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Research Paper | Marketing

An Empirical Study on Showcasing & Two-wheeler Marketing in Tiruchirappalli

J. MARTIN LEONARD — Teaching Assistant, Indian Institute of Management, Tiruchirappalli

Dr.N.S.SHIBU — Head of the Department of Management Studies, Bharathidasan University College, Perambalur

ABSTRACT

This study provides a brief idea about the showcasing and marketing strategies for two-wheelers. Taking as a research area of two-wheelers marketing, really can't have a better way of reaching out to the customer except with a strong dealers' network and their showrooms. The Two-wheeler showroom helps to build image and create demand for the product of the manufacturers. This study covers a sample of 40 staff picked from four Two-wheeler showrooms namely Shriraj TVS, PL.A TVS, Gemini Yamaha, and Kavi Bajaj and a sample of 150 customers visiting these showrooms in Tiruchirapalli. At the rate of 50 customer of each from three showrooms were selected conveniently as contacting and eliciting their views were a tough task. This study deals with customer's preference and perception to the dealers services and also it examines the customer's opinion, desires, and their level of satisfaction regarding the facilities provided by the dealers. Further this study also analyzes the general features of two-wheeler showcasing, and other promotional activities of dealers to market their vehicle, and highlights the various aspects of showcasing techniques for the two-wheelers and the company's responsibilities and requirements for the two-wheeler sales. As an outcome of the study suggestions certain made were to tone up the customer services to attract more customers.

KEYWORDS : Showcase, Demonstrating, Point of Sales, Interactive Kiosk Machines

INTRODUCTION

Automobile industry in India is one of the largest industries enjoying significant share in the global market. The Indian automobile sector is the fastest growing segment in the manufacturing sector in the recent years. It has also been recognized as one of the driving factor of fast economic growth. In the case of the two-wheeler industry has been in existence in the country since 1955, and its role and achievements are very impressive and it cannot be ignored.

It consists of segments like Production units, Distribution channels, Sales departments, and Service Workshops. Showroom management and showcasing are commonly undertaken by the sales department. Showcasing for two-wheelers is one of the main promotional activities in two-wheeler sales. This promotional strategy brings out the dynamics sales in the two wheeler automobile industry.

Showcasing products are commonly promoting through exhibition and personal inspection in the showroom. Showrooms are not only attracting clients to inspect and buy but they facilitate and generate repeat visits.

Definition of Showcasing

- A setting in which anything may be displayed to the best advantage to exhibit or display. Wordnetweb.princeton.edu/per/webwn.
- To exhibit or display, usually of an ideal or representative model of something is showcasing En.wikitionary.org/wiki/showcase
- Showcasing is the setting, place, or vehicle for displaying something on a trial basis

Jim Peterson, the president of the Concrete says, "When customers come to your showroom they get a chance to meet and know you." Therefore it is necessary that a good impression is created at the first visit itself so that the clients will bring greater benefits to the company.

The promotional expert **Mel korn** says that "from the moment the shopper enters the store, nothing should be left to the chance. The shoppers can easily find solutions to their needs with added creativity make the shopping experience more rewarding for the consumer".

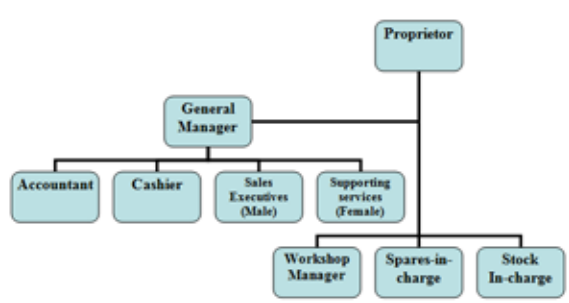
OBJECTIVES OF THE STUDY

- To study the contribution made by and role played by the two-wheeler manufacturers for showcasing their product.
- To find out the opinion of the showroom administrators, on the effectiveness of showcasing as a promotional tool and the factors that attracted customers to the showroom.
- To examine the aspects of showcasing which satisfied and attracted the customers most.
- To offer suggestions to make showcasing still effective

