

A STUDY ON THE ROLE OF MARKETING STRATEGY IN CUSTOMER PURCHASE DECISION WITH REFERENCE TO ARASU BAJAJ IN KUMBAKONAM REGION



Marketing

KEYWORDS: Modern marketing policy, customer post sales, feedback and response

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ABSTRACT

A study of the intelligence and capable of modern marketing policies is a process which involves formulation and implementation of the major goals and initiatives taken by a company's top management. Actually modern marketing policies is about identifying the customer needs and understanding their sense depending upon our products. Also the modern marketing policies focused on competitor's activities to develop our business growth effectively compare with others. In many marketing departments, the limited market intelligence leveraged for the segmentation, targeting, and positioning process is based on static information. So that here we have started our study and analysis of the strength of marketing policies to find the efficiency of sales and customer needs towards of product marketing. The sample consisted of 120 people during the survey. It has been survived with the customers who have spread in and around Kumbakonam to obtain the reliable data.

2. INTRODUCTION OF THE STUDY

A study of marketing strategies is a process which is used to capture the idea of measuring how the corporate companies marketing techniques helps to increase business growth also it's a better idea to understand the challenges and impact of implementing the current progress of marketing techniques. The term marketing is not just about advertising and promoting your business, actually marketing is about identifying and understanding your customer and giving them what they want. By default the purpose of marketing is to get achievement in the product sales. Most businesses use a mix of advertising, personal selling, referrals, sales promotion and public relations the all things comes under the marketing strategy. So that here we have started our study and analysis of marketing to find the efficiency of sales and customer needs towards of product marketing. The project study aims at understanding the Marketing strategies of ARASU Bajaj and its impact on the perception of Bajaj Services. By important the study about marketing strategy report gives a moral support to updates the current status of marketing.

3. REVIEW OF LITERATURE

Shafiq (2013) conducted a research to analyze the different techniques of marketing on Mech Honda showroom. The author also examined the most and least perceived sources of marketing along with the effect of special techniques. For this purpose, data was collected from more Honda customers working in a private concern also in the government organizations in rich city. The data was collected with the help of questionnaires that the author has defined. The results showed that there are 95% of sales in Honda depends from the marketing techniques which they have processed inside the city. The author concluded that the most important sale factors getting up with the help of marketing strategies of Mech Honda.

Suresh Krishna (2012) conducted a research to examine the way to do marketing for vehicle insurance. The wanted to evaluate the experience of marketing among professionals in Tanjore. For this purpose authors took a sample of 150 men and women from six different professions from a survey of professionals in tanjore conducted in 2012. The results showed that the most of the professionals took vehicle insurance with their preferred company's who makes their flexibility on high level. The results also concluded that most working professional made their insurances through the authority marketing persons.

Bharathi (2012) has conducted a research to determine the growth and efficiency of internet marketing through online. The internet marketing helps drive your larger marketing and business plans. So that the research fully monitored the corporate marketing on internet, for this purpose ten more CMM 5 level corporate compa-

nies marketing techniques has analyses frequently. The result shows and proof Nearly every business will benefit from having an internet presence and its marketing techniques. It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.

A research was conducted by **Praveen (2010)** to examine the role of marketing persons how express the product quality based advertisement with customers. The study analyzed how role responding and role conflict (via self-efficacy and job satisfaction) affect employee creativity directly and indirectly. For this purpose a sample two hundred and two employees from analysis of a single first-order model. The results showed 25 manufacturers or service sector was taken. Various statistical measures were used for the purpose of analysis, for example confirmatory factor that there is all the marketing employee creates their creativity level based sales, by using the preferred techniques.

Yousef (2010) conducted a research to analyze effectiveness of marketing which is following in the TATA MOTORS in Tanjore city. The important role of marketing process must increase the sales ratio. For this purpose a sample of 200 tata motors company customers was used to get marketing data report on the basis of how the tata motors attracted themselves. Data were analyzed using descriptive statistics such as frequencies and percentages to present the main characteristics of the sample. Results showed that marketing is a very powerful medium for an organization to develop their business growth confidentially.

Vimalakannan (2009) has conducted a research to analyze the marketing of labor soap company in Kumbakonam city. The study normally gives the better ideal to enhance the business development by the ways of direct marketing in the demonstration of the quality of soaps in rural areas. The important segment has find from here, the role of marketing process has increased the sales ratio. For this purpose a sample of 250 family members was used to get marketing data report on the basis of how the product supports to fulfill their needs. Results showed that direct marketing is a very sufficient process to reach the sales ratio.

