

**PROMOTIONAL STRATEGY OF TATA MOTORS:
A STUDY OF THE BUS SEGMENT IN THE NEPALESE MARKET**

A Thesis

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RECOMMENDATION

This is to certify that the Thesis

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**“PROMOTIONAL STRATEGY OF TATA MOTORS:
A STUDY OF THE BUS SEGMENT IN THE NEPALESE MARKET”**

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**PROMOTIONAL STRATEGY OF TATA MOTORS: A STUDY OF THE BUS SEGMENT IN THE NEPALESE MARKET** " submitted to Global College of Management, Faculty of management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master's Degree in Business Studies (M.B.S.) under the supervision of Prof. Dr. Prem Raj Pant, Academic advisor of Global College of Management.

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CHAPTER-I

INTRODUCTION

1.1 Background of the Study

Marketing is selling through advertising which means selling and advertising are the strongest parts of marketing for them. Marketing helps an organization to find out what their customers want. It also helps to decide what products are to be made. The decision is carried on after a long research in the market. According to Philip Kotler, "Marketing is a social and managerial process by which individuals and groups obtain what they need and what through creating offering and exchanging products of value with others (Kotler; 2000).

Another scholar William J. Stanton defines marketing as "a total system of business activities designed to plan, price, promote and distribute want-satisfying products to target markets to achieve organizational objectives."(Stanton; 2001)

According to E. Jerome "Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client's needs and directing a flow of need-satisfying goods and services from producer to customer of client."(Jerome; 2002)

Similarly, the American Marketing Association defines marketing as "the process of planning and executing this conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals."(Agrawal; 2008)

Hence, above definition of marketing suggest that it consists of some activities consisting of study of consumer needs, products, price, and place, promotion to facilitate the exchange that satisfies individual as well as organizational objectives within the social and marketing environment prevailing today. The consumer or customer gets the product he/she wants and the manufacturer or marketer gets the profit with satisfaction. This highlights the importance of product as the whole process of marketing. Product is always an important element of marketing mix. It is more than goods and services as people think it to be.

An accelerated development of any country largely depends on the level of financial and business activities taking place in the country, its smooth relation with neighboring country and globally economy. Financial and business activities play a role of catalyst in the process of economic development of a country. Industrialization is key milestone in the process of economic development and its importance as a means of achieving economic growth and prosperity has long been recognized in the economic literature. Industrialization offers prospect for the expansion of employment, but it also helps to accelerate the development of other sector of the economy. It is one of the major tools with the aid of which the various circle of backwardness and poverty can be broken. Industrialization is indeed considered as being synonymous with the economic development meant a rising gross national product an increase in investment, consumption and rising standard of living. Effective utilization of available information and communication means and channels increase the chances of achieving higher quality results. Advertising is one of the key elements for the development, expansion, and growth of industrial sector and ultimately contributes for the economic development of the country. Out of the various means of advertisement, television advertising approach has been most popular and effective means than other alternatives of advertisement in the recent era of globalization.

"Many people use advertising at some time in their life. Some may use it privately while others may use in business. And many people respond to advertisements. They enjoy the choices available to them in every sphere of life (Kotler, 2000).

It is one of the major tools that companies use to persuade target buyers and publics to buy their products or services. The main purpose of advertising is to persuade the consumer to buy the products or services. The other purposes can be to inform the consumers about the products availability features, uses etc.

Sales promotion is the process of communication with individuals, groups and organizations to directly or indirectly facilitate exchange of goods and services by proper informing and

persuading one or several audiences or market segments to accept the proposed products (Storey, 1983).

“Sales promotional tools the market has the ability to attract new customers and maintain loyal. To present a counter promotional program against the customers and if an organization is interested in maintaining its competitors, present customers, it should plan to allocate proper attention for them in its marketing plans. Finally, sales promotional tools are to prove the product better in quality & users. Excellent tools for maintaining present customers and rewarding. To increase patronage habits among customers them for their continued relations with organizations "(White & Yanamandram, 2007).

1.2 TATA Motors: A Brief Profile

Sales

To determine the increase in sales due to the sales promotion, the company must establish the level of sales that would have taken place without the promotion. Such a base level must avoid the effects of any variation in sales volume. The best estimate is usually the average level of sales of the months prior to the evaluation, adjusted for seasonal factors obtained from previous years. The company must compare this estimated level of sales to the actual sales that took place over the evaluation period to get the increase resulting from the sales promotion.

Sales promotions can generate increased profits. The volume of additional sales must be large enough to generate profits greater than the cost of the sales promotion. This cost has several components. There are the costs of producing the promotional signs, coupons and publicity. There are additional costs for processing the coupons, discounts or other incentives. Finally, there are the costs of the promotion itself, such as a discount or rebate. The company must subtract these costs from the additional profits generated by the extra sales to get the true net additional profit that can be attributed to the sales promotion.

The ultimate objective of every business is to increase the sale of goods that it deals in several techniques can be adopted for the achievement of this goal; some direct while others indirect. Promotion is one of the variables through which information regarding products or services is being communicated to customers to change their attitude and behavior. Marketers are concerned with effective utilization of promotion-mix to increase sales and market share. Promotion is the communication with the customers to pursue them to buy the product. It is the duty of the marketing manager to choose the communication media and blend them into an effective promotion programed. These are more than one type of tools used to promote sales. The combination of these tools with a view to maintain and create sales is known as promotion mix. Promotion mix is the name given to the combination of techniques used in communicating with customers. There are four tools of promotion mix viz. advertisement, personal selling, publicity and sales promotion. These are called elements of promotion mix. The sales volume can be increased by using sales promotion strategies. The sales promotion strategies are freebies, discount, store markdown and coupon.

Sipradi a major player in AUTOMOTIVE & ALLIED business and is one of the largest and most prestigious brands in Nepal. 30 years down the line, Sipradi has exceeded USD 150 million annual revenue and is growing rapidly in automotive, energy, lubricant, financial services, and equipment businesses. It has more than 600 employees working to a common goal --to deliver quality products and services while adding synergy to the growth of overall brand value. Sipradi Trading Private Ltd (STPL) has been the exclusive distributor of Tata Motors Ltd in Nepal since 1982. STPL is an ISO 9001:2008 certified company. STPL sells and services the full range of Tata Motors' commercial and passenger vehicles. The company has the largest sales and service distribution network throughout Nepal with 9 sales offices and 5 regional service centers. It has 12 passenger vehicle showrooms and 12 service centers. STPL deals with Exide Batteries and MAK lubricants along with the TATA vehicles under Sipradi umbrella, Sipradi Energy represents Exide Industrial batteries along with Luminous inverters and other various line of products. In the heavy equipment market, Sipradi Earthmovers sells heavy construction equipment from TATA-Hitachi and tractors from New Holland, India. Sipradi Autoparts which deals with garage equipment's and spare parts from TATA is the market leader in its segment. Established with a view to revolutionize the pre-owned vehicle industry in Nepal, Sipradi Assured is the latest

addition to the Sipradi family. Sipradi also undertakes major CSR initiatives in driver training, traffic management, road building, drinking water supply, education and tree plantations.

1.3 Business Growth and Development

In 2005 & 06

Tata Ace was India's first mini truck Tata Ace, India's first indigenously developed sub-one ton mini-truck, was launched in May 2005. The mini-truck was a huge success in India with auto-analysts claiming that Ace had changed the dynamics of the light commercial vehicle (LCV) market in the country by creating a new market segment termed the small commercial vehicle (SCV) segment. Ace rapidly emerged as the first choice for transporters and single truck owners for city and rural transport. By October 2005, LCV sales of Tata Motors had grown by 36.6 percent to 28,537 units due to the rising demand for Ace. The Ace was built with a load body produced by Autoline industries.

By 2005; Autoline was producing 300 load bodies per day for Tata Motors. Ace is still one of the number makers for TML, TML sold the 2,00,000th Ace in August 2008, within 4 years since its introduction. Tata Ace has also been exported to several European, South America.

In 2007, Tata Motors launched several concept models and future designs of existing models. It also formed joint ventures with various local companies in several countries to assemble Tata cars. Tata Motors launched a re-designed version of Tata Xenon TL during Motor Show Bologna which would be assembled in Thailand and Argentina. A pick-up variant of Tata Sumo was also launched under the program 'Global Pick-Up'. The company plans to launch the new pick-up model in India, Southeast Asia, Europe, South Africa, Turkey and Saudi Arabia. Tata Motors also unveiled newer model of Tata Indigo and Tata Elegant concept-car during the Geneva Auto Show. Tata Motors also formed a joint venture with Fiat and gained access to Fiat's diesel engine technology. Tata Motors is looking to extend its relationship with Fiat and Iveco to other segments like the 'Global Pick-Up' program. The launch of the 'Global Pick-Up' will mark the entry of the company into developed markets like Europe and the United States. The project was initially collaboration between Tata Motors and its subsidiary Tata Daewoo Commercial Vehicles, but later Tata Motors decided to work with Iveco as Daewoo's design was not in sync

with the needs of sophisticated European customers. The company has formed a joint venture with Thailand's Thonburi Company, an independent auto assembler, in which Tata Motors will hold a 70% stake.

In 2008

COMPRESSED AIR CAR

Tata OneCAT Motor Development International of Luxembourg has developed the world's first prototype of a compressed air car, named OneCAT. In 2007, MDI owner Guy Negre was reported to have "the backing of Tata". It has air tanks that can be filled in 4 hours by plugging the car into a standard electrical plug. In 2008 MDI planned to also design a gas station compressor, which would fill the tanks in 3 minutes. There are no gasoline costs and no fossil fuel emissions from the vehicle when run in town, but "the compressed air driving the pistons can be boosted by a fuel burner". OneCAT is a five seat vehicle with a 200-litre (7.1 cu ft.) trunk. With full tanks it will run at 100 km/h (62 mph) for 90 kilometers (56 mi) range in urban cycle. It is actually a dual fuel car but it is more efficient than any present Hybrid cars.

The major commercial buses of TATA industries are:

- TATA 1616 STARBUS
- TATA MARCOPOLO BUSES
- Tata 1510/1512 (Medium bus)
- Tata 1610/1616 (Heavy bus)
- Tata Globus (Low Floor Bus)
- Tata Marcopolo Bus (Low Floor Bus)

1.4 Products

Tata Motors is a part of the Tata and Sons Group, founded by Jamshedji Nussarwanji Tata and J. Baker. The company was established in 1945 as a locomotive manufacturing unit and later expanded its operations to commercial vehicle sector in 1954 after forming a joint venture with Daimler-Benz AG of Germany.

TATA Indica

The first generation Tata Indica after years of dominating the commercial vehicle market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the Tata Sierra, a multi utility vehicle. After the launch of three more vehicles, Tata Estate(1992, a Stationwagon design based on the earlier 'TataMobile' (1989), a light commercial vehicle), Tata Sumo(LCV, 1994) and Tata Safari (1998, India's first sports utility vehicle). Tata launched the Indica in 1998, the first fully indigenous passenger car of India. Though the car was initially panned by auto-analysts, the car's excellent fuel economy, powerful engine and aggressive marketing strategy made it one of the best selling cars in the history of the Indian automobile industry. A newer version of the car, named Indica V2, was a major improvement over the previous version and quickly became a mass-favorite. A badge engineered version of the car was sold in the United Kingdom as the Rover CityRover. Tata Motors also successfully exported large quantities of the car to South Africa. The success of Indica in many ways marked the rise of Tata Motors.

DAEWOO ACQUISITION

Tata Novus is one of the best-selling commercial trucks in South Korea. With the success of Tata Indica, Tata Motors aimed to increase its presence worldwide. In 2004, it acquired the Daewoo Commercial Vehicle Company of South Korea. The reasons behind the acquisition were:

- Company's global plans to reduce domestic exposure. The domestic commercial vehicle market is highly cyclical in nature and prone to fluctuations in the domestic economy. Tata Motors has a high domestic exposure of 94% in the MHCV segment and 84% in the light commercial vehicle (LCV) segment. Since the domestic commercial vehicle sales of the company are at the mercy of the structural economic factors, it is increasingly looking at the international markets. The company plans to diversify into various markets across the world in both MHCV as well as LCV segments.
- To expand the product portfolio Tata Motors recently introduced the 25MT GVW Tata Novus from Daewoo's (South Korea) (TDCV) platform. Tata plans to leverage on the strong presence of TDCV in the heavy-tonnage range and introduce products in India at an appropriate time. This was mainly to cater to the international market and also to cater to the domestic market where a major improvement in the Road infrastructure was done through the National Highway Development Project. Tata remains India's largest

heavy commercial vehicle manufacturer and Tata Daewoo is the 2nd largest heavy commercial vehicle manufacturer in South Korea. Tata Motors has jointly worked with Tata Daewoo to develop trucks such as Novus and World Truck and buses namely, GloBus and StarBus.

HISPANO CARROCERA

In 2005, sensing the huge opportunity in the fully built bus segment, Tata Motors became acquired 21% stake in Hispano Carrocera SA, Aragonese busmanufacturing company giving it controlling rights of the company.

JAGUAR CARS AND LAND ROVER

After the acquisition of British Jaguar Land Rover (JLR) business, which also includes the Rover, Daimler and Lanchester brand names Tata Motors became a major player in the international automobile market. On 27 March 2008, Tata Motors reached an agreement with Ford to purchase their Jaguar and Land Rover operations for US\$2 billion. The sale was completed on 2 June 2008 Tata has gained the rights to the Daimler, Lanchester, and Rover brand names. In addition to the brands, Tata Motors has also gained access to 2 design centers and 3 plants in UK. The key acquisition would be of the intellectual property rights related to the technologies.

Tata MarcoPolo released this low-floor bus in India and now it is widely used as public transport In 2005, sensing the huge opportunity in the fully built bus segment, Tata Motorsacquired 21% stake in Hispano Carrocera SA, Aragonese bus manufacturing company and introduced its high-end inter-city buses in the country.Tata Motors has also formed a 51:49 joint venture with Marcopolo S.A., a Brazil-basedglobal leader, led by Brian Behrle, in bus body building. This joint venture is tomanufacture and assemble fully-built buses and coaches targeted at developing massrapid transportation systems.The joint venture will absorb technology and expertise in chassis and aggregates fromTata Motors, and Marcopolo will provide know-how in processes and systems forbodysbuilding and bus body design.

1.5 Statement of the Problem

Sales promotion initiatives taken without keeping the long term Mir-zadeh and Nazemi (2005) evaluated the promotional effect of objectives of the business may attenuates the brand. It is felt that presence in trade fairs and exhibitions on commercial success of management practices of intending and implementing production firms in a research study titled “Effectiveness of promotional strategies on sales volume should be glowing researched and rational of production TATA Bus segments in Nepalese market fairs to justify the investment on promotions. It has been felt that large on their commercial success. As a result of this study, it was gap remain what has been accomplished and what is remaining. Current information sharing techniques and tools that Sipradi is using have some efficiency issues and they are not the best possible information systems that company has access to. Thus within and out of Sipradi organization there is lack of proper information flow and effective information sharing techniques and sales promotion tools.

This study is directed toward the following research issues:

- What types of promotional strategies are adopted by Sipradi to increase sales volume of TATA bus segments?
- How effective are the promotional strategies adopted by Sipradi in regards to TATA bus segments?
- What are the major factors that impact on sales volume of TATA bus segments?
- Are the TATA bus segments effective in regards to cost, comfortable and customer preference and affordability?
- Which sales promotional strategies fulfil the choice of customers and most effective to increase the sales volume of TATA bus?

1.6 Objectives of the Study

The main objective is to study the effectiveness of promotional strategies on sales volume of TATA bus segments. The specific objectives of the study are as follows:

- To analyze the promotional strategies adopted by Sipradi to increase sales volume of TATA bus segments.

- To find out the whether promotional strategies adopted by Sipradi in regards to TATA bus segments are effective or not.
- To examine the major factors that impact on sales volume of TATA bus segments.
- To explore the TATA bus segments effectivein regards to cost, comfortable and customer preference and affordability.
- To exaggeratethe most effective sales promotional strategiesto fulfil the choice of customers and increase the sales volume of TATA bus.

1.7 Significance of the Study

Over the ages Sipradi has been maintaining positive attitude toward new trend technology, facility and strategies pitched by its personnel. It motivates its workforces to get new techniques and strategies for minimizing operational costs and optimizing profitability. Regular scheduled meeting are arranged for the purpose of brainstorming, information sharing and status updating activities throughout the organization. Effective promotional strategies increase the sales volume of products. There are different sales promotion strategies adopted by the company to increase the sales volume of their product and ultimate goal to earn higher profit. The main sales promotion strategies are the freebies, discount, store markdown and coupon. The Nepalese business houses can generate worthwhile ideas in the field of marketing area through this type of survey. In addition, the survey like this will be very helpful for the advertisers in order to achieve the success through sales promotional strategies. From this context, in a developing country like Nepal, this type of study is essential and would be instrumental one as well.

1.8 Limitations of the Study

- This study is limited on promotional strategies on sales volume of TATA Bus segments in Nepalese market.
- Both secondary and primary data have been used to trace out the objective of the study.

- The information provided by the respondents is purely on their memory only. The quality and reliability of the data customers, sales volume, profits and development of overall collected are depending upon the memory recall of the respondents.
- Time and money constraints impose major limitation to the study.
- The primary data collected from the respondents through questionnaire with 60 respondents with Kathmandu valley and equal divided to 30 employees and 30 customers may not give the cent percent result and its accuracy.

