDRA,  
BANGALORE.**

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An effective promotional strategy has so many advantages. It can help a business provide the right business information, differentiate its products, increase sales, accentuate the value of their product and stabilize sales. Through the provision of specific product information, consumers become aware of the availability of a product in the market. The main objective of a promotional strategy is to increase sales value. Generally, there are strategies that mainly focus on primary demand while others focus on selective demands. Some businesses even target specific audiences in order to increase their sales volume. In addition to increasing sales value, businesses are also implementing promotional strategies to help them stabilize sales.

The study suggests that, the organization should concentrate on the group approach, for recession in the market. The size constraint of the organization needs to be overcome to increase their sales value. The organization need to monitor the reaction of the customers and audience for the programmes conducted by them. The organization must create immense awareness about the brand than now. The USP need to increase for showing distinctiveness from the other competitors.

The study concluded that, in the field of promotional strategy their more pros and cons. The organization should overcome from that and succeed in the respective markets. It is clear that to create the good brand image among the customers or audience the organization should prefer the best promotional marketing strategies and also the organization should follow the new trend and they should become a market leader to attract more customers towards them.

**INTRODUCTION:**

Marketing is the process by which companies create customer interest in goods or services. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. Marketing is used to identify the customer, to satisfy the customer, and to keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable. consumers are constantly bombarded with promotional efforts from many different channels. Marketers communicate with their audience in order to inform, educate and persuade them to purchase their product or service. With that goal in mind, there are several different promotional vehicles marketers can leverage to ensure their message gets across to the consumer, one way or another. In many cases, a multi-channel promotional effort is necessary to keep current in the minds of consumers.

**REVIEW OF LITERATURE**

- A (Hart & Stapleton,1977) state that " a statement in very general terms of how the marketing objective is to be achieved, e.g. acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basis of the marketing plan"
- (Lambin,1977) "The role of strategic marketing is to lead the firm towards attractive economic opportunities, that is, opportunities that are adapted to its resources and know how and offer a potential for growth and profitability".
- A (Baker,1984) "the establishment of the goal or purpose of a strategic business unit and the means by which it is to be achieved through management of the marketing function"
- A (Hamper & Baugh,1990)"Although definitions for the term vary, we define marketing strategy as a consistent, appropriate and feasible set of principles through which a particular company hopes to achieve its long-run customer and profit objectives in a particular competitive environment".

- A (Aramario& Lambin,1991)“ although marketing has basically an strategic conception of the selling activity, we use to distinguish between strategic marketing and operational marketing, depending on long term or short term objectives. Strategic marketing starts in thoughts about current situation of the company and situational analysis and possible evolution of the markets and the environment, with the goal of detecting opportunities which can establish objectives”
- A (Schnaars,1991) “There is no unified definition upon which marketers agree. Instead, there are nearly as many definitions of it as there are uses of the term. Clearly, marketing strategy is a commonly used term, but no one is really sure what it means”.
- A (Bradley,1991) " the strategic marketing process, therefore implies deciding the marketing strategy based on a set of objectives , target market segments, positioning and policies"
- A (Jain,1993) “Marketing strategy is mainly indicated by the marketing objectives, customer and competitive perspectives and product/market momentum ( i.e. extrapolation of past performance to the future), form the basis of marketing strategy

#### **OBJECTIVE OF STUDY:**

- To know the relation between promotional strategy and buying decision.
- To comprehend the determinants of customer satisfaction.
- To know about the growth prospects with respect to demand analysis.

#### **METHODOLOGY**

##### **RESEARCH DESIGN:**

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design.

##### **SAMPLING DETAIL**

- **Target population:**

The population for this research study consists of the employees of Tech Mahindra, Bangalore

- **Sampling unit:**

In this study the sampling unit is individual consumer.

- **Sampling method:**

Sample is selected by using simple random sampling method

- **Sampling size:**

110 are taken as sample from the total population.

## **RESEARCH APPROCHES**

The survey method is used as the research approach in the study.

## **RESEARCH INSTRUMENTS:**

The research instruments used for collecting the primary information for the study is by questionnaire

## **TOOLS USED:**

There are 3 different tools are used. They are

1. Percentage analysis
2. Chi square test
3. ANOVA

## **ANALYSIS**

**TABLE 1: PERCENTAGE OF THE ADVETISING INFLUENCE THE BUSINESS**

<b>S.NO</b>	<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	Increased Income	15	14
2	Business Development	40	36
3	Brand Becomes More Popular	49	45
4	Does Not Influence at all	6	5
	<b>Total</b>	<b>110</b>	<b>100</b>

**TABLE 1 PERCENTAGE OF ETHICAL AND RESPONSIBLE ORGANIZATION**

S.NO	Opinion	No. of Respondents	Percentage
1	Always	89	81
2	Frequently	2	2
3	Sometimes	10	9
4	Never	9	8
	<b>Total</b>	<b>110</b>	<b>100</b>