IMPORTANCE OF SHOWCASING FOR TWO-WHEELERS

- It displays two-wheelers and related services to the potential customers.
- It gives all the details of the two-wheelers displayed such as variety, quality. Size, colour and other features of the vehicle, including technical details.
- It helps the customer to see and examine the vehicle before they actually buy them and if required provides for test ride also.
- Showcase appeals visually to the prospects and induces them to purchase.
- Showcase reminds the customers about their need and the pride of owning the product which ultimately result in purchase.
- Showrooms create the confidence to the dealers to achieve their business goals.
- Financial support and display techniques, furnished by the manufacturers really boost the morale of the dealers.
- The show rooms help the prospects to have a clear view of the product, the machine, timeliness of the product purchase and the performance of the product and also the place.

Organizational Structure of the Two-wheeler showrooms in South India



Fundamental requirements of good showcasing centers:





Showcasing requires, convenient and sophisticated place to display the vehicles, comfortable and attractive furniture, To attract the customers' attention make a decorative items like, artificial flower settings, springs, lights, music systems, TV, journals, periodicals and led lights, drinking water facility, refreshments, toilets and maintain a good climate condition by air-conditioning. As benefits of the showroom display, Platforms and Ramp boards are also the effective materials for attract the customers while their visits in the showroom.

SIGNIFICANT ROLE OF SHOWROOMS IN TWO-WHEELER SHOWCASING

Every action is supported by thorough thinking; Showcasing facilitates such thinking and analysis about one's need and usefulness of the product. Human nature is always attracted by good presentation; best display of products to be place a high level sale with compare to the effortless product. Really they love to see and buy such products which are displayed very attractively with a pleasant way. The display stimulates customers to buy with uncontrolled desires and it drives them to take a decision to buy shortly.

Showcasing is one of best tool in marketing promotions, that's why Automobile companies choose showcasing as an important promotional strategy to attract the buyers. Though the showrooms attract potential customers which may ripe into sales subsequently, it helps to build a brand image and create high demand of the product. Therefore, the manufacturers insist on and prescribe certain designs and requirements for a showroom, which is likely to involve a reasonable outlay.

METHODOLOGY

This study covers a sample of 40 staff picked from the four two-wheeler showrooms namely Shriraj TVS, PL.A TVS, Gemini Yamaha, and Kavi Bajaj and a sample of 150 customers each from the three showrooms of Shriraj TVS, Kavi Bajaj, and Gemini Yamaha in Trichy. 50 customers each from three showrooms were selected conveniently as contacting and eliciting their views was a tough task.

Data Collection

A well designed questionnaire was tested, refined and used for collecting information and data that were considered essential for approaching and analyzing the problem and to arrive at certain meaningful conclusions. And the questionnaire comprised of two separations of dealer staff and customers. The data collected from them were classified and tabulated. This analysis facilitates to make the realistic inferences. Simple averages and percentages were used and were supplemented by diagrammatic representation namely pie diagram, pyramids, cylinder, cone and bar diagram.

Visit to Showrooms

» Potential buyers of two-wheelers visit the showrooms and their numbers vary during seasons and off-seasons. It is seen from data analysis that the visit during season is more than off-season in all the three showrooms.

Visits and Sales

» All the visits do not end up with sales. Only a part of the visits end up in sales.
» It is seen from the table that out of an average visit of 60 customers a day , only 20, that is 33% had resulted in sales in respect of Shriraj TVS and in Kavi Bajaj it is just 26% and in Gemini Yamaha it is 40%. Even out of the realized sales.
» 15% sales were on exchange in Shriraj TVS, 15.38% was on exchange in Kavi Bajaj, and the same for Gemini Yamaha was 12.5%.