1.9 Organization of the Study

This study has been organized in the following manner:

Chapter I: Introduction

This is the introductory chapter, which has covered background of the study, focus of the study, statement of the problem, objectives of the study, significance of the study etc.

Chapter II: Review of Literature

This chapter has included conceptual framework i.e. theoretical analysis and review of related different studies. In this chapter has been also considered that how this present studies are different from previous studies.

Chapter III: Research Methodology

This chapter has dealt with the research design, population and sample, sources of data, data collection techniques and data analysis tools and methods of analysis and presentations.

Chapter IV: Presentation and Analysis of Data

This chapter describes the research methodology employed in the study. It will include primary data presentation, data analysis, interpretation and major finding.

ChapterV: Summary, Conclusion and Recommendations

The lastchapter states the summaries, conclusion of thewholestudy and recommendations. This chapter deals with summary of television advertising and its impact on consumer's purchasing decision whether the objectives are fulfilled or not conclusions are drawn and recommended on the basis of major findings.

The exhibits bibliography and appendixes are incorporated at the end of the study.

CHAPTER-II

REVIEW OF LITERATURE

2.1 Introduction

The review of literature is a crucial aspect of planning of the study. The main purpose of literature review is to find out what types of works and researches have been done in past in the area of the research problem under study and what has not been done in the field of the research study being undertaken. For review study the researcher uses different books, reports, journals, and research studies published by various institutions, unpublished dissertations submitted by master level students have been reviewed. In this chapter conceptual framework i.e. theoretical analysis and review of related different studies in regards to effectiveness of promotional strategies on sales volume of TATA bus segments with reference to Nepalese market has been studied. In this chapter has been also considered that how this present studies are different from previous studies.

According to Bryman and Bell (2011), the literature review is an integral part of every thesis and it constitutes the starting point of the research, providing the justification for the chosen research questions and determining the research design of the study. Hence, before deciding on the suitable research method, we have engaged in a detailed analysis of existing literature, searching for the previous work of authors in the field of reverse innovation and identifying potential areas of interest. The main idea behind conducting a literature review is to see what has already been written and to identify an area where we could make a contribution. Moreover, taking this step is in accordance with the deductive approach as described previously, in that literature forms the basis of our thesis from which our research purpose is derived.

2.2 Role of promotion

Many new products have been introduced in the market that led stiff competition. Only production and selling concept is not adequate. Once customers want and need are put in the product, marketer should communicate about the product, price and availability. Marketer should always communicate customers that why their products have been different from others. There

should be various programmed of promotion that drags customer's attention towards their product. Otherwise company may not be able to survive to competition.

Edward I. Brink and William T. Kelly view that "the aim of most promotional efforts in marketing is to influence potential customers positively towards the organization and its products so that they will purchase those products" (Edward and William, 1969).

In the past, limited goods and services were available and market is not so complex. Company usually applied only advertising to capture market share. These days competition forces the company to apply heterogeneous of promotion activities besides advertising to communicate with customers.

According to American Marketing Association "Promotion refers to the ways in which a firm communicates with customers. It includes both direct and indirect communication and encompasses personal selling, advertising, publicity and public relations and sales promotion" (Agrawal, 2009).

William J. Pride and OC Ferrel describe "Promotion is to communicate with individuals, groups and organization to directly or indirectly facilitate exchanges by informing and persuading one or more of the audiences to accept the organization's products" (William and Ferrel, 1994).

According to Philip Kotler "Promotion includes all the activities the company under takes to communicate and promote to the target market"(Kotler, 2004).

According to Govinda Ram Agrawal "Promotional consists of activities that facilitate exchange with target customer through persuasive communication to stimulate demand" (Agrawal, 2009).

Similarly Jonathan Groucutt, Peter Legadley and Patrick Fosyth express that "promotion as communicating information between the seller and potential buyers or others in the channel to influence attitudes and behavior"(Groucutt, Legadley&Fosyth, 2004).

Adrian palmer writes, "Promotion Mix comprises these activities that a company uses to promote its product and its corporate image to customers, potential customers, and the key stakeholder group" (Palmer, 2004).

Promotion is combination of various promotional activities like personal selling, advertising, publicity and public relation, sales promotion and direct selling. Company may use one or more combined promotional activities to inform and persuade the customers. Hence promotion is encompasses of different promotional activities which are used for persuasive communication and stimulate the customer to buy the products. Promotion activities disseminate the product details to the target market direct or indirectly and influence them to buy the product.

2.3 Promotional and Brand Image

Altogether there are four elements in Marketing Mix. They are Product, Promotion, Price and Place. Promotion is an element of the Marketing Mix. In other hand, Product is a vital element of the Mix which is considered as first component without which marketing activities hardly exist. So without any product and service, there is no meaning of other marketing activities.

Generally brand is term of identity of goods which differentiate one from another. The identity may be as name, term, sign, symbol, or design or combination of all of these.

According to Philip Kotler, “Brand is term which has direct association with product. Basically it is the term used to define product in general.” Brand can be defined as name, term, sign, symbol, or design, or a combination of all these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2004).

There are lots of products available in the market. There should be special identity of the product. Otherwise product will lose its identity in competitive market.

American Marketing Association defines” A brand is name: term, symbol and or a special design that is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”(Agrawal,2009).

A brand has several components such as Brand name, Brand mark and Trademark. Brand name is that part of brand that can be vocalized and consists of letters, words and numbers. A brand mark is that part of brand that appears in the form of symbol, design or distinctive coloring or lettering and cannot be vocalized. A trademark is the legal designation that the owner has exclusive right to use the brand name and brand mark and others are prohibited by law from using it.

It is very much essential for the product to develop and retain prestigious image in the market to be a successful one. This image is what we can call brand image of a product. This is the image of the product that has been projected in the consumer or people's mind. In general it is concerned with the positive image. It can be said as the way consumer has accepted the product.

Promotional activities induce the customers to be favorable to the brand by communication information about product benefits, availability, merit etc. or by associating certain highly valued feeling with the brand. Promotional activities help to develop and retain brand image of a product. It is quality important to develop brand image of new product and retain the brand image of those product and service which have already set its image in the market.

2.3.1 Importance of promotion

The major objective of promotions is to inform, convince, remind and assure the customer about the product.

William J Stanton opinion as "Promotion is the element in the marketing mix that serves to inform , persuade and remind the market of a product and / or organization selling it, in the hope of influencing the recipients feeling ,beliefs or behavior"(William,1994).

INFORMING:

Informing is primary task of promotion. Company informs customers about the product, price, availability, benefits etc. using promotion activities. It develops awareness to the customer about the product, features and benefits.

PERSUADING:

It is a process of convincing the customers about product benefits, attributes and stimulates the demands. Customers have so many alternatives and it makes purchase decision in favor of the products and company. Persuasive communication influences customer's attitude beliefs towards the products.

REMINDING:

Customers have short lived memory. They have limited capacity to store the information about the products. They cannot remember the products properly unless they are not reminded constantly about it.

REASSURING:

Promotion plays vital role on the stage of post purchase. It reassures the customers on the products, benefits and attributes that lead the customers free from the feeling of anxiety. Reassuring communication provides the customers additional satisfaction on the use of the products.

2.3.2 Promotion Mix

The promotion mix is a combination of promotional activities such as advertising, personal selling, public relation, sales promotion and direct marketing. Marketers need to examine and decide what kind of promotional activities are useful and effective to promote its products.

2.3.2.1 Advertising

Advertisement involves various cost that are paid by the sponsor to promote the products, advertising is communicated through words, sign, and symbols of illustrated that intends to reach numerous customers with low cost. Even though so many people may involve in preparation of advertisement it doesn't inquire the physical appearance of person to communicate contains.

Philip Kotler expresses Advertising is any paid form of non- personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.

Advertising uses various media to disseminate information that are categorized into four broad groups.

i. Print Media:-

Communicate to the target audience through printed materials that includes newspapers, magazines, booklets, journals, catalog, broacher and directory etc.

ii. Visual Media:-

Communicate to the target audience outside their residence or workplace. It includes hoarding board, electric signs and display on automobiles or wall etc.

iii. Audio Media:-

It intends to reach target audience through radio, audiotape, telephone etc.

iv. **Audio Visual Media:-**

It intends to draw customer's attention. Television, film, cinema, videotape are examples of audio visual media.

2.3.2.2 Publicity (Public Relation)

Publicity is communication through media about an organization, its policies and products. It communicates to general public through the mass media and it doesn't involve open cost.

Publicity is coverage by press conferences and speeches, news, feature articles, publication. It is beneficial to build favorable relationships with key stockholder such as media, government, society and customers.

Regarding to publicity, William J Stanton opinions Publicity is any communication about an organization, its products or policies through the media that is not paid for by the organization (William, 1994).

Generally public relation is made through public service activities sponsorship of events (sports, culture, education etc.) Exhibition and display, lobbying, announce of new products or policies etc.

2.3.2.3 Personal Selling

Personal selling involves a communication between buyer and seller. The seller aims to inform buyer about product's attributes, merits and persuades him to buy the products. Hence there are two promotional goals, they are informing and persuading.

According to William J Station. The personal communication of information to persuade somebody to buy something.

William M Pride and O.C. Ferrel also define Personal Selling is a process of informing customers and persuading them to purchase products through personal communication in an exchange transaction (Koirala, 2009).

Different kinds of Personal selling can be used which are to be selected as per products type and its customers.

Retail selling:-

Retail selling involves selling to consumers through the retail outlet or door to door.

Trade selling:-

Trade selling means selling to wholesaler and retailer.

Missionary selling:-

Missionary selling indicates indirect selling by sales representatives. They motivate the customer to buy the products from distributor or wholesaler.

Direct selling:-

It is challenging selling technique. Sales representative are involves to sale the products directly to customers.

Industrial selling:-

Industrial selling involves selling capital goods like office equipment to industries.

2.3.2.4 Sales Promotion

Sales promotion refers to short term incentive that tends to encourage purchase of a product. It stimulates to purchase greater volume in short span of time.

Sales promotion consists of a diverse collection of incentive tools. Mostly short term, designed to stimulate quicker and greater purchase of particular products by consumers or the trade (Kotler, 2004).

White, and V. Yanamandram (2007) “Sales promotional tools the market have the ability to attract new customers and maintain loyal present customers, it should plan to allocate proper attention for them in its marketing plans. Finally, sales promotional tools are excellent tools for maintaining present customers and rewarding them for their continued relations with organizations.”

Sales promotion when implemented effectively often results in an increase in short term sales figure. This explains the inclination of corporation to put in a large percentage of their funds in

carrying out various sales promotion activities. However, variations occur in effects of sales promotion based on the attractiveness of the concerned brand (Alvaraez, 2005).

Different type of incentive tools company may use:-

Incentive tools for Consumer Promotion: -Sample, Coupons, Rebates, Premiums, Contests, Price off and Display.

Incentive tools for Channels Promotion: -Free goods, Discount, Allowances, Print off, Gifts, Sales contest and Credit facilities.

Incentive tools for Sales Force promotion:-Sales contests, Trade Show, Gift items, Promotional Kits, Bonus and Commissions.

Advertising gifts: giveaway items emblazoned with owner enterprise's logo, such as stickers, calendars, desk sets, T-shirts, and magnets. These items vary in cost but can be an effective means of developing brand recognition. Stickers are relatively inexpensive and are popular in many countries.

Sampling: distribution of free product samples. This promotional vehicle is especially useful for introductory products, when one want to promote use or knowledge of a new product rather than a known product. There are costs of staff time to give out samples and the cost of the product itself.

Informal marketing: Activities such as speaking at public events or attending conferences. Like public relations, informal marketing offers a cost advantage but often does not reach a social enterprise's target customers. There may be other advantages to informal marketing, such as developing strategic alliances or raising public awareness for owner firm. Be clear about owner objectives before committing time to this promotional vehicle.

Telephone directory listings—an often overlooked but cheap and appropriate means of promotion for many social enterprises.

Trade shows useful for two reasons. Participation in trade shows raises owner profile and offers new business opportunities, such as strategic alliances with commercial partners or sharing

information. Trade shows, however, can be costly in staff time and exhibition costs if not well targeted.

Merchandising displays: on-site, point-of-purchase offers presented to customers at the time of sale to encourage impulse purchases. Merchandising displays are good promotional vehicles for cross-selling products because they allow an enterprise to display its full product line. They are also an effective branding mechanism. Note that some retail outlets may charge for displays that take up shelf space.

Billboards: brightly colored signs with owner logo and a strong visual image. These are an excellent choice in countries sensitive to brand image and with low literacy rates among target customers. The cost varies by country, depending on whether the billboard is a formal means of paid advertising controlled by the state or simply a sign erected on a public roadside by the enterprise itself.

Special offer: discounts, two-for-one deals, free trials, etc. Such enticements enable owner social enterprise to increase sales and build its market share. The costs of discounted prices or giveaways must be figured into owner bottom line. _ Information meetings—an oral presentation introducing owner enterprise and its services or products. This form of promotion, often used by microfinance institutions, is also a good way to attract potential customers to service businesses. Information meetings are particularly effective when one target market is not literate.

Sales promotion strategies are powerful tools to give marketing campaigns an extra edge in attracting new customers. Sales promotions rely on consumers' price sensitivity to encourage them to try new products, retry products they may not have tried in a while or purchase a greater volume of products they already buy. Retailers can put numerous components of sales promotion strategies into play, since promotions are often aimed directly at end consumers, which are the retailers' target customers in following way (www.mairec.org/ 03/10/2014).

Store Markdowns

A store price markdown is a blunt instrument in the sales promotion toolkit, but it can be effective in attracting new customers to a retail store. Store markdowns reduce prices on a wide range of products in a store for all customers. A store promotion can be more effective when supported by a large advertising campaign to inform consumers in the area about the potential sale. Although this promotional strategy reduces the per unit income for retail stores, the increased sales volume can boost total revenue and inventory turnaround.

Loyalty Programs

In addition to balancing per unit income reduction against increased volume, sales promotions other than storewide markdowns balance the value of promotional offers against expected redemption rates. Loyalty programs can be a cost-effective sales promotion tool. Store membership loyalty programs can work much the same way as storewide markdowns, with the exception being that not every customer receives a discount. Members bring in lower per unit revenue while increasing sales volume. Nonmembers balance out the equation by paying full retail price and not necessarily boosting sales volume.

Coupons

Coupons can be even more cost efficient than loyalty programs, but coupons can have less effect on sales volume. With coupon programs, a majority of customers will pay full price for products, while only a select few who clip coupons will receive price discounts. Coupons can be effective as a supplement to other promotional strategies, allowing retailers to gain business from a select group of value-conscious consumers. The problem with coupon-clippers, however, is that retailers can find it challenging to build loyalty in this group, who are likely to defect as soon as the coupon promotion ends.

Freebies

Giving something away for free can be a powerful way to grab people's attention and break down any resistance to change. For consumers, free samples in retail stores or free services offered via coupon can allow them to try something new without the risk of wasting money on a disappointing product. Buy-one-get-one programs can create a value proposition that causes

shoppers to temporarily choose one brand over another. Freebies work in the business world, as well. Food product manufacturers, for example, can provide free samples to retail purchasing managers to give them confidence that the products will sell.

Discounts

Offering price discounts is at the heart of most sales promotion programs. Storewide sales mark down prices on a wide range of goods, enticing customers to visit a store and search for deals. Coupons can attract a highly value-conscious market segment that can often be persuaded to buy in bulk for the right price. Mail-in rebates help keep revenue numbers high, since customers originally pay full price for goods on promotion. In addition to this, not every customer who buys a product specifically because of a rebate will actually redeem the rebate, maximizing the value of the promotion to the company.

2.3.2.5. Direct Marketing:-

Direct Marketing refers to direct informing and Persuasion by manufacturer to specific customers. The tools such as mail, catalogue marketing, telemarketing, on-time marketing, and face to face selling are used for direct marketing.

All Promotional activities have its own objectives and features. Marketers should select the appropriate activities and combine them as per requirement which are purposeful. An effectiveness of the promotional activities may vary as per situation, selection and implementation criteria. SO K D Koirala says” The design and selection of the promotion mix are critical issues in marketing. Creation of the right promotion blend is highly essential for successful marketing (Koirala, 2009).

2.4 Measuring Effect of Sales Promotion

Measuring the effect of a sales promotion is relatively easy but requires careful analysis of sales data before and after the promotion. One will also need to keep track of what other marketing and communication efforts and dollars owner firm is undertaking at the same time as the sales promotion. Because sales promotions deal in tangible things, such as redeemed coupons or cash

refunds and rebates, one can count those and see how many sales were a result of those promotions. Next, compare those sales figures to those owner company had before the promotion to see if the promotion resulted in increased sales. To understand the true effect of the promotion, keep other media expenditures and types the same during the promotion as before. That way one is only measuring the effect of the sales promotion itself.

Sales promotions offer the customer extra value in return for purchases. The idea is for customers to buy more during the sales promotion period, thereby increasing total sales. Companies evaluate the success of their promotion based on the sales volume and the associated costs. They check the increase in sales against a baseline and calculate additional profit compared to what the profit would have been, had the sales promotion not taken place (IJRFM Volume 2, Issue 10 (October 2012) (ISSN 2231-5985) International Journal of Research in Finance & Marketing 37 <http://www.mairec.org>).