4. RESEARCH METHODOLOGY

4.1. Objective of the study

1. To understand the impact of the demographic factors in customers purchase decision.
2. To take appropriate actions and updates in the current marketing techniques.

4.2.Statement of the Problem:

As per the above description here we have to find out the important problems currently existing in the showroom, Bajaj is one of the fast moving bikes in India, but last two years it face more loss in bike sales.

- Bajaj company launches very new model of bikes to youngsters but the marketing strategies supports some kind of level, here the thesis committed to monitor and describes the lateral problems about the current marketing strategies.
- Through this project the sales and operation manager want to know the post sales service performance and to analyze the satisfaction level by the feedback of the customers.
- To know the quality of service and improvement to be made in the service provided by Arasu Bajaj.

4.3.Scope of Study

This study focus the sales turn over's its market place strategies used by the company for marketing the products. The Researcher also wishes to study the brand image of the products in the minds of companies. The scope of research also helps in understanding the preferences of the customers. It would help to design their marketing promoting sales.

4.4.RESEARCH DESIGN:

The research design adopted for the study is descriptive. Research is under taken with the idea to know about the marketing strategy and new techniques in Bajaj showroom.

4.4.1.Sampling techniques: The sampling techniques adopted for the study is Simple random sampling.

4.4.2.Population: The sample consisted of 120 people during the survey.

4.4.3.Method of Data Collection: Primary Data Collection through questionnaire.

4.4.4.Tools for Analysis: Simple percentage analysis and Chi-square test were used for data analysis and interpretation.

4.5.Limitations of the Study

- As the study is concerned limited person only. The study was conducted the consumers using two wheelers in Kumbakonam city only. It cannot be generalized to other cities. The study period is
- The results applicable to the limited period only. Due to time constrain the study could not be take in depth.
- The area of the study is also a small coverage.

5. DATA ANALYSIS & INTERPRETATION

TABLE 1: CUSTOMER AGE

Customer Age	No. of respondents	Percentage
0-25	32	26%
25-35	54	45%
35-45	21	18%
45-above	13	11%
Total	120	100%

INTERPRETATION

From the above table it is clear that 45% of the respondents belong to the age group of the age group of 25-35, 26% of the respondents belong to the age group of below 25 years, 18% of the respondents belong to the age group of 35-45 whereas 11% of the respondent belong to the group of above 45 years.

FIGURE 1: CUSTOMER AGE

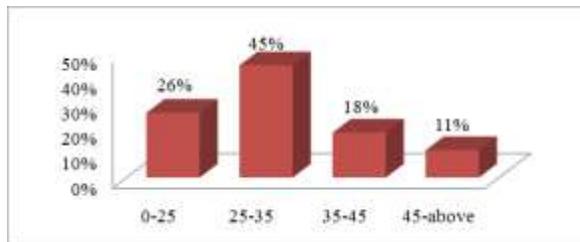


TABLE 2: MODEL OF BIKE USED BY CUSTOMER

Model of Bike used by Customer	No. of respondents	Percentage
Bajaj Discover	48	39%
Bajaj Pulsar	42	35%
Bajaj Avenger	22	19%
Bajaj Platina	8	7%
Total	120	100%

Interpretation

From the table it is clear that 39% of the respondents use Bajaj Discover, 35% of them use Bajaj Pulsar, 19% of them use Bajaj Avenger whereas 7% of them use Bajaj Platina.

FIGURE 2: MODEL OF BIKE USED BY CUSTOMER

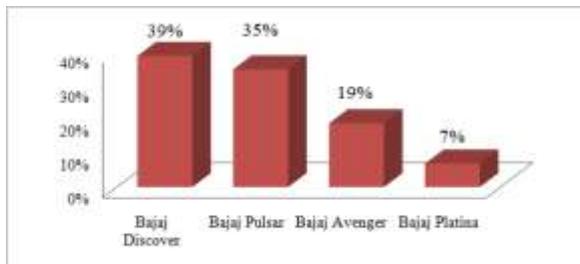


TABLE 3: SERVICE DEPARTMENT WORKS

Service department works	No. of respondents	Percentage
Fast service	96	80%
slow service	20	18%
not sufficient service	2	1%
not good service	2	1%
Total	120	100%

Interpretation

In the above table represents out of 100 respondents maximum number of respondents belongs to the fast service (80%), as like slow service are (18%), not sufficient service are (1%), not good service are of(1%).

