

# A Study on Impact of Marketing Strategy of Activa Two Wheeler in Tiruchirappalli District

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## ARTICLE DETAILS

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## ABSTRACT

Marketing strategies serve as the fundamental underpinning of marketing plans designed to reach marketing objectives. It is important that these objectives have measurable results. An effective marketing strategy should incorporate an organization's marketing goals, policies, and action progression (tactics) into a cohesive whole. The primary goal of a marketing strategy is to provide a foundation from which a premeditated plan is developed. Creation of marketing strategy allows the organization to carry out its mission effectively and efficiently. The marketers of two wheelers can formulate marketing strategies regarding their product positioning and repositioning. Further, what the marketer has to know from the research is to understand the consumer's opinions, preferences, tastes, likes, and dislikes of those who use the two wheelers.

## 1. Introduction

Marketing can be defined as the activities taking place in market to influence the consumers to buy specific products or services for satisfying their needs and wants by conveying messages through print, electronic and mass media. There are several peculiar characteristics that can be observed in the markets and in consumer. With the advent of modern technology media coverage has been far and wide. Due to increased audio and visual media coverage en-mass has led to a potential demand for various products in region. The surface transportation is one area where vast improvement can be noticed with improved road transportation and other means. Small and big means of transport have allowed the consumers to shop goods and services beyond his village boundaries.

An important aspect of this development is slowly realizing the numbers of product, brand and services available in this market, a scope which was unnoticed earlier. The Two-Wheeler market in India is the main role player to the automobile industry with a size of nearly Rs.2, 00,000 million. The two wheeler market in India consists of three types of vehicles namely motorcycles, scooters, and mopeds. Foreign collaborations have been playing a major role in the growth of the Indian two wheeler market and most of them are Japanese firms viz Honda, Yamaha, Suzuki, Kawasaki especially in motorcycle and well known scooter brand Honda Activa. Motorcycle has much more demand than scooter because of petrol efficiency, sturdiness, looks and resistance on bad-roads.

The success or failure of companies competing in a market is largely dependent on strategy they evolve and implement. The literature is full of references regarding comparisons between companies having strategy and winning and companies that do not have strategy and fail. One of the major causes recognized to failure of companies is the absence of a well created strategy. The belief is that proper

formulation and implementation of strategy leads to superior performance in the marketplace

A good marketing strategy is derived from market research, market share and position of the product and focus on the right marketing mix in order to achieve the maximum profit potential and sustainability of business. The marketing strategy is the basic ingredient of a marketing plan. Marketing strategy allows using pathways and footholds that apply organizational limited marketing budget more effectively.

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered on the key concept that customer satisfaction is the main goal.

## 2. Review of literature

Ronald Mani (2013) found the determinants that affecting the effectiveness of marketing strategy of the two wheeler Bikes cities of Uttar Pradesh. The research is concentrates on which factor motivates to select particular brand of two wheelers. Maximum of the respondents' prefer the design of Hero bikes. The bikes recently introduced by Bajaj are mostly concentrates on youngsters<sup>1</sup>.

EktaChakravarty (2013) analyzed different strategic implementation done for the improving the sales volume in automobile company. The data followed with primary as well as secondary means. The researcher seeks for the betterment of

<sup>1</sup>Ronald Mani (2013) "A Study On Consumer Buying Behavior Towards Two Wheeler Bikes In Context To Indian Market" International Journal of Advanced Research in Management, Volume 4, Issue 1, January-April 2013, pp. 65-73

sales of these bikes and also initiates recommendation related to marketing strategies to help increase their sales<sup>2</sup>.

Weerasiri (2015) studied the factors effects on decisions of consumers on Indian two wheelers as a novel research. The objective of the study was to identify which brand is more popular in Indian two wheeler brands and has effect on the purchasing decision.. The findings also revealed several implications for marketers to better segmentation and targeting in the automobile industry especially on two wheeler sales<sup>3</sup>.