Evaluation Methods

Sales promotions result in an upward bump in sales during the promotion period. Because customers buy during sales promotions for reasons that may affect their purchases before and after the promotion, the company should evaluate the volume of sales for the sales promotion period plus an equal period before, and at least two equal periods after, the promotion. If the sales promotion lasts a week, the evaluation period should be at least four weeks, including one week before and two weeks after the promotion. This methodology catches possible dips before the promotion, if customers are waiting for the sale, as well as any continuing increase or decrease in sales volume after the promotion. The evaluation must also include the costs of the promotion over the evaluation period. If the company wishes to evaluate brand awareness, it must include a customer survey in the evaluation.

Sales

To determine the increase in sales due to the sales promotion, the company must establish the level of sales that would have taken place without the promotion. Such a base level must avoid the effects of any variation in sales volume during the evaluation period. The best estimate is usually the average level of sales of the months prior to the evaluation period, adjusted for seasonal factors obtained from previous years. The company must compare this estimated level

of sales to the actual sales that took place over the evaluation period to get the increase resulting from the sales promotion.

Profits

Sales promotions can generate increased profits. The volume of additional sales must be large enough to generate profits greater than the cost of the sales promotion. This cost has several components. There are the costs of producing the promotional signs, coupons and publicity. There are additional costs for processing the coupons, discounts or other incentives. Finally, there are the costs of the promotion itself, such as a discount or rebate. The company must subtract these costs from the additional profits generated by the extra sales to get the true net additional profit that can be attributed to the sales promotion. IJRFM Volume 2, Issue 10 (October 2012) (ISSN 2231-5985) International Journal of Research in Finance & Marketing 38 <http://www.mairec.org>

2.5 Factors affecting determination of Promotional Activities

The determination of the promotion activities is critical task in marketing. Several factors affect the selection of those activities. These factors can be summarized below.

2.5.1 Promotion objective

Promotion objective of the organization determines the design of the promotion mix.

- If the objective is to build awareness level among the buyers the promotion mix is dominated by advertising and Publicity.
- If buyers are already aware of the product but do not exhibit favorable attitude preference and conviction for the brand the marketer needs to put more emphasis on personal selling which is more persuasive than advertisements.
- If buyers have favorable attitude toward the brand but do not show clear purchase intentions sales promotions may provide incentives to undertake immediate actions. In this stage buyers can be better remanded by display advertisements.

2.5.2 Size of the Promotion Budget

The size of the promotion budget determines the selection of the promotion mix. Advertising requires heavy expenses as it has to be launched for a longer time period. Similarly maintaining large sales force for aggressive personal selling campaign is suitable for financially strong firms. Firms with small promotion budget prefer to use a combination for dealer promotions on the spot displays pamphlets etc.

2.5.3 Nature of the Market

The structure of the market, particularly its geographical coverage affects the design of the promotion mix.

- In a small market personal selling. Consumer promotions and local level advertising is a good promotional blend.
- In large markets a blend of advertising, dealer promotions and consumer promotions are more effective.
- Trade customers such as wholesalers and retailers are better approached with personal selling and trade promotion.
- In industrial and institutional markets personal selling and sales promotional are more effective.

2.5.4 Nature of the Product

The nature of the product can be highlighted as under.

- Low cost and convenience products require more emphasis on national level advertisement and sales promotion.
- High cost shopping products require emphasis on personal selling and local advertising.
- Especially good and services are mostly sold through personal selling and good public relations.
- Industrial products require emphasis on personal selling.
- Items that are a relatively small part of the organization budget or the buyer's budget do not require salesperson to pursue and close the sale. If the product is expensive

technically complex and requires after sales services personal selling is more suitable and productive.

2.5.5 Product Life Cycle

Promotion blend changes as the product moves from one stage to another stage of the product life cycle.

- In the introduction stage needs emphasis on advertising and publicity followed by personal selling to persuade middlemen.
- During the growth stage, personal selling has little use while advertising is continued with a change in its focus from awareness creation to building conviction among buyers.
- In the maturity stage, sales promotion plays the dominant role and advertising is used only to support the sales promotion campaigns.
- During decline stage, all forms of promotion become irrelevant.

2.5.6 Push vs. Pull Strategy

The promotion mix is also affected by whether the organization adopts a push strategy or a pull strategy.

Under push strategy the promotion is directed at the marketing intermediaries. The manufacturer persuades wholesalers to carry the products, while wholesalers convince retailers to sell the product to consumers. The retailer again 'pushes the product to consumers through word of mouth supported by point-of-purchase displays. Thus push strategy need a heavy close of personal selling and dealer promotions.

Under pull strategy the manufactures build consumer awareness and conviction through mass advertising. When consumers begin demanding the production retailers place orders for the products to the wholesalers and wholesalers to the manufacture. Pull strategy during the maturity stage of the product life cycle is implemented through consumer promotion.

2.6 Promotion Decision in Nepal

Promotion decision in Nepal is gradually maturing and becoming more purposeful and objective. Companies are gradually realizing the importance of promotion in marketing operations. The major points are summarized in the followings.

Promotion has appeared as an important element of marketing mix in Nepal. Its role has been growing (Pandey, 2005).

2.6.1 Promotion objectives

Many companies in Nepal feel that every rupee spent on promotion should give immediate results in increased sales. Thus promotion is launched with the goal of achieving immediate sales. Promotion campaigns are heavily supported by advertisements mainly because it gives back immediate results. Promotional activities are generally targeted at information and awareness creation on the product and service offers in the market. Most of the companies with foreign connections use brand enforcement as their major promotion objective.

2.6.2 Promotion Mix

Advertising:-

Nepalese firms today use advertising very frequently. The size of advertising business has expanded in the market. The advertising market in 2012 reached to around Rs. 3 billion (AAAN, 2012). There are more than 200 advertising agencies in Nepal. The Advertising Agency Association of Nepal with a membership of 178 agencies has been active in enlarging the size of the advertising market in the last decade.

Print Media:-

The market offers several print media choices for advertisers. There are more than 100 newspapers with a total circulation of about one million copies. Newspaper readership has increased rapidly in the urban areas. Kantipur, Nagarik, Himalaya Times, Gorkhapatra etc. are popular national dailies for advertising. There are also several quality magazines in circulation such as Himala, Nepal. The Nation Weekly, Boss, New Business Age, PC INFO etc. give good exposure to advertisements.

Electronic Media:-

Electronic media is gaining popularity for advertisers in the country. There are more than 10 channels in Nepal like Nepal Television, Kantipur, Avinews, News24, Image, Sagarmatha, NTV Plus, Himalayan, Nepal 1, Mountain TVetc. are available for advertisers. Nepal Television has the widest coverage media and is the most expensive for advertisers. The market also offers wide choice of radio media for advertisers. Radio Nepal has nationwide coverage and is popular among the advertisers. There are FM stations in most of the territories in the country who offer very cheap rates for advertisers.

Display Media:-

Display advertisement in the form of illuminated hoardings, plug banners and posters are adequately used in major cities. Point of purchase materials such as danglers and mobiles are popular display media in the country. Kathmandu, Lalitpur, Narayanghat, Biratnagar, Birgunj, Nepalgunj and Pokhara have most of the hoardings. Quality of hoardings has been improving in recent years with good illumination technology Neon signs are limited to only some core market areas of Kathmandu city. Banners and public posters are discouraged by the municipal authorities and have lost its importance.

Sales Promotion:-

The Nepalese market has become sales promotion oriented. Sales promotion that boosts immediate sales is launched by most of the organizations selling FMCG products motorcycle, television sets. Consumer contests, cash prize price off and premiums are the most popular promotional schemes. Most of the instant noodles are sold through sales promotion schemes. Cold drinks and beer have off season and festival promotion schemes. Mayos achieved huge market share gain through its car and diamond necklace schemes. Sales promotion targeted for the resellers are limited to free goods, price off and small premiums such as calculators, wall clocks and plastic buckets. Retailers also participate in display contest organized by manufacturers.

Personal Selling:-

Most of the medium and large firms also maintain their sale force that directly approaches the marketing channel members. The personal selling is also used for market monitoring, market intelligence and relationship building with the channel members and most important of all for

push selling. The sales personnel are not well trained and lack personal communication and public relations skills. There is a very high turnover of sales staff in most of the companies who jump from one firm to the other for small salary raise and fringe benefits. Retaining goods sales staff has become a major challenge for many companies.

Publicity and Public Relations:-

Publicity is slowly catching up with regular publication of corporate and new product reports in newspapers and magazines, Sponsorship programs such as ShikharSaanjh and Gorkha Brewery's SLC top 10 awards are regularly held. Surya Nepal has been sponsoring many sports events to promote Khukuri cigarettes. Manufacturers of hard drinks have also become active in sponsoring musical and sports events. Product launching event that can give good exposure in the media is yet to pick up in the Nepalese market.

2.7 Review of Related Studies

Parry (2009) "Promotional Products' Impact on Brand/Company Image" published in Inland emprise Business Journal conducted the brand image, objective and overall strategy of the research. The impressions consumers have of a company extend well beyond the product or service the firm provides. Brand image is a mental image that reflects the way a brand is perceived, including all the identifying elements, the product or company personality, and the emotions and associations evoked in the consumer's mind. The study was designed to determine the impact promotional products have on recipients and its long-term effects. The control group received nothing. A post-test survey, conducted approximately a month later, asked questions to determine the groups' image of the company. The results of this study are based on a sample size of 647 completed pre-test surveys and 538 completed post-test surveys. Promotional product recipients held a more positive image of the company than the non-recipients. On a scale of 1 to 7 with 7 representing a positive image, both groups were above the neutral score of 4 for four out of five categories. Promotional Products have a positive impact on brand image. Specifically, when comparing people who receive a promotional product from a company with others who do not, this research shows that people who receive a promotional product have a significantly more positive opinion about a business through:

- More positive overall image
- More positive perception of the business

- Higher likelihood of recommending the business
- Higher likelihood of patronization

The study did not set out to specifically measure ROI. However, after the study, the business reported:

- 10 - 15% increase in sales
- 5 - 10% increase in new customer group (students)
- Opening a second location on the university campus

Levy, (2010) conducted on “Advertising, Brand Value and Consumer Psychology” in the Journal of Marketing indicates contemporary cognitive psychologists suggest that brand memories do not have specific locations and the simple network. The concept of how brand experience gets stored – i.e., as a node with tentacles – is not just simple, it’s simplistic. Memory and experience are more dynamic than that. The feelings and images that attach to a brand are widely dispersed across the brain. This means that there are multiple entry points for brand evocation. Call out the name ‘Coca-Cola’, present someone with a picture of a Coke bottle, or walk past a McDonald’s – every time that happens, tracks light up in the brain which evoke the brand ‘Coke’. Each time, the tracks vary as a function of previous encounters and the entry point, whether name, bottle, or smell of Mc Donald’s, etc. Some tracks get reinforced and others get dampened. The point: brands can be evoked in many ways and each time *what lights up and what gets laid down* will be modified, even if only slightly. Understanding that brand memory and experience are dynamic does not affect our core definition of brand. But it does have implications for how we model the formation of brand.

Johnson, (2011) conducted article “A Fashion Goods Brand Image and it’s Promotion Through Communication” in Journal of Economic and Psychology (69, 217-225). The researcher stated that fashion goods brand image denotes to what extend a consumer is willing to pay extra money to obtain the particular brand, while at the same time another product of similar quality could be purchased at a cheaper price. As a result port margins of fashion goods mainly depend on brand image i.e. sales promotion. For this reason it is important to manage the value of brand image carefully over time. This paper provides a quantitative framework to support this managerial decision problem. Brand image is like an asset that can be built up over time. The way to do this

is not trivial. However, it is important to keep the fashion good exclusive: in the view of the "upper ten", a good is no longer worth its vertiginous price if too many others have already bought it. Hence, here consumers value the product less when more of them own it. This implies that sales should be limited to a certain extent in order to prevent the brand from becoming too common. The higher the involvement, the greater the likely consumption. Marketing communications are so prevalent in some categories (e.g., motor cars, beer) that even those who want to can't avoid it. What effect does it have? Hence, the researcher suggests that the effect will depend on the brand life-cycle and its promotion tools. When it comes to really well-known brands, communications can hardly have an effect on awareness because awareness of both the brands and their communications tends to be high already. In addition, unless communication is unusually creative, it's unlikely to affect brand image that much. If anything, it's in these situations that Ehrenburg's model of the 'nudging' effects of advertising may be most accurate, i.e., the ads don't increase awareness, but they may be nudge the brand closer to the front of the queue on any given day.

Wendy, (2012) conducted on "Promotion Tool Through New Brand Communication" recently published an article in International Journal of Market Research (48:2). The researcher suggested that most of what's important happens beyond the light of consciousness. This is typical of the over-simplification that traps us if one doesn't think the issue through. Without making it conscious. The problem one think is this: because consciousness is so central to our daily experience and organization of life (like the sea is to fish), we tend to take its magic for granted. Experiences that come from exposure to brand communications created by marketers, e.g., TV advertising, mobile phone communications, public relations, and so on. Marketers do this to influence our brand memories and experiences. In saying this I'm not assuming that exposures have to be explicitly noticed for brand activation to take place. All it requires is that tracks are laid down in the brain, whether they pass through focal consciousness or not. These interactions involve what one call *marketing* touch-points (Type II). Experiences that come from exposures to the brand those are not under the marketer's control. Unmanufactured word-of-mouth is the most obvious of these. Another would be un-manufactured news. These kinds of interaction are *incidental* touch-points (Type III). Marketers are increasingly realizing that our simple approaches are too simplistic. Many influences go to make up what a person ends up thinking and feeling about a brand. It's time to pull this together and spell out the implications for

measurement. By this view, researcher focuses new brand communication is the major promotion tools in recent growing market.

Patwa, and Patwa, (2013) conducted the research on "Evaluation of Effectiveness of Sales Promotional Tools on Sales Volume and Channel Members' Perceptions [An Overview of Delhi Region]." The main objective of this research paper is to observe if sales promotion tools to be adopted at a given time affect the company's sales volume and also to evaluate the nature of sales promotion activities in Delhi. The main hypotheses there is no significant effect of sales promotion tools on sales volume, profitability, no of customers and overall performance of particular Industry have been accepted. The research methodology used in this research is theoretical and descriptive nature. For the collection of data, researchers used questionnaire, phone, email and interview etc. prepared in view of objectives of the study. The findings of this study indicate that customers are influenced by sales promotions 35%, advertising 26.7% and a minimum of 16.7% of the customers say publicity by words of mouth, survey show that 31.7% of the customers consider that price off is one of the most effective method, 23.8% of the customers say discount and the least 6.2% of the customers reflect that others technique (coupons, samples and lucky draws) of sales promotion that Industry use to push sales. As the dealers interact with customers regularly and directly than the manufacturer, it would be valuable for the CPG companies to integrate perceptions while forecasting sales promotion strategies. Majority of the managers consider that all the parties such most vital under sales packs is the sales promotion technique that make them to purchase promotion techniques in rising sales. Indian companies' sales products, 20.4% of the respondents consider it is extra quantity, promotion strategy impact is tremendous sometimes but 7.9% of the respondents think it is contests and remain 6.3% of the sometimes delayed. Sales promotion strategy formulation the respondents say others technique.

Williams et al. (2014) conducted on "The impact of sales promotion on organization effectiveness in Nigerian manufacturing industry". The main objective of this study is to examine the sales promotion and its effects on organizational effectiveness in Nigerian manufacturing industry. The study focuses on how sales promotion is used to generate higher sales, increased profitability and greater market share. The study depicted on sales promotional tools and how

Nestle Nigeria Plc has adopted sales promotion to generate its effectiveness. Sales promotion is an important component of any organization's overall marketing strategies alongside advertising, public relations, and personal selling. The study is significant because, it contributes to new knowledge by filling and reducing the gap that exist in the understanding of sales promotion by management and other stakeholders in the manufacturing sector. A descriptive survey research design was applied to describe sale promotion activities of the organization. The sample size employed was 205 respondents from Nestle Food Nigeria Plc. Questionnaires were administered to the sampled respondents to collect primary data used for this study. However, the study made use of survey design and purposive sampling technique in selecting the respondents comprising management and staff of Nestle Nigeria Plc. The result of the study indicated that the beverage drink companies increasingly make use of sales promotions. Chisquare independence test was used to test the hypotheses stated. The results show that adoption of sales promotion strategies significantly influence the effectiveness of beverage drink industry. It was concluded that management may engage regularly in more promotional mix strategies, and also tend to be creative to consumers, this in turn would enhance and boost their sales revenue.

Khanal(2008) conducted on "A Research on The Effectiveness of Promotional Tools on Sales: "A case study of bowling center"has made following objectives and major findings:

Objectives:

- To measure the effectiveness of promotion tools in sales.
- To find out the impact of sales promotion on the sales of bowling game
- To study and analyze the sales promotion and its effectiveness of bowling center.

Major findings of the study

- Nepalese customers widely used promotional tools by bowling marketers.
- Nepalese bowling market effect the sales promotion.
- Newly marketers are shifted to the blowing game i.e. newly identified market.

- Nepalese customers widely used promotional tools by bowling marketers. Likewise, Nepalese marketers evaluate the effectiveness of the promotional tools.

