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## A STUDY OF INCREASING THE ARENA OF SALES PROMOTION: TWO-WHEELER INDUSTRY PERSPECTIVE

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### Abstract

This research gives readers an overview of the field of two-wheeled product advertising. Taking the marketing of motorcycles and mopeds as a case study, there is no other way to get your product in front of a potential buyer except through a well-established network of dealers and their showrooms. Manufacturers' brand recognition and product demand are both boosted by the Two-wheeler showroom. This research focuses on the attitudes and beliefs of dealers' customers about the dealers' services, as well as those customers' wants, needs, and overall satisfaction with the dealers' facilities. The study goes on to emphasize the many aspects of two-wheeler showcasing techniques and the company's obligations and requirements for two-wheeler sales and to assess the general features of two-wheeler showcasing and other promotional actions of dealers to promote their vehicles. Some participants in the survey recommended intensifying customer service to increase business.

**keywords** Two-wheeler Industry, Sales Promotion, Customer opinion, Customer satisfaction.

### I Introduction

A sizable portion of the global market is dominated by India's automobile industry, which is one of the country's most prosperous sectors. The automobile industry in India has been expanding at twice the rate of the overall manufacturing sector in recent years. It's also one of the reasons the economy is growing so quickly. Since its inception in 1955, the country's two-wheeled vehicle sector has played a significant role and accomplished remarkable feats. Organizational components include factories, retail outlets, corporate offices, and repair shops. The sales division is typically responsible for managing the showroom and displaying products. One of the most important forms of advertising for two-wheeled vehicles is showcasing. The two-wheeled automotive market has seen a surge in activity thanks to this advertising campaign. **Areeda, Kaplow, 1988.** Displays and hands-on demos in the showroom are common ways to sell motorcycles and scooters. Customers not only come into showrooms

to look around and potentially make a purchase, but they also come back frequently. Due to the rapid pace of change in the marketing industry and the ever-changing preferences of consumers, modern manufacturers must be flexible in their approach to R&D in order to create goods that are both effective and in tune with the marketplace.

## II Preliminary Study

A sales promotion plan, or discounting strategy, is a method of marketing that involves offering discounts, incentives, or other sales-related perks to customers in order to encourage them to perform some sort of desired action. **Gopal et. al., (2019)** Synthetic lubricants for two-wheeled vehicles are the subject of this research, as are the people who have recently begun using them. It is a survey of the Indian lubricants industry for two-wheeled vehicles. A comprehensive literature assessment on the spread of new ideas and technologies is conducted. It aims to distinguish these early adopters from latecomers by developing a collection of psychographic models that characterize them. **Balakrishnan et. al., (2018)** The Automobile Company can only acquire market leadership if it knows consumer taste and preferences for outstanding value, quality, and service. Consumer preference is a significant marketing aspect. To examine the necessity for a certain two-wheeler in Coimbatore, Tamil Nadu, India. Broadly speaking, customer choice and behavior are identical. The company should introduce elegant two-wheelers. After the split, Hero and Hero Honda customers' brand preferences are surveyed. Brand preferences are recorded. The survey found that Hero Honda gained market share in the two-wheeler industry after Honda split. **Nixon S. et. al., (2015)**, India's advertising industry expanded 12.6% from 2014 to 2015, from 43,491 to 48,976 crores. Advertising is a powerful marketing strategy that informs and persuades audiences to buy a product. Top two-wheeler brands have the most advertising costs. The study focuses on two-wheeler advertising among college students. The study indicated that advertising influences young people to buy. Television is recommended for advertising two-wheeled vehicles. **Shah P. et. al., (2014)** In

order to gauge the level of social media awareness, the current employment of it in the marketing of two-wheelers, and the preferences of consumers towards different kinds of social media, a market study was done in the cities of Ahmedabad, Vadodara, Surat, and Rajkot. Several statistical methods were employed to examine the preferences of media consumers and to verify the preferences of two-wheeler buyers. The results indicate that the two-wheeler market is underrepresented on social media. The younger generation is the most avid user of social media. **Sharma N. & Sharma et. al., (2014)**, since 1990, Lovely Group has been one of Jalandhar city's most prominent corporations. Since then, Lovely group has steadily expanded. Therefore, it is important to investigate its origins. For this reason, the focus of the present work will be on investigating the factors that have contributed to its expansion. For this objective, we drew on secondary data from the Lovely Group's Market Research Division covering the years 1991-2014. Spending on advertising and sales promotion was used as an independent variable and sales volume was used as a dependent variable in a regression analysis of the data. According to the findings, advertising and sales promotion expenditures are the most important factors influencing Lovely vehicle sales. **Mahalakshmi et. al., (2014)** In this study, we take a look at how happy two-wheeler customers are with their purchases. Theni city was the only location analyzed in the study. About two hundred and forty shoppers at department stores were interviewed using a standard questionnaire. Chi-square tests and other statistical analyses were performed. India is the world's second-largest producer and manufacturer of motorcycles. **Jha, M., & Sirohi R., (2014)** With a focus on the two-wheeler market, the current study similarly seeks to explain the connection between advertising and customer behavior. The authors have made an effort to dissect the influence that advertisements have on consumers' decisions to purchase two-wheeled vehicles. **Rajesh M., & Kumar A., (2014)** Two-wheeler commercials impact not only the search for information but also the choice to purchase. Personal characteristics such as age, level of education,

occupation, gender, and disposable income affect how people respond to advertisements and shape their pre- and post-purchase habits. After making a purchase, customers are extremely thorough in ensuring that the goods they received match the advertisement's stated specifications. Ads that go too far have a detrimental impact on advertising, and while they help consumers remember the product's name, they don't sway them to actually buy a motorcycle.