**3. Significance of the study**

Marketing strategies serve as the primary groundwork of marketing plans designed to reach organisational objectives. It is essential of these objectives have assessable results. A good marketing strategy should incorporate an organization's goals, policies, and action progression (tactics) into a cohesive whole. The objective of a marketing strategy is to provide a basic from which a strategic plan is developed. This process allows the organization to perform its operation effectively and efficiently. The marketers of two wheelers can formulate marketing strategies regarding their product positioning and repositioning. Further, what the marketer has to know from the research is to understand the consumer's opinions, preferences, tastes, likes, and dislikes of those who use the two wheelers. Therefore, the marketers of two wheelers who understand the consumer's need, information search, brand preference, brand loyalty, factors influencing the purchase decision, motivational factors and post purchase behavior have distinct competitive advantage in the market

**4. Objectives of the study**

- The following objectives are framed for the present study
1. To study the effectiveness of marketing strategies of Activa scooter type two wheeler
  2. To know the factors influencing marketing strategies of two wheeler
  3. To offer suitable suggestions to improve the effectiveness of marketing strategies in order to improve sales volume.

**5. Methodology**

The present study was descriptive by nature. The research covers whole Tiruchirappalli district as their study area. So the whole population is considering as universe. The present study is to know the effectiveness marketing strategies of two wheelers. The convenient sampling technique was used to select the respondents'. Sample size was confined as 90.

**6. Analysis and interpretations**

Classification of respondents' based on their age

Age	Frequency	Percent
up to 25 years	14	15.6

<sup>2</sup>EktaChakravarty (2013) "Separation -A Better Tomorrow-Economy" A Study of Marketing Strategies On Automobile" International Journal of Research and Development - A Management Review, Vol.2(1), pp.88-92

<sup>3</sup>Weerasiri (2015) "Factors Affecting Purchase Decision for Indian Two Wheelers in Sri Lankan Market", Kelaniya Journal of Management, Vol. 4 No. 2, pp. 10-21

26-35 years	33	36.7
35- 50 years	30	33.3
Above 50 years	13	14.4
<b>Total</b>	<b>90</b>	<b>100.0</b>

Source: Primary Data

The above table shows that 36.7% of the respondents' belongs to the age group of 26-35 years. 33.3% of the respondents' belongs to the age group of 35-50 years. 14.4% of the respondents' belongs to the age group of above 50 years. 15.6% of the respondents' belongs to the age group of up to 25 years.

It is understood that maximum 36.7% of the respondents' belongs to the age group of 26-35 years.

Karl Pearson co-efficient of Correlation test

Sl. No	Marketing mix of two wheeler	R value	Statistical inference
1	Quality	0.757	0.023 < 0.05 Significant
2	Product design	0.844	0.044 < 0.05 Significant
3	Featuers	0.574	0.231 > 0.05 Not Significant
4	Affordable price	0.493	0.768 > 0.05 Not Significant
5	Discounts	0.279	0.495 > 0.05 Not Significant
6	Place and distribution	0.395	0.435 > 0.05 Not Significant
7	Promotional offers	0.675	0.271 > 0.05 Not significant
	Overall perception about marketing mix of two wheelers	2.765	0.145 > 0.05 Not significant

**Research hypothesis**

There is a significant relationship between income of the respondents' and their Overall perception about marketing mix of two wheeler

**Null hypothesis**

There is no significant relationship between income of the respondents' and their Overall perception about marketing mix of two wheeler

**Statistical test**

Karl Pearson coefficient correlation test was used to prove the above hypothesis.

**7. Findings**

The above table shows that there is a significant relationship between income of the respondents' and their Overall perception about marketing mix of two wheeler. Hence, the calculated value is greater than the table value. So the research hypothesis is rejected and the null hypothesis is accepted.

**8. Suggestions**

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

researcher suggest that the marketing manager of the retail show room take initiative sales executives make necessary steps to do in an effective manner.

## 9. Conclusion

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

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