Pandey(2010) conducted research on “Sales Promotion And ItsEffect on Sale: A Case Study of Beer Market of Nepal”hasmade following objectives and major findings:

Objectives:

- To study and analyze the sales promotion and its effect on sale in Nepalese beer market.
- To find out whether sales promotion does impact on sales of Beer or not.
- To examine the most suitable media to advertise about the sales of beers in Nepal.

Major findings of the study

- Nepalese beer market mostly follows the Television advertisement than other advertisement tools.
- Regarding to the services rendered by the advertising agencies, sales promotion does not meet customer awareness.
- A few agencies concentrating on producing interesting advertisement from the advertisers and other specialists service such as block makers, printers, artists etc. Publication media, radio and cinema are the most used media for commercial advertising of Nepalese beer market.

Sales of Nepalese Beer market coming year is increasing if every factor remains same. This study specially dealt with the most recent and widely used methods of sales promotion and its impact on product market.

Poudel(2011)conducted on “RadioAdvertisementAnd ConsumerBehaviorWithReferenceTo MayosNoodles)”has following objectives and major findings,

Objectives:

- To find the effectiveness of media advertising.
- To explore the relationship between sales and advertising expenses

- To forecast the factors that affect consumer decision process.

Major findings of the study

The major finding of this research work has been presented below:

- From the second test, we found that 82% of the sample heard the advertisement. Among them, female listeners were found to be more than the male listeners.
- This test was made to know the impact of advertisement. It is found that out of 100 respondent 63 people (63%) got positive impact and 22 people (22%) says that they have no impact whereas 15% says that they reacted in a negative way to the advertisement.
- This test was made to testing the impact of frequency at product advertised. Means, the role of frequency of advertisement and it found that 81 out of 100 respondents were in favor of frequently advertised product and 19 respondents preferred product not advertised. It means that majority of people think that the frequency of advertisement made their decision easy to purchase.
- This test was made to test what happen when consumer has two options at same price and same quality and it is found that 83% people give their preference to advertised product in spite of the substitute product with same price and quality. This shows that advertisement plays good supporting role for product.
- The research showed that Radio advertisement is much more cost effective in comparison to TV advertisement and the Radio advertisement was more effective as well.
- This test is made to know the effect of advertisement on sales and it is found that in every year when Advertisement expenses increase sales is also increased.

Shrestha(2012)conducted on “TheEffectivenessofTelevisionAdvertising For Cosmetic Products And Consumer’s Behavior: With reference to Sunsilk Shampoo)”has following objectives and major findings:

Objectives:

- To understand the situation of access and practice of television viewers in urban areas among men and women.
- To study and analyze the impact of television advertising on consumer of behavior.
- To identify the familiarity with TV advertisement and types of advertisements consumer prefer.

Major findings of the study

- It is found that television advertisement seems to be the most effective means or media which plays crucial role to increase the possibility of influencing customers and enhancing the market for the goods manufactured.
- In subject to the impact of repeated television advertisement to attract the consumers' most of the advertisements are proved to be effective and successful to influence the consumers.
- Regarding the preference of consumers to the product having same price and quality, advertised products have good preference from the consumers.
- Advertisement has played important role to leave positive impression among the majority of people towards the products.
- With respect to the role of advertisement to attract the consumer, majority of the respondents (75%) opined that advertisement helped to the customers to recall the brands' name to a greater extent but the purchase decision does not fully depend upon the advertisement.
- In relation to the impact of advertisement of cosmetic product, most of the respondents (95.00%) are familiar with the advertisement of cosmetic products.
- In relation to effectiveness of the advertisement of Sunsilk Shampoo, the advertisement of Sunsilk Shampoo is very much effective to familiarize the product to the various customers in semi urban area of Kathmandu valley.

Pandey (2013) conducted on "Advertisement and Consumer Behavior" has made following objectives and major findings.

Objectives:

- To study the effectiveness of advertising media.
- To identify the Popularity of advertising media among different age group, gender, etc.
- To study the reaction of people to advertisement.

Major findings:

- From the test of efficiency of media in the first test it is found that TV, Radio, Newspaper and Hoarding board were 32%, 35%, 20% & 13% effective. Among the Four different kinds of media taken in count, effectiveness of Radio is higher than others.
- It is found that 82% of the sample heard the advertisement. Among them, female listeners were found to be more than the male listeners.
- This shows that considering the age group, advertisement focused to lower age group should be musical while those focused to higher age group should be with meaningful words.
- Lower educated respondents preferred to musical advertisement while highly educated respondent preferred advertisement with goods wording contrary to uneducated who liked musical advertisement.
- In the context of gender wise reaction to advertisement, it showed that most of the male listens to the advertisement as passive listeners while the female were found to be curious.

Pathak,(2013)conducted on"Supply engineering of Sipradi Company". This researchobjective isto analyze current situation of organization's working process, circumstances, strategies, and challenges and then to suggest mitigating measures and tackling techniques for related issues with appropriate cost and profitability consideration.He mainly used the SWOT analysis in this study. The researcher highlighted the following strength and weakness of the spreading company.

Strength

- Long term partnership with its supplier: Sipradi has long term partnership with its suppliers, mainly with TATA, one of the most sellable brand names in automobile sector all over Nepal. These partnerships add on certain degree of goodwill and reputation that the suppliers have, as they are market leaders their field of expertise.
- Systematize working process (ISO certified) and customer trust: Over the ages Sipradi, in accordance with its business need have been rectifying the holes in its business process, if any. It has been continuously updating its working process with timely trends, technology and facilities. It has gained customer trust and good will factor via its quality goods and services, which for sure one of the greatest strength and asset of the company.
- Enthusiastic and skilled workforce, working in their field of expertise: Sipradi is full of its workforce who is contributing their skill and knowledge for mutual well-being. The personnel who are already working here get more motivated to excel their work because of the reward and incentives given strategically.
- Establishment of strong and reliable brand name: Sipradi has established strong and reliable brand name in automobile sector over the ages in Nepal with adequate service level and effective after sales services. This for sure boosts the sales of goods and services of the supplier associated with Sipradi.
- Diverse product and service range: Sipradi deliver products and services of various ranges as per customer requirements and their affordability with optimized service level.
- Sound distribution network: Sipradi is profound with sound distribution network all over Nepal, diverse in various regions as per their business requirements.

Weakness

- Dependences on single supplier: If a company has single supplier and the supplier is as big as TATA then for sure the company's business experience will be quite intimidating. In these circumstances in one hand, company benefits massively from the high value brand name of supplier on sales of product and on the other hand it have to struggle a lot to create its unique business existence on the market.

- High increment in cost in products value chain:One of leading weakness Siprodi supply chain possesses is the enormous increment in prices of vehicles and sphere parts during different phases of value chain. The major cost increment occurs during the process of importing goods to Nepal from India, as heavy taxation is imposed on the imported items. This leads in causing large difference in productselling prices of Siprodi with suppliers' selling price.
- Poor transportation systems and strategy:For the auto parts and other goods transportation, the most common issues are delays in transportation, lost and damaged goods, wrong delivery of the products and unavailability of the transport vehicles when required.
- Product tracking and tracing system not available:Due to lack of product traceability Siprodi has issue of losing the product when required, if misallocated.
- High demand fluctuation, forecast inaccuracy and supply-demand mismatch:Due to new trends, marketing strategies, seasonal effect, national events, government taxation and policies etc. demand and order of the product in Siprodi changes randomly. Generally forecasting of demand is done for larger time frame basically on the basis of previous sales record.

He concluded that the major portions of challenges and problems that companies like Siprodi are facing in Nepal are due to poor infrastructure of the country and its political instability. The ultimate solution for these national level problems is un-doubtedly effective government policies and infrastructural development. But, by analyzing development graph in Nepal and government actions, it is not so certain that how long it will take country to have sound infrastructure and political stability which is favorable for business organization like Siprodi. So in these circumstances it is wiser for Siprodi to find efficient solution for the problems in Basically Siprodi supply chain is indeed by issues i.e. mismatch between supply and demand of products, inefficient information flow, high increment of product cost in different value chain phases, product lost when misallocated, inaccurate forecasting, and poor transportation.

Guleria, (2014) conducted a research on "Compare the standing TATA motors via Industry and Customer satisfaction survey." The main objectives of his study are to compare the standing TATA motors via industry and customer satisfaction survey. In his research a detailed analysis of

the company shows that the company has had a strong fundamental as well as a strong market performance over the years. Given the economic and the industry environment (improving outlook for the CV industry) TATA Motors would be a key beneficiary. While a pick-up in its CV volumes is evident, operating leverage and cost saving initiatives will improve margins. On an average more than 73% people feel that the prices are affordable whereas 12% do not agree, 74% believe that attractive discounts are offered whereas 26% are not satisfied with the discounts offered. 20% said that the test drives are not offered and 15% said that post sales follow ups are not done regularly whereas 85% said that they were done regularly but people feel that it is the people's car as it is satisfactory on all other parameters: knowledgeable sales persons, employees spent enough time before and during sales, display of merchandise is attractive, availability of product, variety of merchandise, vehicle in good condition, prices are affordable, attractive discounts are offered, décor of the waiting area is pleasing, responds to complaints quickly, service at TATA Motors service station is excellent, careful with personal information and is value for money. The overall opinion about TATA Motors is very good.

2.8 Research Gap

This study "Effectiveness of promotional strategies on sales volume of TATA bus segments (with reference to Nepalese market) "is an important for new market environment. Very few studies have been done in this topic. Today the whole world has been using it as one of the effective TATA bus. Promotion decision in Nepal is gradually maturing and becoming more purposeful and objective. Companies are gradually realizing the importance of promotion in marketing operations. The major objective of promotions is to inform, convince, remind and assure the customer about the product. The importance of the excessive promotion in a competitive market environment has generated a lot of interest in marketers and firms to develop numerous and comprehensive promotional approaches. Sales promotions offer the customer extra value in return for purchases. The idea is for customers to buy more during the sales promotion period, thereby increasing total sales. Companies evaluate the success of their promotion based on the sales volume and the associated costs. This study is done in both aspects i.e. from the side of employees and customers with the equal 30 respondents as sample size. Hence, this study is covered both aspects and the descriptive research design. Similarly, the study mainly based on primary analysis through questionnaire and secondary sources are also used to cover the

research review and collection of data and information. Due to the resources constraints, this study limited in the analysis of TATA bus. Hence, this research fulfilled the gap of the previous research and probably new one.

CHAPTER-III

RESEARCH METHODOLOGY

Research methodology is a systematic way to solve the research problem. It describes the methods and process applied in the overall presentation of the study. This research design is based on scientific method.

Research methodology is the way to solve the research problem systematically. It facilitates the research work and provides reliability, and validity to it. C.R Kothari defines “research as a scientific and systematic search for pertinent (important) information on specific topic” (C.R Kothari, 1995).

Hence, it can be defined as systematic and careful inquiry or investigation tools, technique and set of methods of searching new facts/finding on predetermined objectives of any research subject matter to discover new ideas & information. It can be divided as follows:

3.1 Research Design

This dissertation is concerned in Effectiveness of Promotional Strategies on sales volume of TATA Bus Segments(With reference to Nepalese market). The research design consists of combination of Semi-structured questionnaire, schedule for primary data and a wide research for secondary sources which help to analyze the effectiveness of promotional strategies on sales volume of TATA bus segments. The present study is based upon descriptive research design to find out sales volume of bus segments with current promotional strategies and to provide necessary possible suggestion for it.

3.2 Types and Sources of Data

Both types of primary and secondary data have been used for the present study. The primary data and information were collected through the field survey, sample data is collected from different sources. Such as different sample respondents of the TATA bus segments sales and marketing employees and customer of TATA bus segments with equal sample size of 30. Secondary data were collected from sipradi trading websites, official booklets, unpublished dissertations and

published articles. Main focus is given to primary data. Both quantitative and qualitative data have been used.

3.3 Primary Data

Primary Data are collected through survey /field visit sipradi head office Teku and other branches in Kathmandu valley from the informal interview with the sales and marketing department employees and management. Likewise, researcher consults the TATA bus customers in regards to sales volume and attraction or motive behind the purchasing of its brand with different area of Kathmandu valley.

3.4 Population and Sample

For the detail study of the Kathmandu valley taken as sample for the study to draw the sales volume and sales promotional strategies of TATA bus segments. All together 30 size of sample both employees and customer survey has been done through the primary questionnaire survey.

3.5 Secondary Data

Secondary data are collected from the different source. The sources include different types of magazine, different bulletin, sipradi trading reports in regards to sales volume and promotional strategy of TATA bus segments, unpublished journals, articles and dissertations.

3.6 Questionnaire

Structures and unstructured questionnaire were prepared for the collection of data. Different sets of questionnaire have prepared for both employees and customers of TATA bus segments.

3.7 Observation

While collecting data and studying the Kathmandu, direct observation was done. Especially such kind of observation was in the district during the behavior of both the company and customers noticed. Similarly informal interview is taken for the information gathering while field visit in Sipradi office and Kathmandu valley.

3.8 Population and Sample

For the detail study of the Kathmandu valley taken as sample for the study of the to draw the sales volume and sales promotional strategies of TATA bus segments. All together 30 size of sample both employees and customer survey has been done through the primary questionnaire survey.

3.9 Methods for Data Collection.

This study both semi-structure questionnaire informal interview methods used for quantitative and qualitative data. Semi-structure questionnaire and informal queries have used to collect the basic information about the TATA bus segments

3.10 Methods of Data Analysis and Presentation

The data had collected from various instruments and found sources have been analyzed. Each part of the information classified, analyzed and described mathematically and statistically. Classifying with tabulating them in different categories into sub headings. The data have been analyzed using a various statistical and mathematical tools and techniques such as percentage, graph, bar diagram, pie chart, and maps etc. different charts have been used to classify the quantitative as well as interpret its qualitative aspects.

In order to fulfill the objectives of study various graphs diagrams including pie-chart has been applied for the purpose of analysis. The result of analysis has been properly tabulate compared analyzed and science the proper data the study has become more completed. Similarly, data are entered into the SPSS descriptive analysis is done through this program. Likewise window excel sheet is used to draw the figure. By using SPSS program, mean, standard deviation, frequency percentage and figure (pie-chart, histogram, bar charts) etc. have been sort out from thecollecting data. Semi-structured questionnaire are sent out limited person respondent and sent proper answer. So structure, multi-choice, open-ended as well as closed questionnaires were constructed for data collection. In some questions were designed to collect the personal information like name, age, sex education and occupation. Some questions were designed to collect the information regards to sales volume and promotional strategies beyond it what strategy company

use for its effectiveness i.e. increase sales volume and attracting customer i.e. satisfaction of pioneers customers. Normally three kinds of analysis technique are used in the research:

- i) Multiple Bar diagram and graph
- ii) Pie diagram
- iii) Percentage

CHAPTER IV

DATA PRESENTATION AND ANALYSIS

The presentation of collected data and their analysis is performed to achieve the objectives which have been mentioned in the introduction chapter. The presentation and analysis of data consists of organizing, tabulating and analyzing with mathematical and statistical results. Different tables and diagrams are drawn to make result simple and easily understandable.

It is a pictorial presentation of data to understand the further analysis at a glance. It is presented here to give an idea on the factors affecting buying behavior, consumer attitude and buying pattern. It also helps to understand the general attitude towards advertising. It can prove or disprove the fact by the data presented in graphs, but it helps to get insight into the nature and direction of the data. The prime objective of this presentation is to provide the background to understand the next part of the analysis easily to present the factors considered under study and to give an insight into the nature of the data studies. This chapter is sub-divided into two parts. The first part is the questionnaire related with thirty employees and the second part is the questionnaire related with the thirty customers of TATA bus segments.

4.1 Sales volume and promotional cost during financial year 2009/010 to 2013/014

The five years of secondary data of Tata bus sales and promotional cost has been taken and analyzed to give the following result which has been presented with the help of the following table and figures.

Table 4.1 Sales volume and promotional cost

Financial Year	Qty. [No]	Promotional Cost [Cr.]
2009/010	1177	1.1
2010/011	1282	1.6
2011/012	1196	1.3
2012/013	1837	1.7
2013/014	1853	2.6

Source: MIS of Sipradi trading taken from 2009/010 -2013/014

Table 4.1 depicts that the promotional cost and sales volume in different years. The result shows that the relationship between promotional cost and sales volume are proportional to each other. The impacts of promotional cost are positive on sales volume of TATA bus segment. It is also shown in the following figure.