EFFECTIVE MODES OF SHOWCASING

» Showcasing
» Mobile Showcasing
» Road Shows
» Stunt Shows

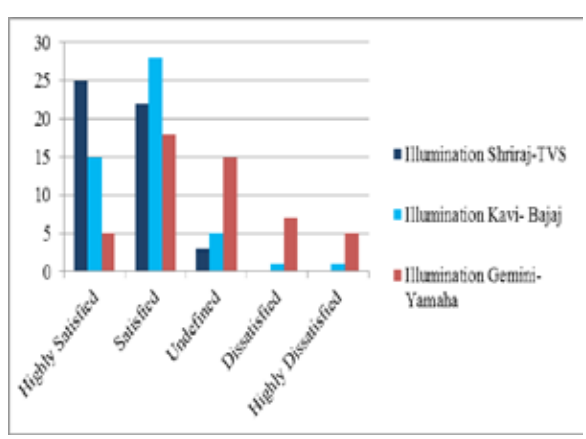
As seen in the Research work shows that 90% of Kavi Bajaj staff opine showcasing as the most effective mode of promotion, while only 70% of TVS showroom staff consider it as the most effective mode, and 50% of the staff of Gemini Yamaha found it most effective. Next in order was Mobile showcasing and Road shows for TVS showroom where as, Road show alone are the next effective mode for Gemini Yamaha. However, stunt shows were considered as the least effective among the 4 modes discussed here.

MOST EFFECTIVE MEDIA FOR THE PROMOTION OF SALES

» Newspaper
» TV / Radio
» Brochures
» Handbills/
» Wall Posters

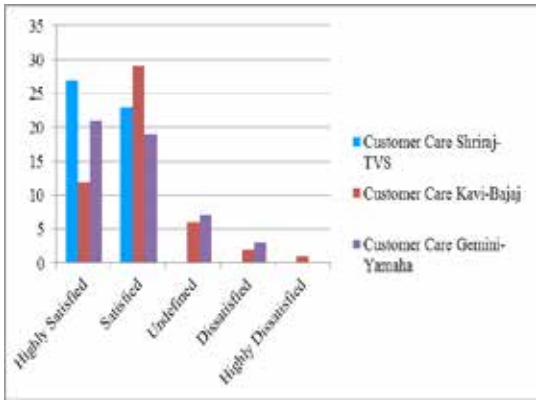
Showroom staff sampled had expressed their views on the effective media for the promotion of two-wheeler sales. 90% of TVS showroom staff and 50% of Kavi Bajaj staff consider TV Ads as most effective and for them newspaper Ads ranks second. However, for Gemini Yamaha it was newspaper Ad which is the most effective and the next place goes to TV Ads. Other modes secure only third and fourth places as media for promotion.

SATISFACTION LEVEL ON ILLUMINATION IN THE SHOW ROOMS



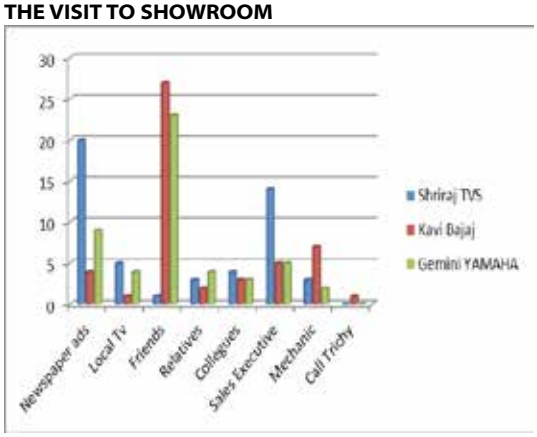
Illumination in showrooms attracts the customers and influences their buying decision too. The visitors surveyed had expressed their satisfaction over illumination in showrooms and it may be inferred that majority of the showroom visitors , namely 94%, 86%, 46% were satisfied with illumination in Shriraj TVS, Kavi Bajaj, and Gemini Yamaha showrooms respectively.

SATISFACTION LEVEL ON CUSTOMER CARE IN THE SHOW ROOMS



Customer care is the most important factor that has a marked effect on the image development of the particular company and dealer as well as sale of their products indirectly. Caring the visitors, not only pleases them but influence them of to decide their buy and to repeat visit. It was found that among the showroom visitors, 100% of Shriraj TVS, 82% of Kavi Bajaj and 80% of Gemini Yamaha were satisfied with customer care in the respective showrooms, and just 6% each of Kavi Bajaj and Gemini Yamaha visitors were dissatisfied in this respect.