**TABLE 3. PERCENTAGE OF SPECIFIC MARKETING PLAN**

S.NO	Opinion	No. of Respondents	Percentage
1	Always	52	48
2	Frequently	30	27
3	Sometimes	22	20
4	Never	6	5
	<b>Total</b>	<b>110</b>	<b>100</b>

**TABLE 4. PERCENTAGE OF PROBLEM IN ECONOMIC ENVIRONMENT CHANGE**

S.NO	Opinion	No. of Respondents	Percentage
1	Competition From MNCs	2	2
2	Competition From SSI Units	49	44
3	Recession In Market	7	7
4	Government Policy And Procedure	27	25
5	Absence of Group Approach	25	22
	<b>Total</b>	<b>110</b>	<b>100</b>

**CHI SQUARE TEST:**

To determine whether any difference in quality between gender and their opinion about problem faced due to economic environment in marketing strategy.

**HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant difference between the marketing problem faced due to economic environment and the opinion by the gender.

**H1:** There is a significant difference between the marketing problem faced due to economic environment and the opinion by the gender.

**TABLE 5:**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * problem faced due to economic environment	110	100.0%	0	0.0%	110	100.0%

**TABLE 6**

**gender \* problem faced due to economic environment changed Cross tabulation**

Count

	Problem faced due to economic environment changed					Total
	competition from MNCs	competition from SSI units	recession in market	government policy and procedure	absence of group approach	
gender Male	0	28	5	17	15	65
gender Female	2	21	2	10	10	45
Total	02	49	7	27	25	110

**TABLE 7**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.937 <sup>a</sup>	4	.003
Likelihood Ratio	16.122	4	.003
Linear-by-Linear Association	1.495	1	.221
N of Valid Cases	110		

**RESULT:**

**Calculated value > tabulated value, so the H<sub>0</sub> is rejected.**

**H<sub>1</sub> is accepted.**

There is a significant difference between the marketing problem faced due to economic environment and the opinion by the gender.

**ANOVA**

The significant difference between the age, marital status and the problem faced due to the change in economic environment.

**HYPOTHESIS 1:**

**H<sub>0</sub>:** There is no significant difference between the age and marital status of the employees.

**H<sub>1</sub>:** There is a significant difference between the age and marital status of the employees.

**HYPOTHESIS 2:**

**H<sub>0</sub>:** There is no significant difference between the marital status and problem faced due to the change in economic environment.

**H<sub>1</sub>:** There is a significant difference between the marital status and problem faced due to the change in economic environment.

**HYPOTHESIS 3:**

**H<sub>0</sub>:** There is no significant difference between the problem faced due to the change in economic environment and age.

**H<sub>1</sub>:** There is a significant difference between the problem faced due to the change in economic environment and age.

**TABLE 8**

**Tests of Between-Subjects Effects**

Dependent Variable: gender

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	28.936 <sup>a</sup>	33	.877	4.866	.000
Intercept	345.236	1	345.236	1915.972	.000
marital status	3.931	2	1.965	10.907	.000
Age	.274	3	.091	.507	.678
Problem due to economic environment change	1.240	4	.310	1.720	.146
marital status* age	2.856	3	.952	5.283	.001
marital status * problem due to economic environment change	3.445	7	.492	2.731	.009
age * problem due to economic environment change	5.783	9	.643	3.566	.000
marital status * age * problem due to economic environment change	.358	4	.089	.497	.738
Total	810.000	110			
Corrected Total	81.731	110			

**TABLE 9 Post Hoc Tests --- age**

**Multiple Comparisons**



Dependent Variable: gender

Tukey HSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
	31-40	.0560	.06162	.894	-.1131	.2250
21-30	41-50	-.1444	.07161	.260	-.3409	.0520
	>50	-.3333*	.09752	.006	-.6009	-.0657
	21-30	-.0560	.06162	.894	-.2250	.1131
31-40	41-50	-.2004*	.05771	.005	-.3587	-.0421
	>50	-.3893*	.08782	.000	-.6303	-.1483
	21-30	.1444	.07161	.260	-.0520	.3409
41-50	31-40	.2004*	.05771	.005	.0421	.3587
	>50	-.1889	.09510	.275	-.4498	.0721
>50	21-30	.3333*	.09752	.006	.0657	.6009
	31-40	.3893*	.08782	.000	.1483	.6303
	41-50	.1889	.09510	.275	-.0721	.4498

TABLE 10

Post Hoc Tests --- marital status

Multiple Comparisons

Dependent Variable: gender

Tukey HSD

(I) marital status	(J) marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Married	Unmarried	.2492*	.04952	.000	.1325	.3658
	Widow	-.4375*	.08192	.000	-.6305	-.2445
Unmarried	Married	-.2492*	.04952	.000	-.3658	-.1325
	Widow	-.6867*	.08162	.000	-.8789	-.4944
Widow	Married	.4375*	.08192	.000	.2445	.6305