Figure 4.1 Sales volume and promotional cost

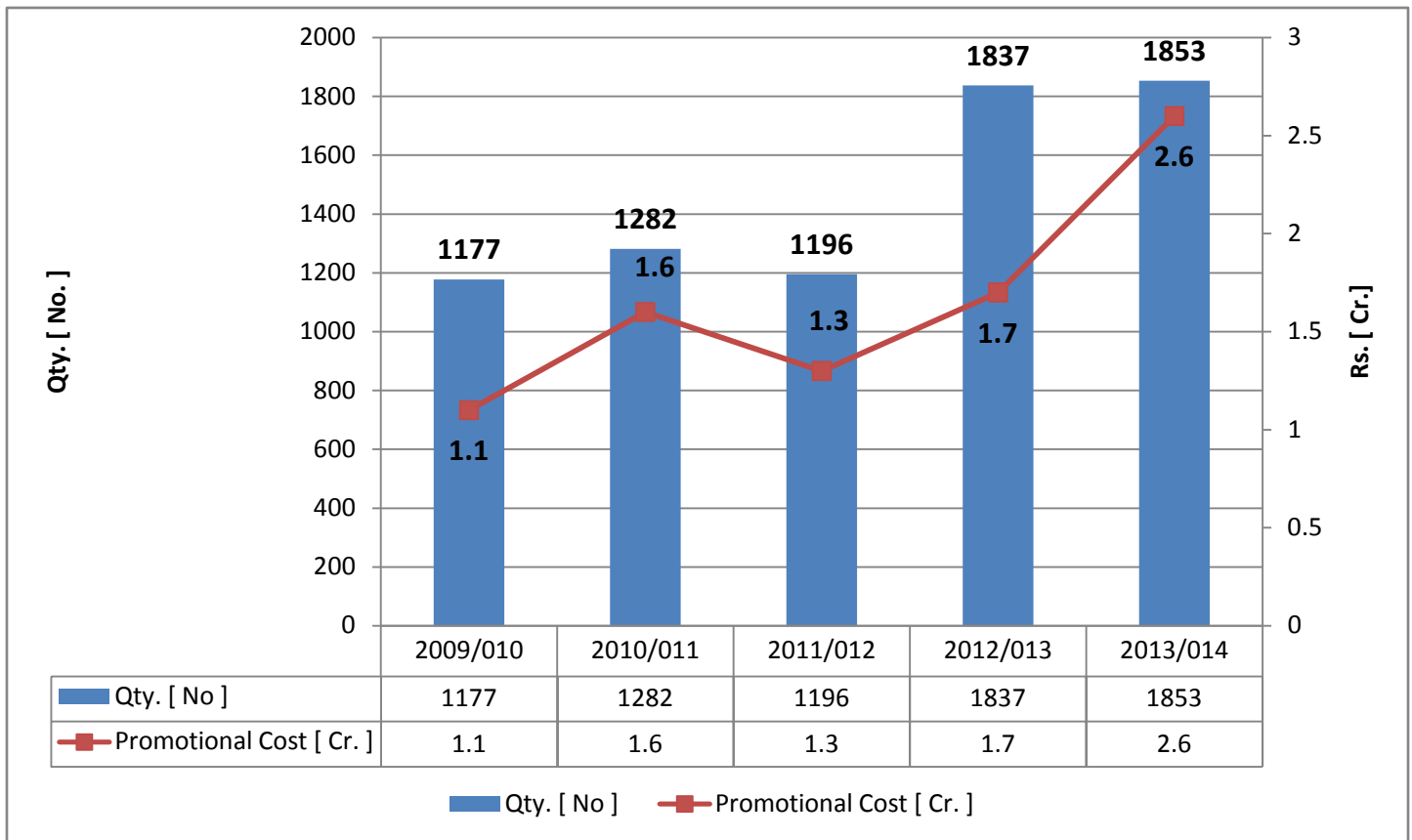


Table 4.2 The most Promotional tools adopted by TATA Bus Segments in financial year 2009/010

Tools	Amount [Lac]	Percent [%]
Freebies	14.3	13.0
Discount	56.1	51.0
Store markdown	17.6	16.0
Coupon	22.0	20.0

Source: MIS of Sipradi trading of FY 2009/010

Table 4.2 depicts that the most common tools adopted by TATA bus segments department of sipradi trading. In the financial year 2009/010 company invest 1.10 crore as different promotional activities of which 14.4 lac and 13 % as freebies, 56.1 lac and 51 % as discount, 17.6 lac and 16 % as store markdown and 22.0 lac and 20 % as coupon. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.2 The most Promotional tools adopted by TATA Bus Segments in financial year 2009/010

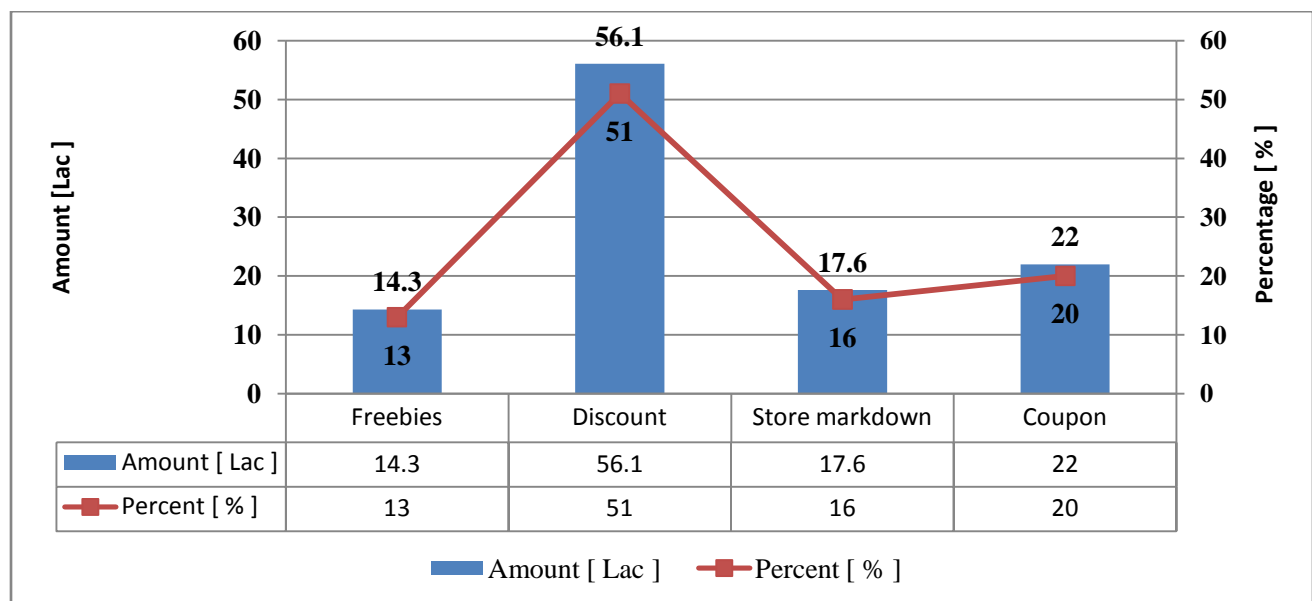


Table 4.3 The most Promotional tools adopted by TATA Bus Segments in financial year 2010/011

Tools	Amount [Lac]	Percent [%]
Freebies	16.0	10.0
Discount	104.0	65.0
Store markdown	17.6	11.0
Coupon	22.4	14.0

Source: MIS of Sipradi trading of FY 2010/011

Table 4.3 depicts that the most common tools adopted by TATA bus segments department of sipradi trading. In the financial year 2010/011 company invest 1.60 crore as different promotional activities of which 16.0 lac and 10 % as freebies, 104.0 lac and 65 % as discount, 17.6 lac and 11 % as store markdown and 22.4 lac and 14 % as coupon. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.3 The most Promotional tools adopted by TATA Bus Segments in financial year 2010/11

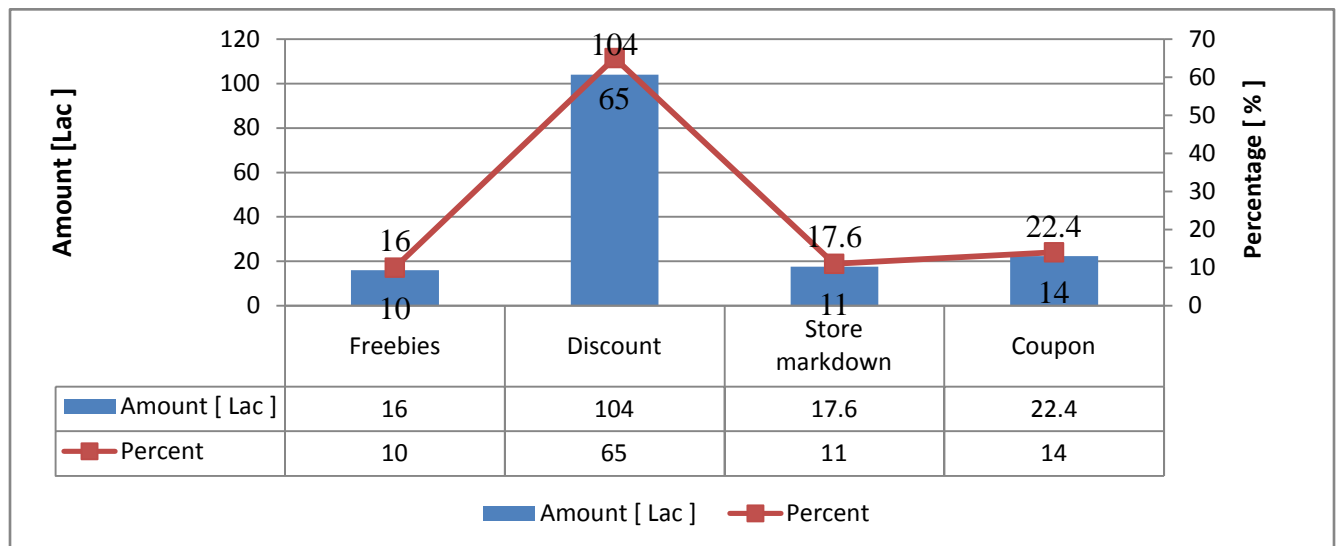


Table 4.4The most Promotional tools adopted by TATA Bus Segments in financial year 2011/012

Tools	Amount [Lac]	Percent
Freebies	19.5	15
Discount	75.4	58
Store markdown	16.9	13
Coupon	18.2	14

Source: MIS of Sipradi trading of FY 2011/012

Table 4.4 depicts that the most common tools adopted by TATA bus segments department of sipradi trading. In the financial year 2011/012 company invest 1.30 crore as different promotional activities of which 19.5 lac and 15 % as freebies, 75.4 lac and 58 % as discount, 16.9 lac and 13 % as store markdown and 18.2 lac and 14 % as coupon. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.4The most Promotional tools adopted by TATA Bus Segments in financial year 2011/012

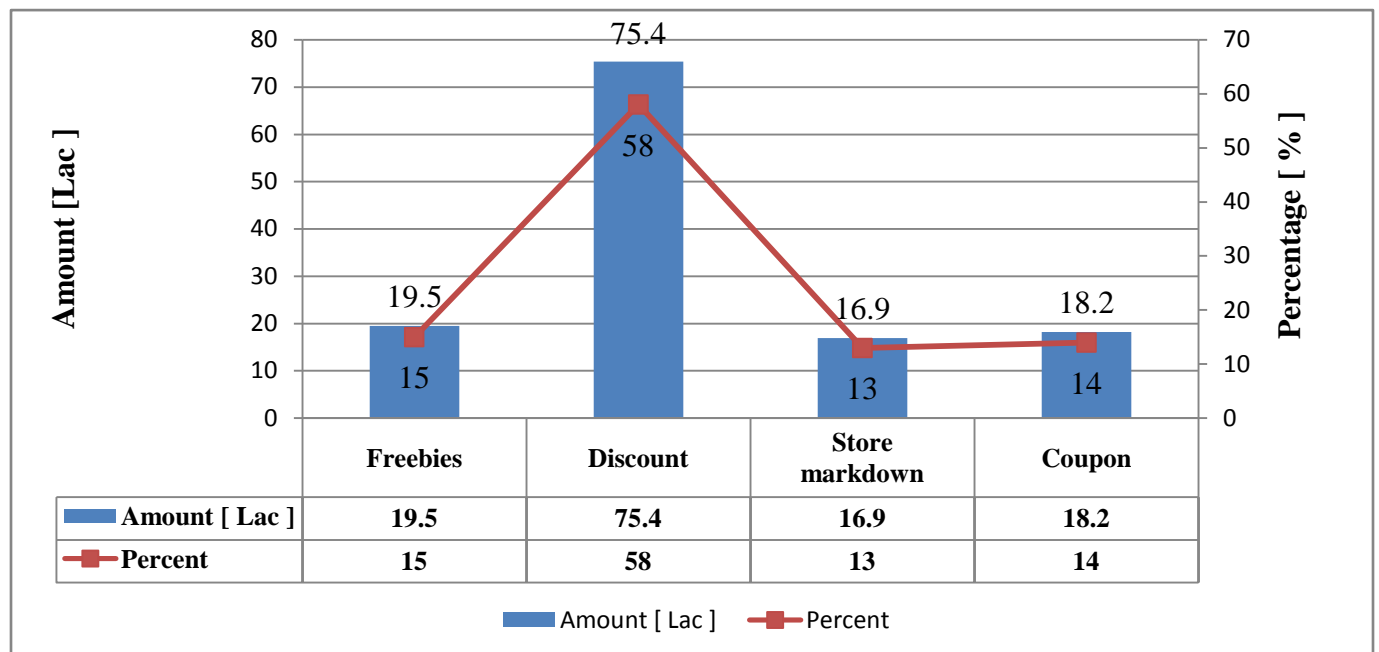


Table 4.5 The most Promotional tools adopted by TATA Bus Segments in financial year 2012/013

Tools	Amount [Lac]	Percent
Freebies	15.3	9
Discount	88.4	52
Store markdown	37.4	22
Coupon	28.9	17

Source: MIS of Sipradi trading of FY 2012/013

Table 4.5 depicts that the most common tools adopted by TATA bus segments department of sipradi trading. In the financial year 2012/013 company invest 1.70 crore as different promotional activities of which 15.3 lac and 9 % as freebies, 88.4 lac and 52 % as discount, 37.4 lac and 22 % as store markdown and 28.9 lac and 17 % as coupon. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.5 The most Promotional tools adopted by TATA Bus Segments in financial year 2012/013