### III Promotion Mix for Sales of Two -wheeler

In this article, we will discuss some of the most successful sales marketing strategies that you can implement at your bike shop this coming winter in order to attract new customers and retain your current clientele. In Figure 1.2, we see the many sales promotions that make up the overall sales mix.



Figure 1.2: Sales Promotion Mix

**2.2.1 Social media contests:** Nowadays, social media marketing is one of the most efficient strategies. Millions of people use social media, so establishing a presence on platforms like Facebook, Twitter, and Instagram will likely result in a substantial increase in sales. In this section, you can display a sample of your goods to persuade customers to visit your physical or virtual shop. (ACMA). 1998. Running a contest on social media is a great way to get your name out there and showcase what you've got to offer. Everybody enjoys a free giveaway with a chance to win

something. If just one person participates and shares, the number of people exposed to your ad will skyrocket quickly and effortlessly. Even if you have to give away bikes sometimes, the attention your business will get from doing so will be well worth it.

#### 2.2.2 Free accessories /free shipping/free assembly

Even if it's not entirely true, it's still nice to believe that you're getting something for nothing. You may make a win-win situation for both you and your customers by, say, pricing your bikes so that they come with complimentary lights at no further expense to you. You're selling more bicycles each week, and the buyer thinks they got a great price. Offering free bike assembly is a great way to attract visitors to your bike shop if you own a brick-and-mortar store. It won't take long, and the customer's experience and opinion of your business will improve greatly.

**2.2.3 Rebates:** For many bike shops, this is a go-to choice because it draws in customers like crazy. Customers love rebates because they are an easy way to save money on purchases they were planning to make anyway. Rebates are popular with retailers since customers often forget to redeem them, meaning that the store ends up saving money. This is a common strategy used by stores to get rid of any surplus inventory of a certain product.

**2.2.4 Special pricing:** Customers also have a hard time saying "no" to discounts that are only available for a short period of time. These are often exceptional deals that are available for a limited time only. Consumers are receiving a great price, and nobody is being forced to buy something they don't want to, thus the practice could be seen as pressure selling even if it isn't. A person's ability to resist a deal simply comes down to their level of self-control. Offering the newest bike model at a discounted price for one week only is a typical promotion used by bike shops to increase sales. Bhadrappa, Aithal.(2021)

**2.2.5 Free finance:** The cost of a new bicycle and all its add-ons might quickly become prohibitive. Therefore, the ability to provide customers with interest-free financing is a powerful selling point. You can advertise the price in a variety of ways and they can stretch the cost over a longer period of time. Which of these two options appeals to you more? \$600 or 10 payments of \$50 Many people can easily come up with £50, but finding \$500 can be a challenge **Devaki and Balakrishnan (2018)**. More consistent revenue can be maintained throughout the year by facilitating payment plans.

**2.2.6 Coupons:** Giving customers a discount on their next purchase is another effective sales promotion strategy. The buyer is incentivized to make an immediate purchase, and the presence of a future coupon encourages them to return for more. Bike shops can save a lot of money with coupons because they bring in customers who otherwise wouldn't buy from them again. Of course, discounts on future purchases aren't the only way to keep customers coming back. For instance, you may give away discount codes to everyone on your email list. That's a lot cheaper than traditional advertising, and it might bring in a flood of customers. **Jha, and Sirohi, Rajeev, May 2011**.

**III. Marketing Strategy for Sales Growth**

A successful marketing strategy is required to grow the sales of the two-wheeler and increase the arena are mentioned in the following table 1.3:

<b>Table 1.3: Marketing Strategy for Sales Growth</b>	
Increase Penetration In Existing Markets	Stick to your knitting and grow market share in what you do best already.
New Products Line Extensions	The second most popular strategy to grow sales was to extend the product line to a new complementary product that existing

