A STUDY ON BRAND PROMOTION STRATEGIES TOWARDS TATA HITACHI PRODUCTS IN KRISHNAGIRI DISTRICT

Commerce

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ABSTRACT

Sales promotions consist of tools for consumer promotion, trade promotion, and sales force promotion. Consumer promotions are aimed at final consumers. These promotions are initiated by either manufactures or retailers. Well-known Examples include temporary prices cuts, discounts, volume offers, buy x get y free, weep stakes, free trials, and coupons. Trade promotions are aimed at retailers by manufactures. Examples of trade promotions are price reductions, advertising and display allowance, and free goods. Sales force promotions are aimed at the sales force of manufacturers. An example is a contest for sales representatives.

KEYWORDS

Brand promotion, trade promotion and sales force promotion

INTRODUCTION

Branding is the art and cornerstone of marketing. Brand as a Name, Term, Sign, Symbol or Design, or a combination of them, indented to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Marketers must need to research the position their brand occupies in the customers minds. The brand promotion must need for the entire brand. Then only the product will reach the customers effectively. Without brand promotion strategies the product or brand can't reach in the market. Now a day most of the companies are using different strategies for promote their brand.

The decision as to how to brand new products is especially critical. When a firm introduces a new product, it has three main choices.
- It can develop new brand elements for the new products.
- It can apply some of its existing brand elements.
- It can use a combination of new and existing brand elements.

When a new brand is combined with an existing brand, the brand extension can also be called a sub-brand, as with Hershey Kisses candy, Adobe software, Toyota Camry automobile and American Express Blue cards. A brand mix is the set of all brand lines that a particular seller makes available to buyers

TATA HITACHI PRODUCTS

The use of heavy equipment has a long history; the engineer Vitruvius (1st century BCE) gave descriptions of heavy equipment and cranes in ancient Rome in his treatise Dearchitectura. The pile driver was invented around 1500. The first tunneling shield was patented by Isambard Kingdom Brunel in 1818.

OBJECTIVES OF THE STUDY
- To study the brand promotion of Tata Hitachi products
- To identify the brand awareness level of the customers.
- To identify brand image and price level of Tata Hitachi products.
- To analyze the product quality of Tata Hitachi products.

SCOPE OF THE STUDY
- The project was developed based on the customer awareness regarding the branding.
- The project will be helpful for the management to identify the brand awareness of the product and satisfaction level of the customers.

LIMITATIONS OF THE STUDY
- Study based on present situation it may vary in future.
- Study may applicable only to the Tata Hitachi Products.

RESEARCH METHODOLOGY

The study has been undertaken by survey method. 250 sample respondents were selected by using convenience sampling method, customers of Tata Tata Hitachi products in Krishnagiri District. Both primary and secondary sources of data were used. Well structured interview schedule was designed to elicit necessary data and details from the customers. The secondary data was collected from the books, journals, web portals and various unpublished records of Tata Hitachi products etc., for this researcher used Chi-square test, Anova test, Correlation and simple percentage calculation for data analysis.

REVIEW OF LITERATURE

Blattberg and Neslin (2010) Define a sales promotion as "an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm's customer." Sales promotions are almost always joined with some sort of communication (e.g., a retailer ad). As argued by Gedenk et al., retailer promotions address consumers at the point of sale; so communications through promotions reaches the consumer at the place and time where most purchase decisions are made.

Kevin Keller (2012) Brand as a Name, Term, Sign, Symbol or Design, or a combination of them, indented to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.- **American Marketing Association** Marketers must need to research the position their brand occupies in the customers minds. What distinguish a brand from its unbranded commodity counterparts is the consumers perceptions and feelings about the product attributes and how they perform.

Laroche, Michel et.al. (2005) Studied the effect of coupons on consumer's brand categorization and choice process using fast-food restaurants in China. Results suggest that there are both direct and cross- advertising effects i.e., the presence of a coupon for a focal brand has an impact on consumer's attitudes and intentions towards that brand.

Lewis, Michel (2004) Developed an approach for simultaneous measurement of the influence of a dynamic loyalty programme and more traditional short- term promotions. They argue that the loyalty programmes under examination successfully alter behavior and increase retention rates. E- Mail based coupons, shipping fee and general price levels all significantly affect customers purchase decisions.