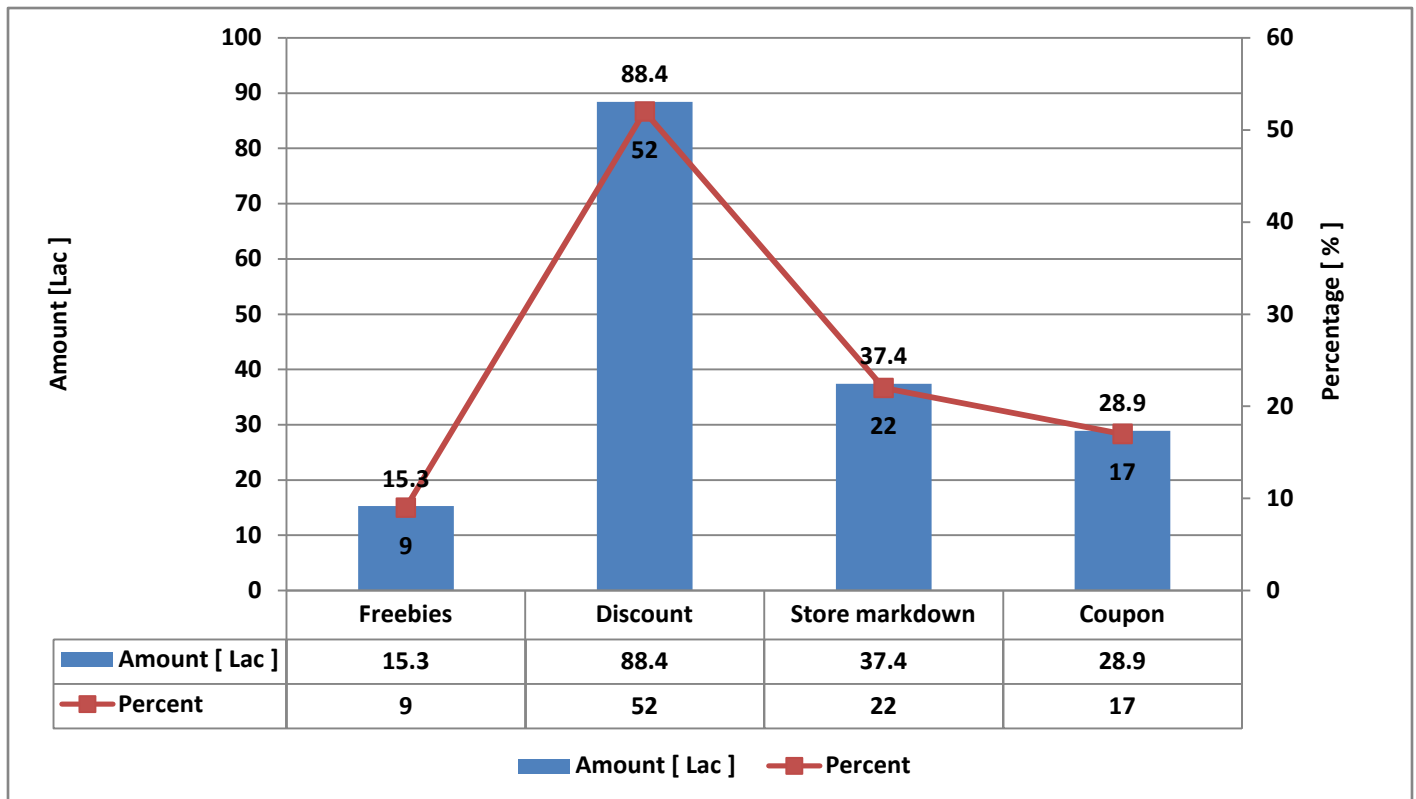


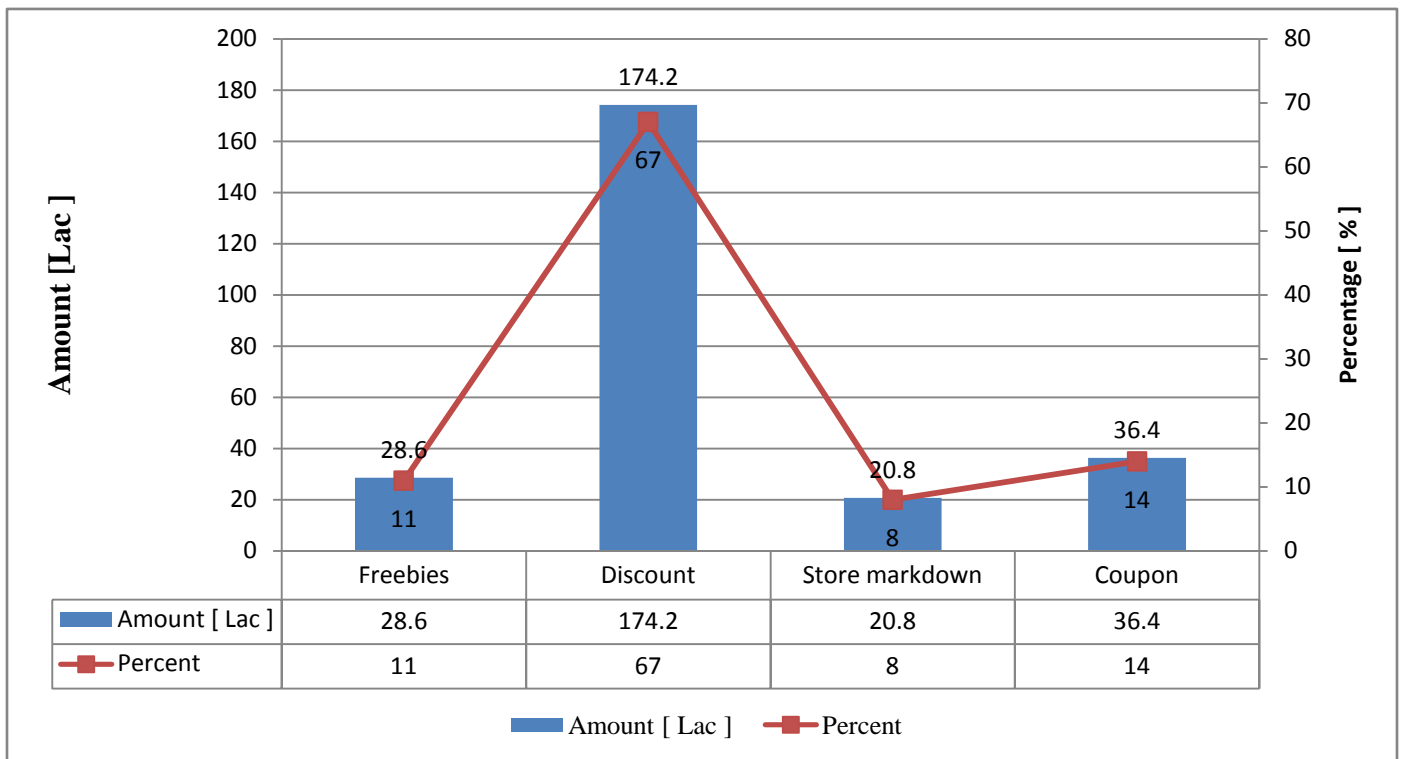
Table 4.6 The most Promotional tools adopted by TATA Bus Segments in financial year 2013/014

Tools	Amount [Lac]	Percent
Freebies	28.6	11
Discount	174.2	67
Store markdown	20.8	8
Coupon	36.4	14

Source: MIS of Siprodi trading of FY 2013/014

Table 4.6 depicts that the most common tools adopted by TATA bus segments department of sipradi trading. In the financial year 2013/014 company invest 2.60 crore as different promotional activities of which 28.6 lac and 11 % as freebies, 174.2 lac and 67 % as discount, 20.8 lac and 8 % as store markdown and 36.4 lac and 14 % as coupon. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.6 The most Promotional tools adopted by TATA Bus Segments in financial year 2013/014



4.2 Demographic variables

4.2.1 Gender of the respondents

The questionnaires are distributed personally and the genders of respondents have been shown in the following table.

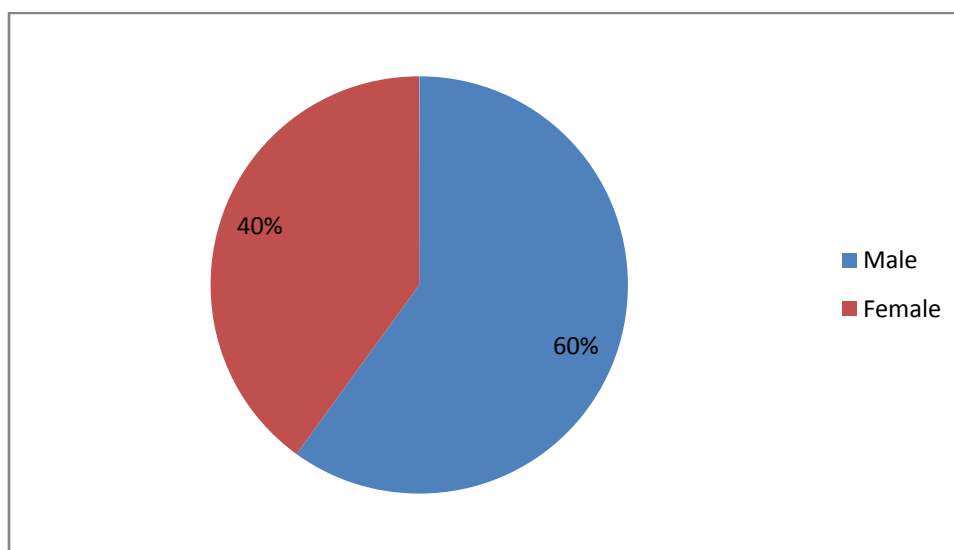
Table 4.2.1 Gender of the respondents

Gender	Number of the respondents	% (percentage of respondents)
Male	36	60
Female	24	40
	60	100

Source: Field Survey 2014

Table 4.2.1 depicts that the gender of the respondents of the sipradi employees. The result shows that among 30 respondents, 60% respondents are male and 40% are female respondents. The distribution of gender shows higher number of male respondents in comparison to female respondents. It is also shown in the following figure.

Figure 4.2.1 Gender of the respondents



4.2.2 Age of the respondents

The age of the respondents have been shown in the following table.

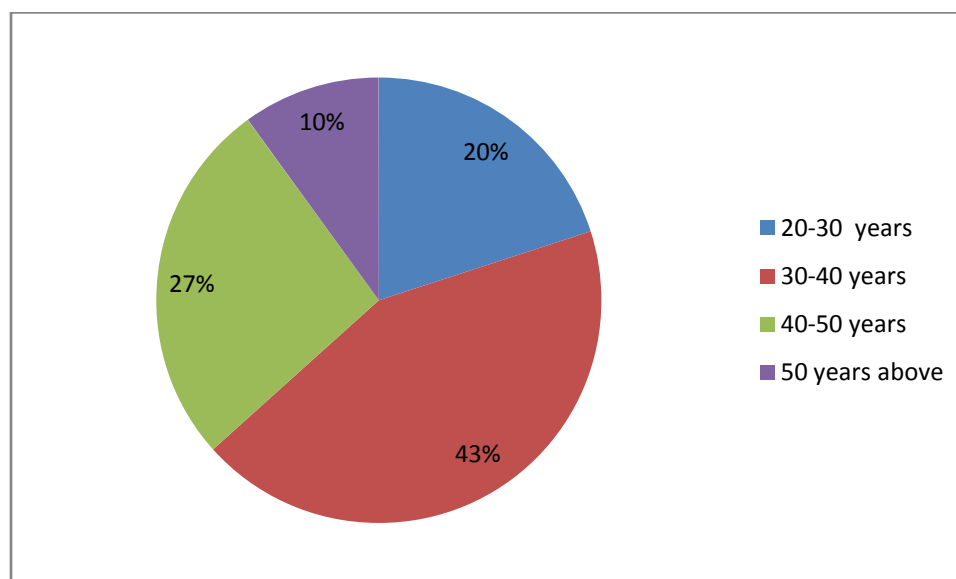
Table 4.2.2
Age of the respondents

Age	Number of the respondents	% (percentage of respondents)
20-30years	12	20.0
30-40 years	26	43.0
40-50 years	16	27.0
50 years above	6	10.0
	60	100

Source:Field Survey 2014

Table 4.2.2 depicts the age of the respondents. As presented in the table most of the respondents i.e. 43.33% lie in the age of 30-40 years who are more creative. Similarly, least respondents i.e. 10% lie in the age of 50 years and above. Likewise, remaining 26.67 and 20% respondents lies in the age of 40-50 years and 20-30 years respectively. It is also shown in the following figure.

Figure 4.2.2 Age of the respondents



4.2.3 Education level of respondents

Education is the basics of human capital formation and the key source of economic development of a nation. Human capital is that source which can mobilize and utilize the available resources optimally and cause to enhance the pace of economic development of a nation. It is believed that the rapid quantitative expansion of educational opportunities is the key to national development. Similarly, education develops the knowledge, learning, communication, technical skills and interpersonal skills of the employees. Hence, the educational status is highly essential to find out. The following table presents the fact of education status of employees / respondents.

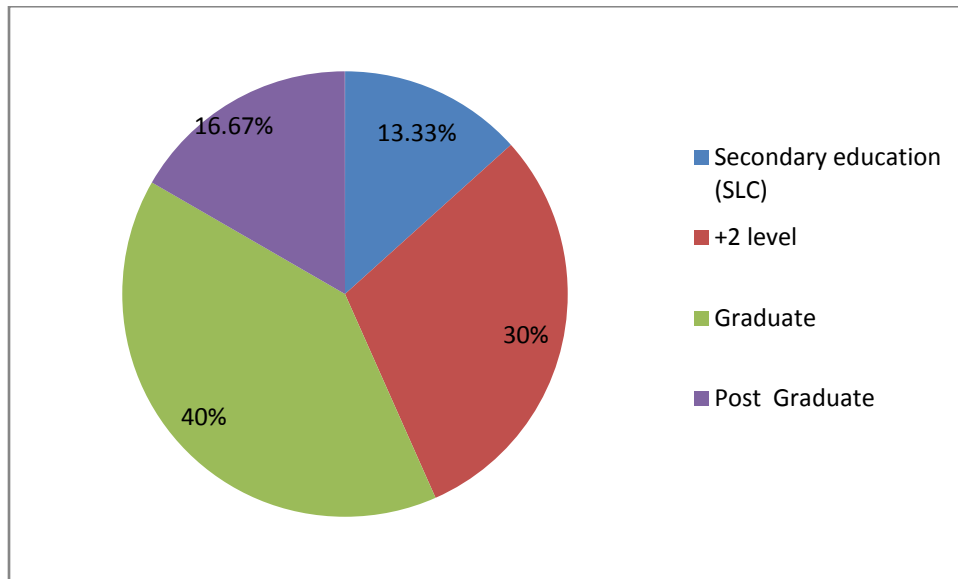
Table 4.2.3 Education level of the respondents

	Number of the respondents	% (Percentage of respondents)
Secondary education (SLC)	8	13.33
+2 level	18	30
Graduate	24	40
PostGraduate	10	16.67
Total	60	100

Source: Field Survey 2014

Table 4.2.3 depicts the education level of the respondents. As presented in the table most of the respondents i.e. 40% respondents are graduate. Similarly, least 13.33% respondents have completed secondary education. Likewise, 30% respondents have completed +2 level. Moreover, remaining 16.67% respondents have completed post graduate. The result concludes that most of the respondents have completed graduate. It is also shown in the following figure.

Figure 4.2.3 Education level of the respondents



4.2.4 Factor that suffered in making business strategy mostly

Respondents view in regards to the factors that suffered in making business strategy is shown in the following table.

Table 4.2.4

Factor that suffered in making business strategy mostly

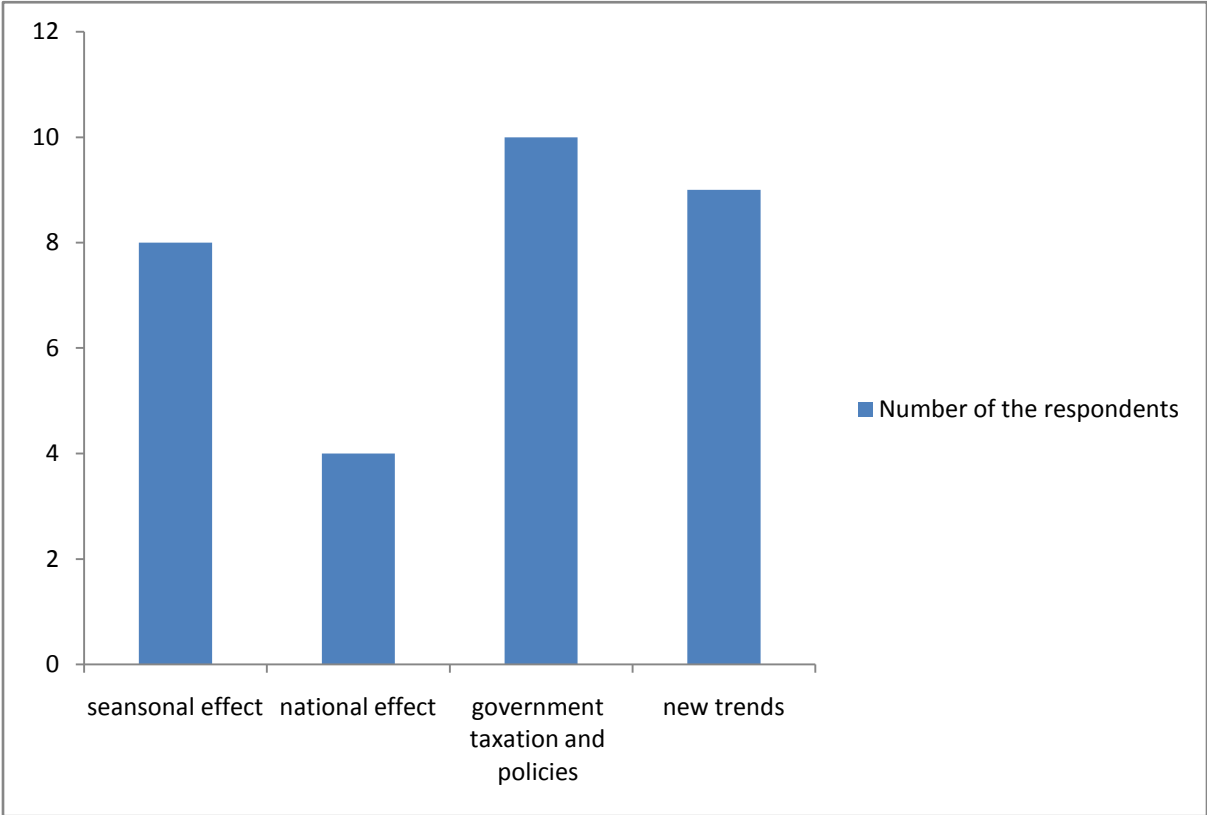
	Number of the respondents	% (Percentage of respondents)
seasonal effect	16	26.67
national effect	8	13.33
government taxation and policies	20	33
new trends	18	30
Total	60	100

Source: Field Survey 2014

Table 4.2.4 depicts the education level of the respondents. As presented in the table most of the respondents i.e. 33% replied that the company suffered in making business strategy are government taxation and policies. Similarly, least 13.33% respondents that company suffered in

making business strategy. Likewise, 30% respondents that company suffered in making TATA bus segment strategy through new trends. The result concludes that government taxation and policies largely affect to the company making business strategy. It means that larger tax rate tolerance the purchasing capacity of the customer's. It is also shown in the following figure.

Figure 4.2.4
Factor that suffered in making business strategy mostly



4.2.5 The most common cause of transport delay in TATA bus segments

The respondents respond that the most common cause of transport delay in TATA bus segments are shown in the following table.

Table 4.2.5

The most common cause of transport delay in TATA bus segments

	Number of the respondents	% (Percentage of respondents)
drivers negligence	18	30
Strike	6	10
road condition	18	30
natural calamities (flood, landslide, festivals and holidays)	6	10
traffic jams	12	20
Total	60	100

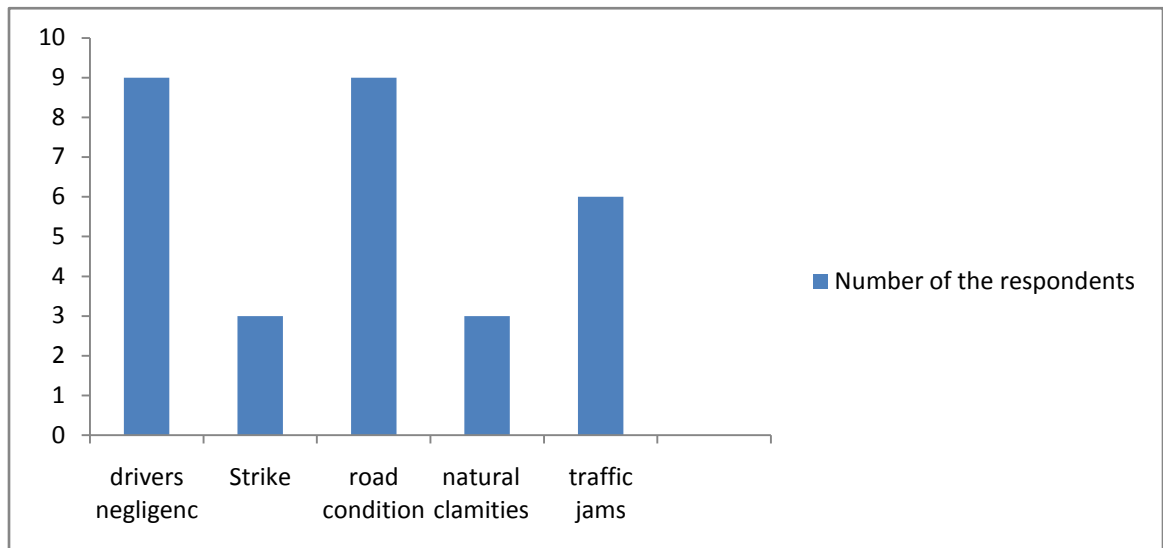
Source: Field Survey 2014

Table 4.2.4 depicts the most common cause of delaying the transportation of TATA bus segments. Equal 30% replied that the cause behind delaying the transportation of TATA bus segment is driver's negligence and road condition. Similarly, equal 10% replied that the delay in transportation of TATA bus segments is strike and natural calamities. However, 20% respondents depicted that the reason behind the delay in transportation of TATA bus segment is traffic jams.