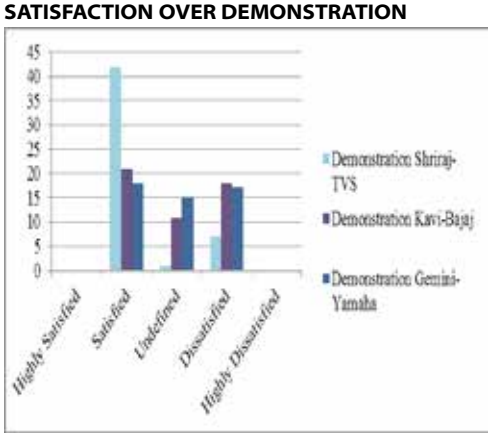
CUSTOMER'S RANKING OF VARIABLES INFLUENCING THE VISIT TO SHOWROOM



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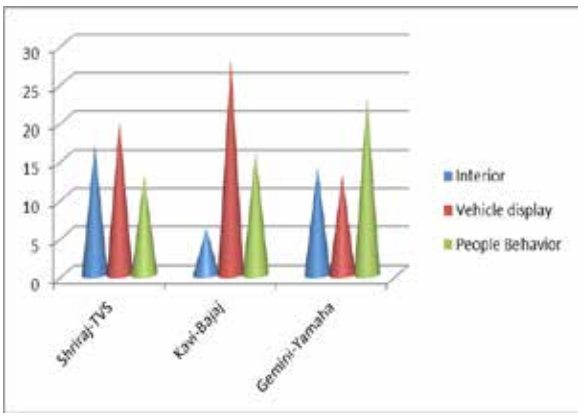
News paper
» Local TV
» Friends
» Relatives
» Colleagues
» Sales Executives
» Mechanics
» Call Trichy

SATISFACTION OVER DEMONSTRATION



It was found that 84% of the Shriraj TVS showroom visitors and 42% of the Kavi Bajaj visitors and 36% of Gemini Yamaha visitors, were satisfied with demonstration offered where as 14% of Shriraj TVS visitors, 36% of the Kavi Bajaj visitors and 34% of Gemini Yamaha visitors were unsatisfied with the demonstration offered.

FACTORS THAT IMPRESS THE CUSTOMERS



» Interiors
» Vehicle display
» People behavior

In the showroom there are various factors that cast an impression on the visiting customers. Interiors of the showroom, display of vehicles and the behaviour of people attract people to the showroom. And they impress upon them to have varied levels of satisfaction. As per the opinion of the visitors of two-wheeler's showrooms in the city , 40% of the visitors of Shriraj TVS, 56% of the visitors of Kavi Bajaj, and 26% of the visitors of Gemini Yamaha are attracted by the display of vehicles. 34% of the visitors of Shriraj TVS, 12% of the visitors of Kavi Bajaj, and 28% of the visitors of Gemini Yamaha are attracted by the interiors, As far as people behaviour is concerned 26% of the visitors of Shriraj TVS, 32% of the visitors of Kavi Bajaj, and 46% of the visitors of Gemini Yamaha found it appealing in the showrooms.

FINDINGS

» Showcasing method is the prompt mode of promoting strategy among the other modes in this modern world.
» Among the supporting services offered in the showroom, live demonstration and technical detailing is the most effective tool offered only in the showroom and it has not provided by any other pathway like online shopping. It attains the full satisfaction by customer's perception.
» On the spot credit facilities within the showroom is the convenient tool of turning the visit to closing the sales within the showroom and it has considered as the next level of demonstration and detailing. Finance arrangement is the ultimate support for the customers has given by only showrooms and exhibition stall during some special occasions and promotions.
» The local TV advertisement, Radio advertisement and Local News Papers are the pulling factors of showroom visit and further sales interest.

CONCLUSION

In summary, The Showcasing method is a very effective promotional tool, because live demonstration of the vehicles, touch and feel the test drive, and brief technical details about the vehicles and on the spot credit facilities are getting only by the showroom visit. As a promotional tool, it facilitates the pulling action of potential buyers and it provides the adequate knowledge about vehicles. Such familiarity helps building relationship and creating goodwill with customers it may also reflect for frequent visits and references for the sales support. Showrooms are maintaining the customers by the service centers with the friendly manner, it provides a frequent visit, and this visit may help to convert a next sale of the company's new product. So Showcasing is the best promotional tool among the other promotional tools in the vehicle marketing scenario.

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