FIGURE 3: SERVICE DEPARTMENT WORKS

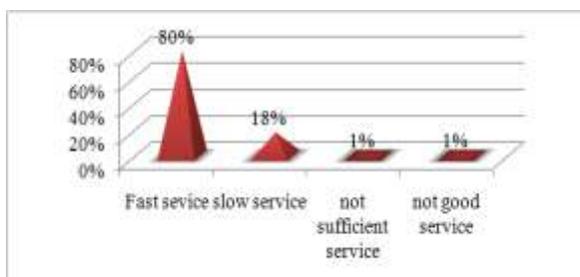


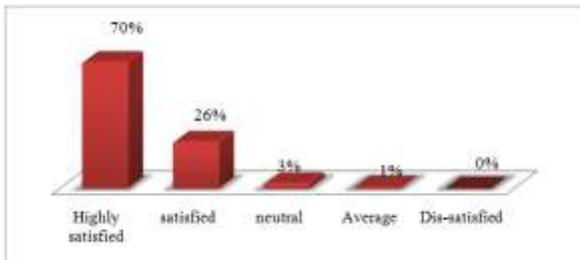
TABLE 4: DURING SERVICE (STAFF)

During service (staff)	No of respondents	Percentage
Highly satisfied	85	70%
satisfied	30	26%
neutral	4	3%
Average	1	1%
Dissatisfied	0	0%
Total	120	100

Interpretation

In the above table represents out of 100 respondents maximum number of respondents belongs to the highly satisfied are (70%), as like satisfied are (26%), neutral are (3%), average are of (1%), and dissatisfied are (0%).

FIGURE 4: DURING SERVICE (STAFF)



ASSOCIATION BETWEEN CUSTOMER AGE AND USING BIKE MODELS

H₀: There exists no association between customer age and bike model used.

H_a: There exists significant association between customer age and bike model used.

TABLE: 5

Age	18-25	25-35	35-45	45Above	Total
Bike model					
Bajaj Discover	15	12	3	2	32
Bajaj Pulsar	22	17	12	3	54
Bajaj Avenger	7	7	5	2	21
Bajaj Platina	4	6	2	1	13
Total	48	42	22	8	120

Calculated value = 31.39

Degree of freedom = 9

At 5% significant level of the table value is 16.919

Calculated value > table value (**31.39 > 16.919**), So Null hypothesis (H₀) is rejected & Alternative hypothesis (H_a) is accepted.

There exists significant association between the topics covered in the relationship between customer age and bike model used.

ASSOCIATION BETWEEN THE BIKE DEPARTMENT AND STAFF DURING SERVICE

H₀: There exists no association between the bike department and staff during service.

H_a: There exists association between the bike department and staff during service.

TABLE: 6

Bike service department	HS	S	N	A	DS	Total
Staff during service						
Fast service	67	27	1	1	0	96
slow service	14	3	3	0	0	20
Notsufficient service	2	0	0	0	0	2
not good service	2	0	0	0	0	2
Total	84	30	4	1	0	120

Calculated value = 17.0335

Degree of freedom = 12

At 5% significant level of the table value is 21.026

Calculated value < table value (17.0335 < 21.026), So Null hypothesis (H₀) is accepted & Alternative hypothesis (H_a) is rejected.

There is no existing significant association between the topics covered in the bike department and staff during service.

6. SUGGESTIONS

- The respondents feel that Arasu Bajaj is closer to each other in many ways. So company should take, necessary steps to position Arasu Bajaj in a different segment this will help the company to improve its overall sales
- The major influence factors for purchasing Bajaj vehicle is mileage, so the company should continue to maintain this factor at the satisfactory level, otherwise the sales may go down.
- Though the customers are satisfied with mileage, they are not satisfied with the price and resale value. This should be considered by the company as the crucial factors and necessary steps to the taken to interest the satisfaction level of, customers on these factors.
- As far as the dealers are concerned the major source of awareness is by way of show room visit this shows that the advertisement is satisfactory. But in order to increase, vehicle should launch better advertisement through the right media.
- Income level of the respondents has significant impact on having Bajaj Vehicle so the income level less than 5000 should be concentrated more

7. CONCLUSION

It is concluded from out study that general the ARASU Bajaj customers are satisfied with the various factors of the Services and vehicle, Kumbakonam is having good reputation among its customers

During the study period the customer have co-operated well and answered have best of their knowledge. This research helped the researcher for gaining practical experience in conductivity the marketing summary, application of statistical tests and finding the solutions for a marketing problem.

The major findings of this research are that the performance of the vehicle plays the vital role for preferring this bike by more customers. Also it is found that the customer feel, the price of bike is satisfactory

REFERENCE

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