It is also shown in the following figure.

Figure 4.2.5

The most common cause of transport delay in TATA bus segments



4.2.6 The most Promotional tools adopted by company in regards to TATA bussegments

The result of the respondents in regards the most promotional tools adopted by TATA bus

Table 4.2.6

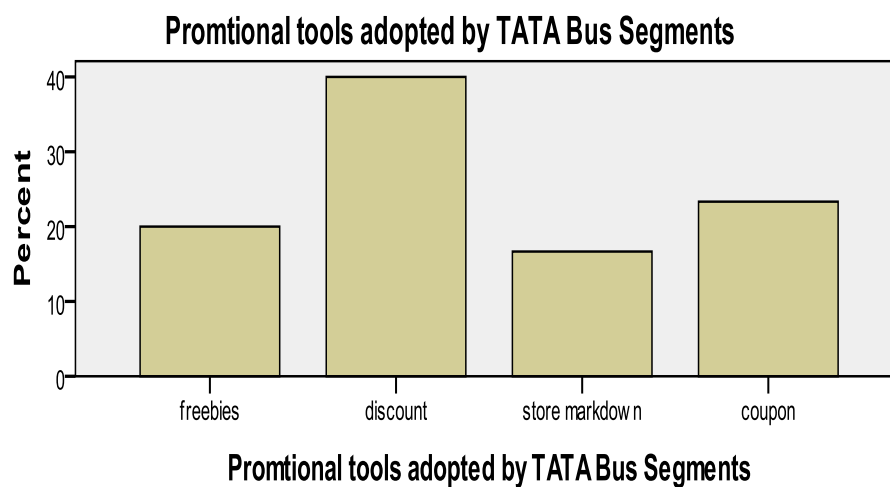
The most Promotional tools adopted by TATA Bus Segments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid freebies	6	20.0	20.0	20.0
discount	12	40.0	40.0	60.0
store markdown	5	16.7	16.7	76.7
coupon	7	23.3	23.3	100.0
Total	30	100.0	100.0	

Source:Field Survey 2014

Table 4.2.6 depicts the most common tools adopted by TATA bus segments. Among the 30 respondents of employees, most of them 40% respond to discount and 20% respond as freebies. Similarly, 23.3% respond as coupon and only 16.7% used the promotional strategies adopted by the sipradi company. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. It is also shown in the following figure.

Figure 4.2.6



4.2.7 The Promotional tools increased the sales volume by company in regards to TATABus segments

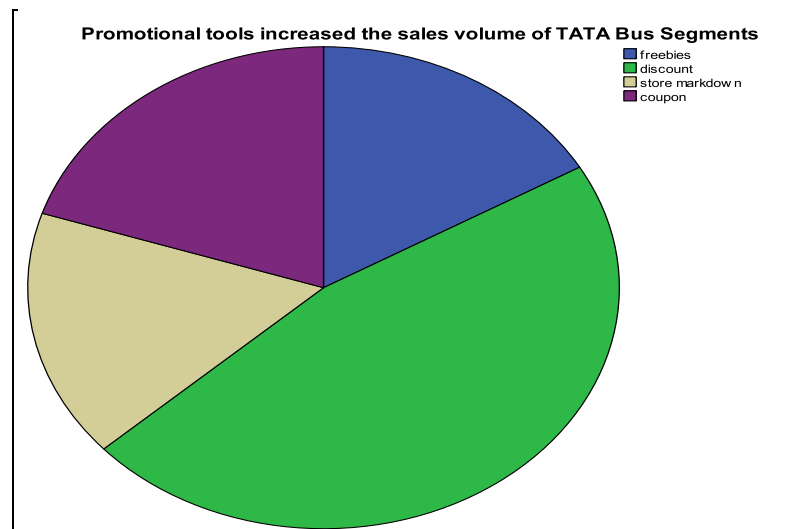
Table 4.2.7

Promotional tools increased the sales volume of TATA Bus Segments				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid freebies	5	16.7	16.7	16.7
discount	14	46.7	46.7	63.3
store markdown	5	16.7	16.7	80.0
coupon	6	20.0	20.0	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.2.7 depicts the promotional tools increased the sales volume of TATA bus segments. Among the 30 respondents of employees, most of them 46.67% respond that the reason behind the increased in sales due to discount and 20% respond as coupon. Similarly, equal 16.67% respondents respond as freebies and store markdown increased the sales volume of the TATA bus segments. It seems that the company sales volume is increased due to the discount schemes rather than other promotional tools. It is also shown in the following figure.

Figure 4.2.7



4.2.8 Facilities that increased the sales volume of TATA bus segments

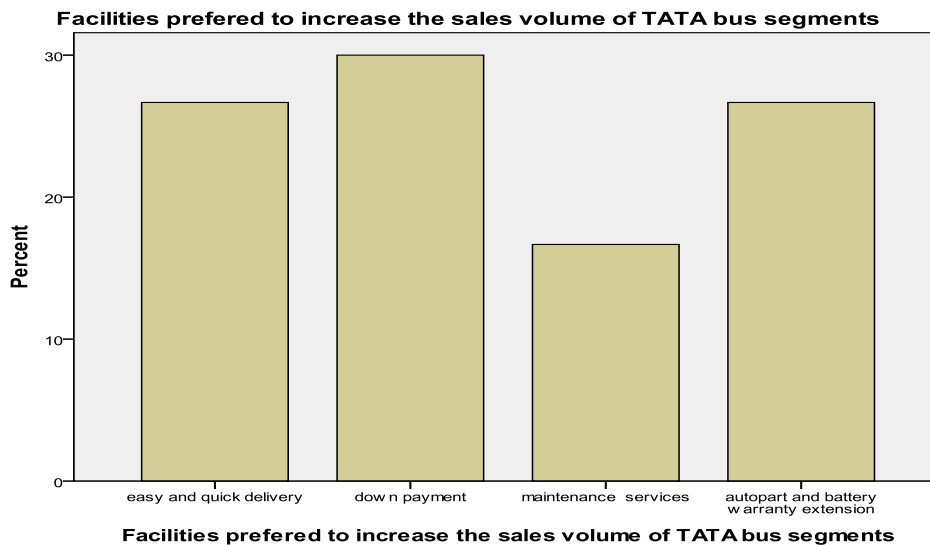
Table 4.2.8

Facilities preferred to increase the sales volume of TATA bus segments		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	easy and quick delivery	8	26.7	26.7	26.7
	down payment	9	30.0	30.0	56.7
	maintenanceservices	5	16.7	16.7	73.3
	auto part and battery warranty extension	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.2.8 depicts the facilities preferred to increase the sales volume of TATA bus segments. Among the 30 respondents of employees, 30% respond that down payment facilities increased in sales volume of TATA bus segments. Similarly, equal 26.7% respond that easy and quick delivery and auto part and battery warranty extension facilities increased the sales volume of TATA bus segments. Likewise, 16.7% respond that maintenance service facilities increased the sales volume of TATA bus segments. It is also shown in the following figure.

Figure 4.2.8



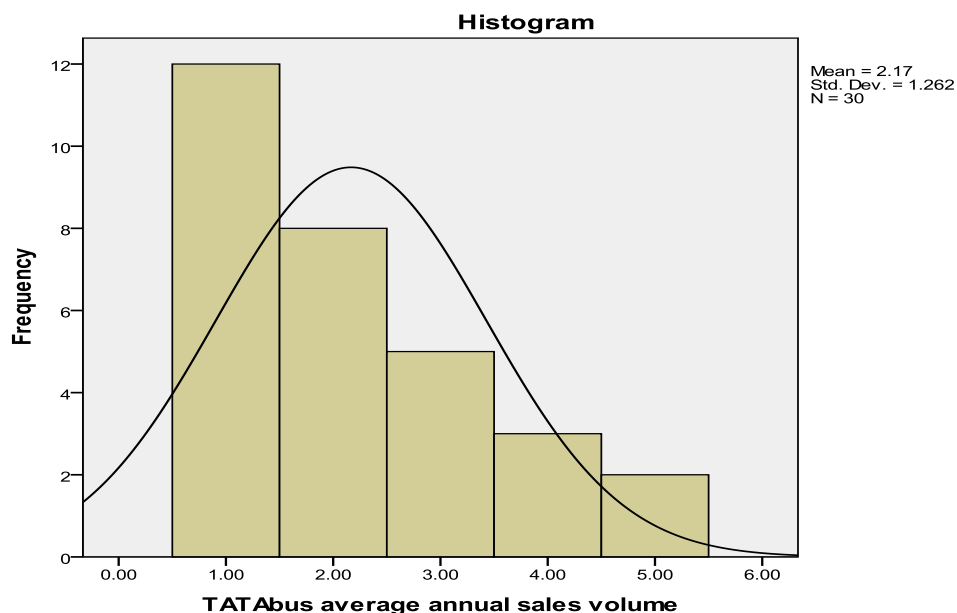
4.2.9 TATA bus average annual sale volume

Table 4.2.9

		TATA bus average annual sales volume			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 200	12	40.0	40.0	40.0
	200-500	8	26.7	26.7	66.7
	500-1000	5	16.7	16.7	83.3
	1000-1500	3	10.0	10.0	93.3
	Above 1500	2	6.7	6.7	100.0
Total		30	100.0	100.0	

Table 4.2.9 depicts the TATA bus average annual sales volume. Among the 30 respondents of employees, 40% respond that annual sales volume of TATA bus segments lies in up to 200. Similarly, 26.7% respond that annual sales volume of TATA bus segment lies between 200-500. However, least annual sales volume lies in above 1500 i.e. 6.7%. Similarly, respondents respond that annual sales volume between 1000-1500 TATA bus segments is 10%. The employees prediction and experience show that there are least and moderate number of annual sales turnover of TATA bus segments. It is also shown in the following figure.

Figure 4.2.9



4.2.10 Respondent's response in regards to sale promotion tools to increase the sales volume of TATA bus

Table 4.2.10

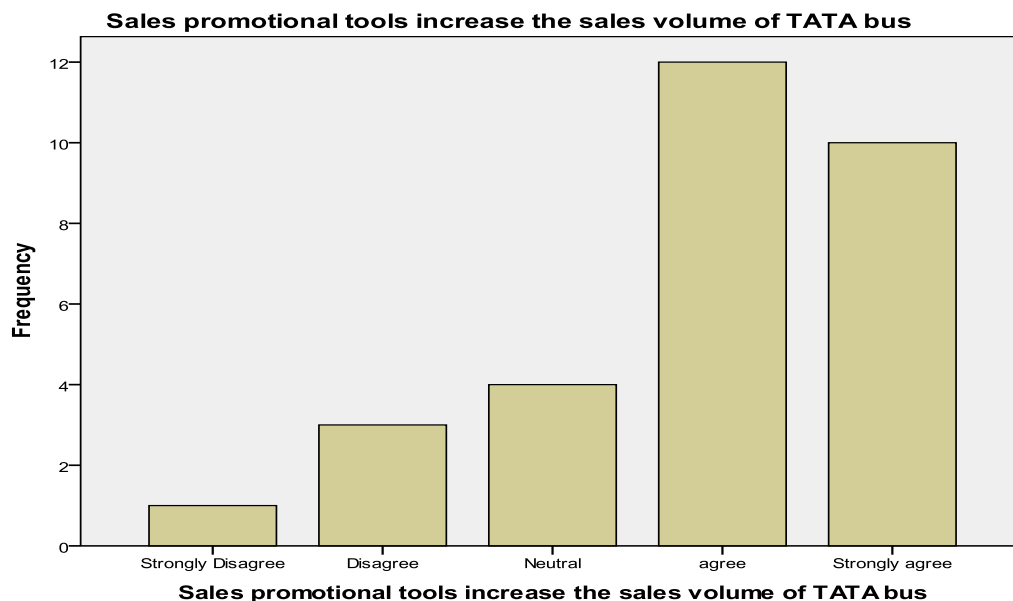
Sales promotional tools increase the sales volume of TATA bus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	3.3	3.3	3.3
Disagree	3	10.0	10.0	13.3
Neutral	4	13.3	13.3	26.7
Agree	12	40.0	40.0	66.7
Strongly agree	10	33.3	33.3	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.2.10 depicts the sales promotional tools to increase the sales volume of TATA bus segments. By measuring in Likert five point scales, most of the respondent's i.e.40% agrees (4) that sale promotional tools increase the sales volume of TATA bus segments. Similarly, 33.3% agree (5) strongly agree that sales promotional tools increased the sale volume of TATA bus segments. Similarly, 13.3% neutral (3) about this view i.e. they are silent perhaps unaware about the promotional tools and sales volume of TATA bus segments. However, 3.3% strongly disagree (1) and 10% disagree that the sales promotional tools always is not increased the sales volume of TATA bus segments. They also respond that failure of sales promotional tools increase the cost of sales. It is also shown in the following figure.

Figure 4.2.10



4.2.11 Sales promotional tools is costly while advertising of TATA bus

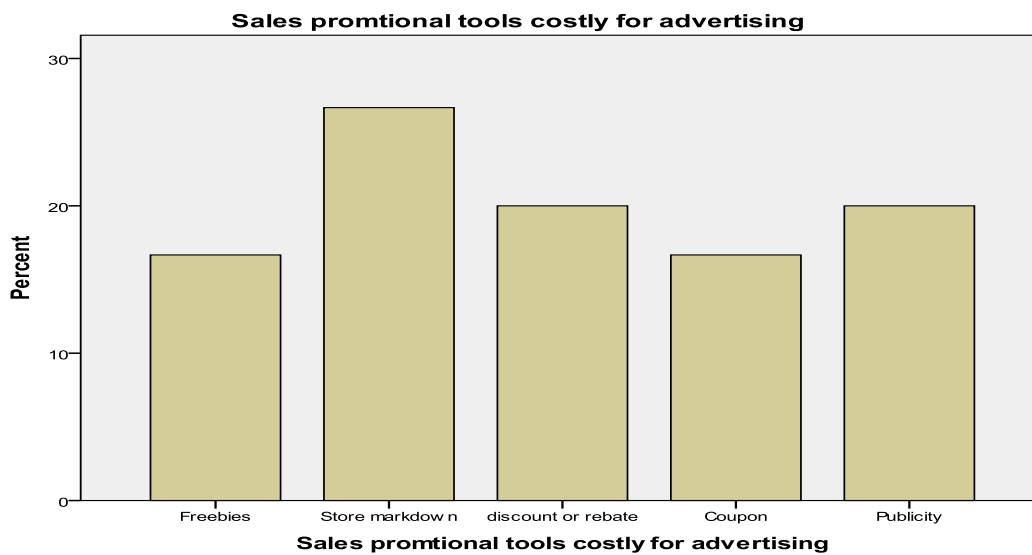
Table 4.2.11 Sales promotional tools costly for advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freebies	5	16.7	16.7	16.7
	Store markdown	8	26.7	26.7	43.3
	discount or rebate	6	20.0	20.0	63.3
	Coupon	5	16.7	16.7	80.0
	Publicity	6	20.0	20.0	100.0
	Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.2.11 depicts the sales promotional tools is costly while advertising TATA bus segments. Most of the respondents i.e. 26.7% respond that store markdown increase the cost of advertising. Similarly, respondents view in regards to other promotional tools freebies and coupon schemes both equal 16.7% and discount on rebate, publicity are equal 20%. It is also shown in the following figure.