ANALYSIS AND RESULTS

In order to fulfill the above objectives and to analyse the customers awareness, ideas, opinions and satisfaction level about the Tata Hitachi products and also analyse the demographic factors and satisfaction level about the Tata Hitachi products in Krishnagiri district. The researcher had given introduction for each topic and explained the outcome with the appropriate explanations. At the same time the researcher's views and opinions were also included. These analyzed variables have found expression on paper through one or the other means of statistical applications like one way tables.

Table 1: CORRELATION ANALYSIS

Reason for purchase the brand	Price	Availability	Quality	Brand name	After sales service
	29	88	53	47	33
Satisfaction level of returns and exchange	Very good	Good	Neutral	Not bad	Bad
	35	72	90	48	5

Let the Reason for purchase the brand be denoted by x and Satisfaction level of returns and exchange that of by y, then

$x = 29+\overline{88}+53+47+33 / 5 = \mathbf{50}$, $y = 35+72+\overline{90}+48+5 / 5 = \mathbf{50}$

x	dx= (x-50)	$dx^2=(x-50)^2$	y	dy=(y –50)	$dy^2=(y-50)^2$	dxdy
29	-21	441	35	-15	225	315
88	38	1444	72	22	484	836
53	3	9	90	40	1600	120
47	-3	9	48	-2	4	6
33	-17	289	5	-45	2025	765
	$\Sigma dx = 0$	$\Sigma dx^2 = 2192$		$\Sigma dy = 0$	$\Sigma dy^2 = 4338$	$\Sigma dxdy = 2042$

Now $r = \Sigma dxdy / \sqrt{(\Sigma dx^2)(\Sigma dy^2)} = 2042 / \sqrt{2192 \times 4338} = 2042 / 3083.65 = \mathbf{0.66}$

The correlation co-efficient between the Reason for purchase the brand and Satisfaction level of returns and exchange are positively correlated.

Table 2: ANOVA TABLE

Source of Variation	Sum of squares	Degree of freedom	Mean Square	F
Between samples	SSC = 566	(c – 1) = 4	MSC = 141.5	MSC 141.5 F = -------- = ------ MSE 15.9
Within the samples (Error)	SSE = 60	c (r-1) = 20	MSE = 15.9	= 8.89
Total	SST = 884	d.o.f = 24		

Degrees of Freedom: (c-1)=(5 – 1)=4, c (r-1)=5 (5 – 1)=20
Level of significance = 5%
Tabulated Value $F_{0.05} (4, 20) = (2.87) <$ Calculated Value $F = (8.89)$
Tabulated value is less than Calculated value
Null hypothesis (Ho) is Rejected.

Since Tabulated value is less than Calculated value. So we Reject the Null hypothesis. There is a variance between the opinion about price charged and inconvenience from the brand.

FINDINGS

- Most of the respondents are belong to the age group of below 25years, 23% of the respondents are belong to the age group of 26-40 years,
- 17% of the respondents are belong to the age group of above 41-50 years and20%of the respondents are 51-55 years, remaining 16% of the respondents are belong to the age group of above 55 years.
- Majority of the respondents are business and 30% of the respondents are Agriculture remaining of the respondents is others.
- Most of the respondents are Illiterate and 30% of the respondents are School level and 20% of the respondents are college level.
- 40% of the respondents are living in rural area, and 40% of the respondents are living in urban area remaining of the respondents are living in other area.
- 80% of the respondents are satisfied with the usage of product& details and 20% of the respondents are not satisfied with the usage of product &details

SUGGESTIONS

Brand awareness does not reach the market as well as the public at 100% level. So they must improve the Brand awareness by making advertisement in television channels which highly helpful to achieve the target customers.

- The quality of Hitachi brand products is good in future company can increase additional feature to the product to promote the brand.
- The Company must improve the service provided after the sales.
- The exchange of product in case of any defect must be made in

easy way at short period of time.

CONCLUSION

The study was conducted to know the overall departmental function of the organization and customer satisfaction with special reference to CAG Construction equipment (p) ltd. From the study it is concluded that Hitachi brand has good image in the market. The quality and service are satisfied to the existing customers. The company can improve its promotions mainly in the area of advertisement and availability. And they must observe the customer's need, wants and expectation. Than only they increase the sales. The study could be more effective if the sample size is increased. The study is further suggested for improvements and to identify the problems faced by the customers and to rectify the problem at the right time.

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