Unmarried	.6867*	.08162	.000	.4944	.8789
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**TABLE 11**

**Homogeneous Subsets**

**Gender**

Tukey HSD

marital_st	N	Subset		
		1	2	3
a				
unmarried	55	1.3133		
Married	46		1.5625	
Widow	9			2.0000
Sig.		1.000	1.000	1.000

**TABLE 13 Age**

**Multiple Comparisons**

Dependent Variable: gender

Tukey HSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
	31-40	.0409	.06308	.916	-.1221	.2039
21-30	41-50	-.1595	.07355	.134	-.3495	.0305
	>50	-.3484*	.10057	.003	-.6082	-.0885
	21-30	-.0409	.06308	.916	-.2039	.1221
31-40	41-50	-.2004*	.05979	.005	-.3549	-.0459
	>50	-.3893*	.09100	.000	-.6244	-.1542
	21-30	.1595	.07355	.134	-.0305	.3495
41-50	31-40	.2004*	.05979	.005	.0459	.3549
	>50	-.1889	.09854	.223	-.4435	.0657
>50	21-30	.3484*	.10057	.003	.0885	.6082

31-40	.3893*	.09100	.000	.1542	.6244
41-50	.1889	.09854	.223	-.0657	.4435

**TABLE 14.Homogeneous Subsets**

**Gender**

Tukey HSD

age	N	Subset	
		1	2
31-40	45	1.4516	
21-30	40	1.4107	
>50	16	1.8000	1.8000
41-50	9		1.6111
Sig.		.075	.104

**TABLE 15**

**PROBLEM FACED DUE TO CHANGE IN ECONOMIC ENVIRONMENT**

**Multiple Comparisons**

Dependent Variable: gender

Tukey HSD

(I) problem due to economic environment change	(J) problem due to economic environment change	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
competition from MNCs	competition from SSI units	.2471*	.07353	.008	.0453	.4490
	recession in market	.1365	.08620	.509	-.1001	.3731

competition from SSI units	government policy and procedure	.2359*	.08161	.033	.0119	.4599
	absence of group approach	.2638*	.08251	.013	.0373	.4902
	competition from MNCs	-.2471*	.07353	.008	-.4490	-.0453
recession in market	recession in market	-.1107	.07301	.553	-.3111	.0897
	government policy and procedure	-.0112	.06752	1.000	-.1966	.1741
	absence of group approach	.0166	.06861	.999	-.1717	.2050
government policy and procedure	competition from MNCs	-.1365	.08620	.509	-.3731	.1001
	competition from SSI units	.1107	.07301	.553	-.0897	.3111
	government policy and procedure	.0994	.08114	.737	-.1233	.3221
absence of group approach	absence of group approach	.1273	.08204	.530	-.0979	.3525
	competition from MNCs	-.2359*	.08161	.033	-.4599	-.0119
	competition from SSI units	.0112	.06752	1.000	-.1741	.1966
competition from MNCs	recession in market	-.0994	.08114	.737	-.3221	.1233
	absence of group approach	.0279	.07720	.996	-.1840	.2398
	competition from MNCs	-.2638*	.08251	.013	-.4902	-.0373
absence of group approach	competition from SSI units	-.0166	.06861	.999	-.2050	.1717
	recession in market	-.1273	.08204	.530	-.3525	.0979

government policy and procedure	-0.0279	.07720	.996	-.2398	.1840
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**TABLE 16.**

**Homogeneous Subsets**

**Gender**

**Tukey HSD**

Problem due to	N	Subset	
		1	2
economic environment change			
absence of group approach	25	1.4237	
competition from SSI units	49	1.4402	
government policy and procedure	27	1.45146	
recession in market	7	1.5509	1.5510
competition from MNCs	2		1.6875
Sig.		.473	.399

**RESULT:**

**HYPOTHESIS 1:**

Calculated value > tabulated value. H0 is rejected, H1 is accepted.

**HYPOTHESIS 2:**

**Calculated value < tabulated value. H1 is rejected, H0 is accepted.**

**HYPOTHESIS 3:**

**Calculated value > tabulated value. H0 is rejected, H1 is accepted.**

There is a significant difference between the gender and marital status of the employees.

There is no significant difference between the marital status and problem faced due to the change in economic environment.

There is a significant difference between the problem faced due to the change in economic environment and age.

**CONCLUSION**

From the present Study, it came to know that the organization having more concern about the sales promotional activities and advertising for the product.. The study concludes that the effectiveness of promotional activities and advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements adopted by various companies and time spent on various media.The study concludes that promotional activities and advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, promotional activities and advertising is a key determinant of purchase decision of the customers as well as the employee would decide about purchase decision as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that advertising has significant relationship with purchase decision of the consumers The study concludes that the advertising increases the number of customer to the organisation. In addition to that, the relationship is become positive between employees and customer by

answering the queries immediately. The company can increase their shares and debentures through efficient advertising and promotional activities.

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