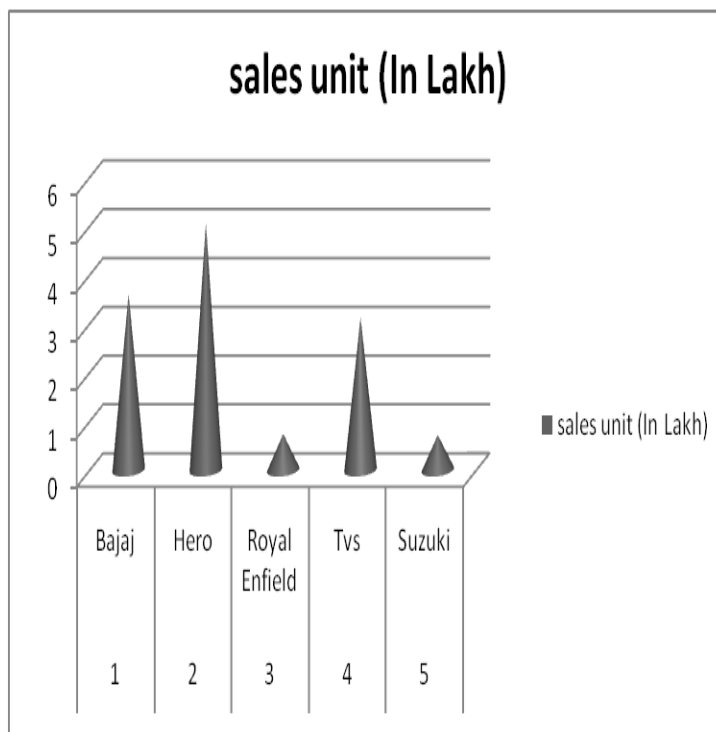
	clients would be pleased you now offer.
New Client Segments	Dealer believed focusing on new client segments will power strong growth. Observe and identify other activities your client is buying from others that you could make for them.
New Channels of Distribution	Aggressively opening up new channels of distribution will increase sales.

**IV Sales Growth of Two-wheeler Companies in India**

In particular, the introduction of racer bikes and sports bikes in market niches catering to young people has contributed to a rise in sales of two-wheeled vehicles. . Sales figures for a number of different manufacturers of two-wheeled vehicles are plotted in figure 1.4.

Table 1.4 shows rising two-wheeler sales data for 2022

S.N.	Company	Sales Unit (In Lakh)
1	Bajaj	3.61
2	Hero	5.07
3	Royal Enfield	0.74
4	Tvs	3.13
5	Suzuki	0.72



untapped by higher segment vehicles.	threat to two wheeler on the basis of price.
5. KTM plans to open its plant in India.	

**Figure1.4:** Sales Growth of Two -wheeler in 2022

**V SWOT Analysis of the Two-Wheeler Industry**

SWOT Analysis of Two- wheeler focuses on Strengths, Weaknesses, Opportunities, and threats. Shown in the following table 1.5

<p><b>STRENGTH</b></p> <ol style="list-style-type: none"> <li>1. Significant contribution to Indian economy.</li> <li>2. Two wheeler market are expanding from 12% to 14% growth.</li> <li>3. A favorable industry to Asian economic condition.</li> <li>4. Most helpful for a developing country like India in terms of transport feasibility</li> </ol>	<p><b>WEAKNESS</b></p> <ol style="list-style-type: none"> <li>1. Rise in raw material cost.</li> <li>2. Due to competition, pricing reduces and affects to low quality of products and services</li> </ol>
<p><b>OPPURTUNITIES</b></p> <ol style="list-style-type: none"> <li>1.Reduced excise duty</li> <li>2. Steep fall in fuel prices</li> <li>3. Make in India” campaign invites FDI</li> <li>4.Rural market which possess potential has been</li> </ol>	<p><b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Due to heavy competition of four wheeler, low priced cars have emerged in market which causes</li> </ol>

**VI Impact of increasing Arena of two wheeler**

Companies in India are moving away from using employee cars and instead relying on delivery agents, third-party logistics providers, and their own fleets to carry out routine errands and errands for clients, which has led to an expansion of the commercial two-wheeler market in India. Grocery delivery, food delivery, bike taxis, e-commerce, and package delivery are just some of the most common uses for commercial two-wheelers. The Unstructured Groups don't have a set fleet of delivery vehicles, so members use their own cars to transport groceries to customers. Last-mile grocery delivery is handled by delivery agents, logistics firms, and rental firms that work in tandem with online grocery delivery corporations. Mainstream companies in India's Bike Taxi Market include Ola, Uber, and Rapido. Corporations team up with couriers who use their own cars to speedily deliver customers' orders. Hero Splendor, Bajaj Platina, Hero Passion, Honda Activa, and many others are among the top selling models in the Bike Taxi Market.

**VII Conclusion**

A live display of the vehicles, a touch and feel test drive, brief technical facts about the vehicles, and on the spot finance facilities are only attainable through a visit to the showroom, making The Modern marketing strategy an extremely powerful promotional tool. It helps to attract potential customers and equip them with the necessary information about the vehicles being promoted. This level of familiarity is useful for establishing rapport with clients, which in turn fosters goodwill and can lead to repeat business and recommendations from satisfied customers who appreciate the sales support provided. Display areas help to keep consumers happy by connecting them with service centers in a welcoming environment; this encourages repeat

business and, potentially, the sale of additional products. With so many options for advertising automobiles, it's clear that showcasing is the most effective strategy. Since there is so much competition in the market, businesses are rethinking their approaches and trying new things, such as branching out into rural areas and the high-end market through strategic partnerships. In order to survive and thrive in the face of such intense competition, businesses must focus on providing excellent service to their customers. To increase industry growth and relative market shares of the top players in the market, technology plays a vital and elixir role in product differentiation, quality improvement, new product development, and adding value to customers and key players in the market.

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