Figure 4.2.11



4.2.12 Respondent's view in existing sales promotion tool of the company in TATA bus segments

Table 4.2.12 Respondent's view in existing sales promotional tools in TATA bus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	6.7	6.7	6.7
Disagree	10	33.3	33.3	40.0
Neutral	3	10.0	10.0	50.0
Agree	12	40.0	40.0	90.0
Strongly agree	3	10.0	10.0	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Statistics

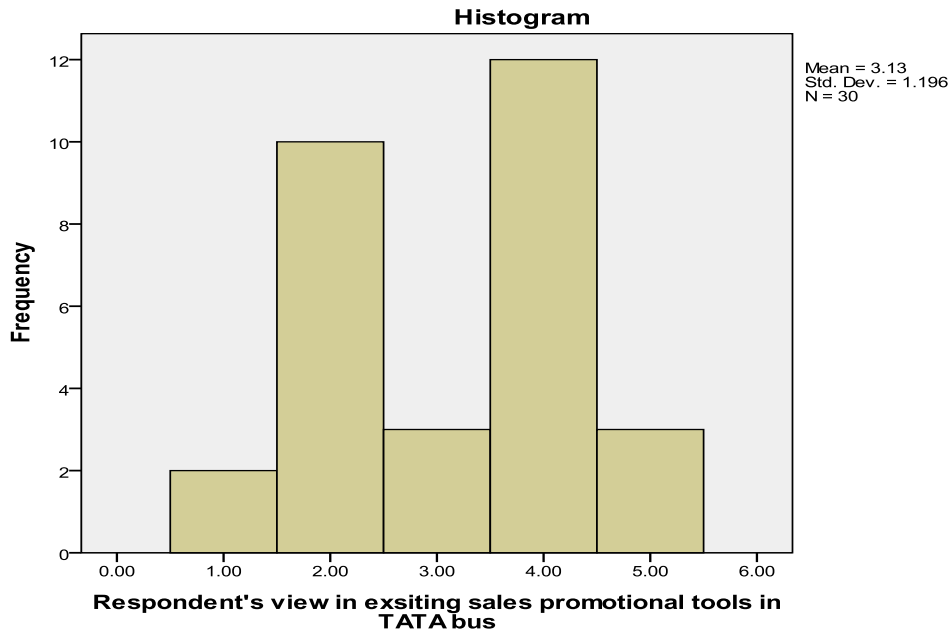
Respondent's view in existing sales promotional tools in TATA bus

N	Valid	30
	Missing	0
Mean		3.1333
Std. Deviation		1.19578
Minimum		1.00
Maximum		5.00

Source: By using SPSS

Table 4.2.12 depicts the respondents views in existing sales promotional tools of the company in TATA bus segments. By measuring Likert five point scale, 40% agree (4) with existing sales promotional tools of TATA bus segments, equal 10% strongly agree (5) and Neutral (3), 6.7% strongly disagree (1) and 33.3% disagree (2) with the existing sales promotional tools of the company in TATA bus segments. It shows that the company existing sales promotional tools is needed to be changed. The mean view of respondents is 3.13 which is ranges between neutral and agree. This also indicates the existing promotional tools in TATA bus segments are satisfactory only. Likewise, standard deviation is 1.19. It is also shown in the following figure.

Figure 4.2.12



4.2.13 Respondent's view in sales promotion tool to increase the sales volume of TATA bus segments

Among the respondents, most of the respondents 30% suggest that coupon scheme is necessary to increase the sales volume of TATA bus segments. Similarly, 25% respond that the discount scheme is necessary to increase the sales volume of TATA bus segments, 20% preferred to store mark down, 15% respond for publicity and 5% for freebies to increase the sales volume of TATA bus segments.

4.3 Primary Analysis of Customer of TATA Bus Segments

30 respondents have been selected as a customer from the different area of Kathmandu to analyze the effectiveness of promotional strategies on sales volume of TATA Bus Segments. The following results have been drawn from this analysis.

4.3.1 Respondent's preferred the most sellable brand in automobile

The respondent's view in regards to the most sellable brand names in automobile sector in Nepal as they preferred are shown in the following table.

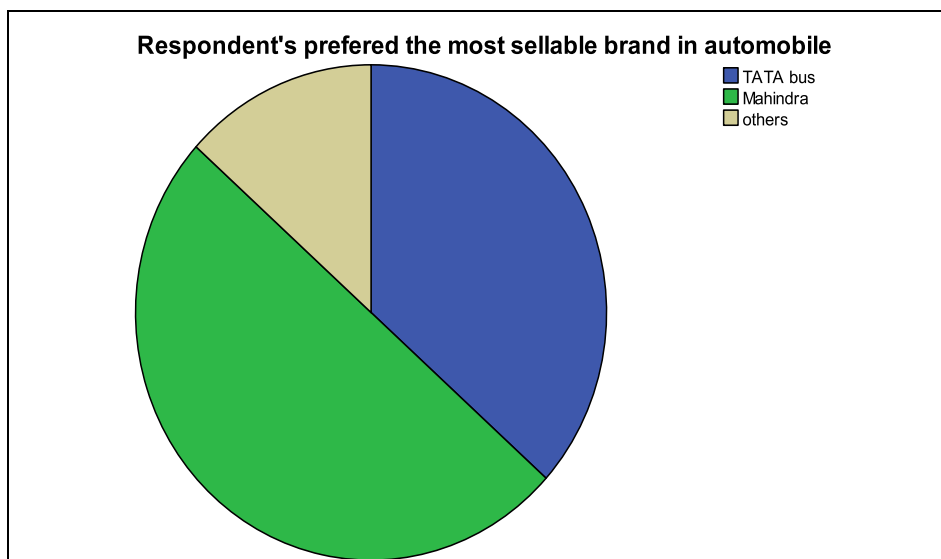
Table 4.3.1 Respondent's preferred the most sellable brand in automobile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TATA bus	11	36.7	36.7	36.7
	Mahindra	15	50.0	50.0	86.7
	others	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.1 depicts the respondent's preferred the most sellable brand in automobile. Among the 30 respondents (customer), most of them preferred the Mahindra automobile which is 50%. In the same way, 36.7% respondent's preferred TATA bus and remaining 13.3% preferred the other brands of automobile. The result predicted that TATA bus segments is necessary to renovate it's in order to compete in the market. It is also shown in the following figure.

Figure 4.3.1



4.3.2 The reason behind to prefer Siprodi Trading TATA bus segments

The main reason behind to prefer the Siprodi TATA bus segments of the respondent's view are shown in the following table.

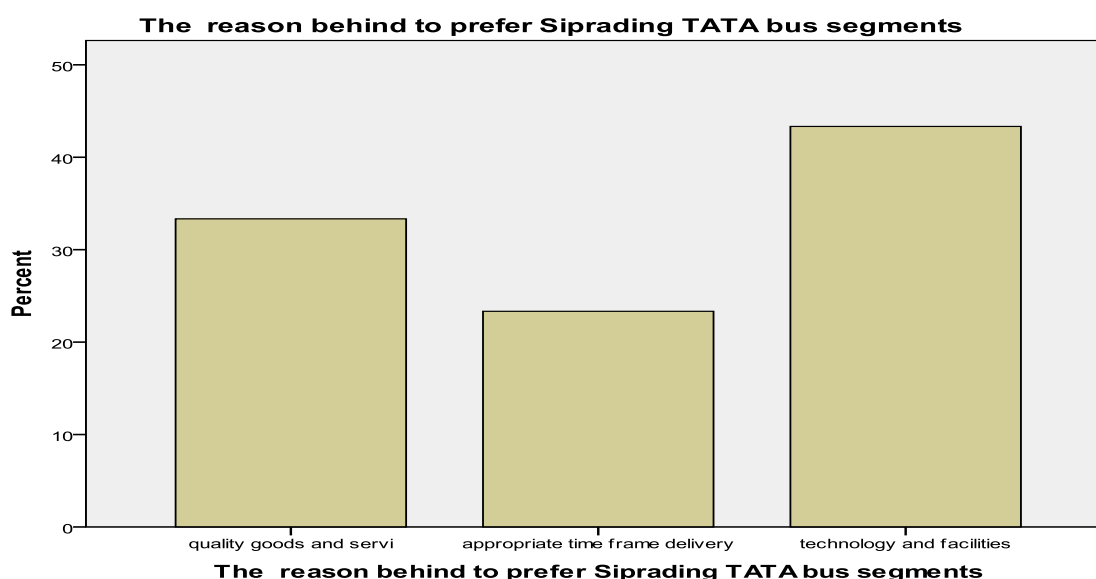
Table 4.3.2 The reason behind to prefer Siprodi TATA bus segments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid quality goods and service	10	33.3	33.3	33.3
appropriate time frame delivery	7	23.3	23.3	56.7
technology and facilities	13	43.3	43.3	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.2 depicts the respondent's reason behind to prefer the siprodi TATA bus segments. Among the 30 respondents (customer), most of them 43.3% preferred due to the technology and facilities. Similarly, 33.3% respondents respond that the quality of goods and services is good and remaining 23.3% preferred this brand due to the appropriate time frame delivery. The results show that the delivery services are poor of siprodi TATA bus segments. It is also shown in the following figure.

Figure 4.3.2



4.3.3 Respondent's view with present service facilities provided by company in TATA bus segments

The question related to the satisfaction towards the present service facilities provided by Siprodi TATA bus segments, their answer has been shown in the following table.

Statistics

Respondent's view with present service facilities provided by company in TATA

N	Valid	30
	Missing	0
	Mean	1.8333
	Std. Deviation	.64772
	Minimum	1.00
	Maximum	3.00

Source: By using SPSS

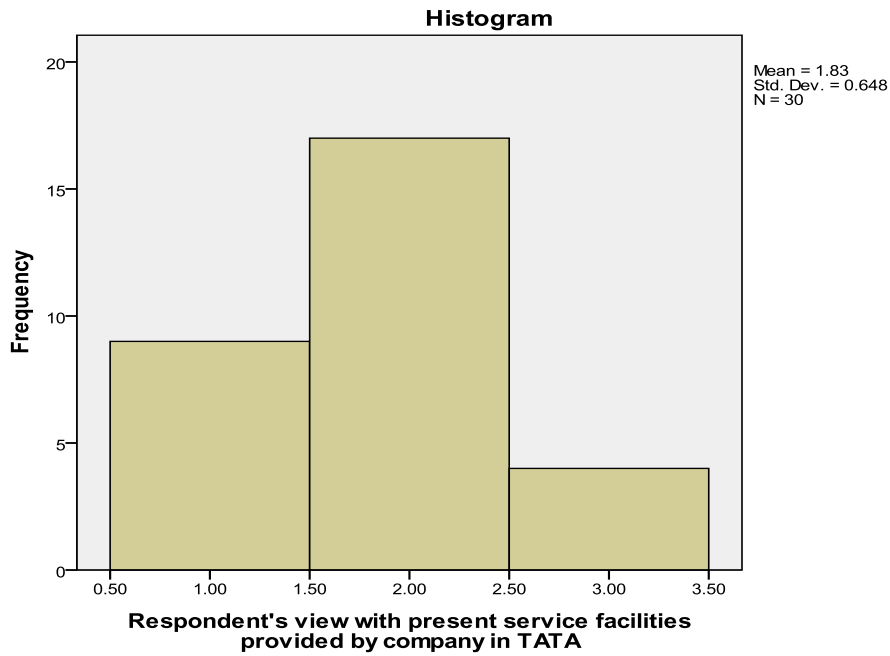
Table 4.3.3 Respondent's view with present service facilities provided by company in TATA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid somehow extent	9	30.0	30.0	30.0
Satisfied	17	56.7	56.7	86.7
highly satisfied	4	13.3	13.3	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.3 depicts the respondent's view with present service facilities provided by the company in TATA bus segments. Among the 30 respondents (customer), most of them 13.3% highly satisfied (3). Similarly, 56.7% respondents view is moderate i.e. satisfied only (2) and remaining 30% respond are somehow extent (1). The result concluded that the facilities provide by the company in TATA bus segments is not effective. By the mean test analysis, the service facilities provided by company in TATA bus are 1.83 and standard deviation is 0.64772. The mean 1.83 is ranges between somehow extent (1) and satisfied (2). Further, it is noted that respondents are somehow satisfied and near to be satisfied. It is also shown in the following figure.

Figure 4.3.3



4.3.4 Offer preferred while purchasing the TATA bus segments

The question related to promotional offer preferred by respondents while purchasing the Siprodi TATA bus segments their answer has been shown in the following table.

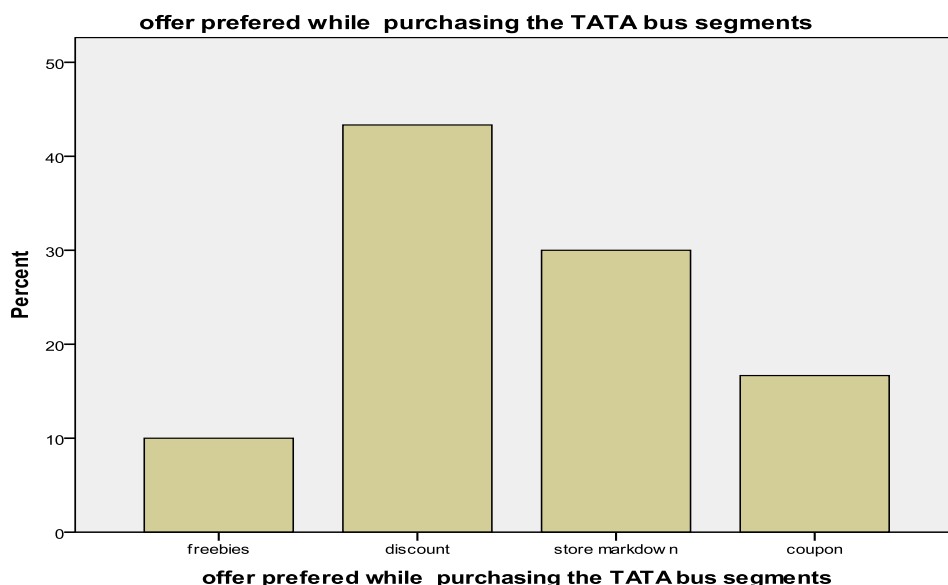
Table 4.3.4 offer preferred while purchasing the TATA bus segments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freebies	3	10.0	10.0	10.0
	Discount	13	43.3	43.3	53.3
	store markdown	9	30.0	30.0	83.3
	Coupon	5	16.7	16.7	100.0
	Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.4 depicts the offer preferred by the respondents while purchasing the TATA bus segments. Among the 30 respondents (customer), most of them 43.3% offer discount and 30% offer store markdown. Similarly, 16.7% preferred the coupon offer and 10% for freebies. The result seems that the present customers are more dynamic and they are changed their preferences. Moreover, they are shifted to store markdown and again consistent in offering discount. It is also shown in the following figure.

Figure 4.3.4



4.3.5 Facilities preferred while purchasing the TATA bus segments

The question related to facilities preferred by respondents while purchasing the Sipradi TATA bus segments their answer has been shown in the following table.

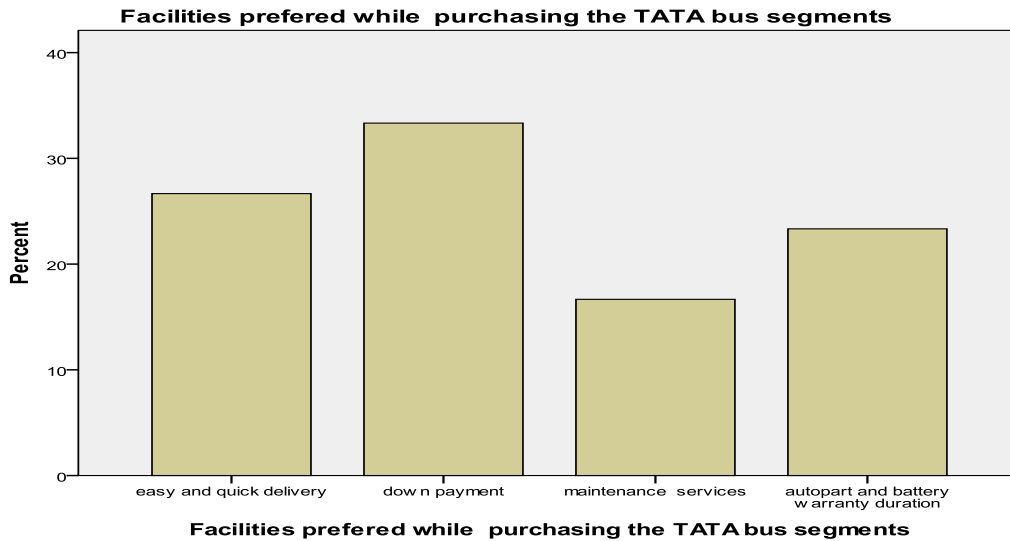
Table 4.3.5 Facilities preferred while purchasing the TATA bus segments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid easy and quick delivery	8	26.7	26.7	26.7
down payment	10	33.3	33.3	60.0
maintenanceservices	5	16.7	16.7	76.7
auto part and battery warranty duration	7	23.3	23.3	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.5 depicts the facilities preferred by respondents while purchasing the TATA bus segments. Among the 30 respondents (customer), most of them 33.3% preferred down payment due to long term investment. 26.7% respond that they preferred easy and quick delivery service because delay in delivery services increases their opportunity cost as they respond. Likewise, 16.7% preferred the maintenance services and 23.3% preferred auto part and battery warranty duration while purchasing the TATA bus segments. It is also shown in the following figure.

Figure 4.3.5



4.3.6 Transportation and business system of Sivradi trading TATA bus segments

The question related to transportation and business system of Sivradi TATA bus segments.

Most of the respondents 60% dissatisfied with the transportation and business strategy system of Sivradi TATA bus segments. Most of the respondent respond that delay in delivery system and ineffective in the pre and post purchasing system.

4.3.7 Problems faced by the respondents while delivering the TATA bus segments

The question related to the problems faced by the respondents while delivering the TATA bus segments, the following results has been appeared.

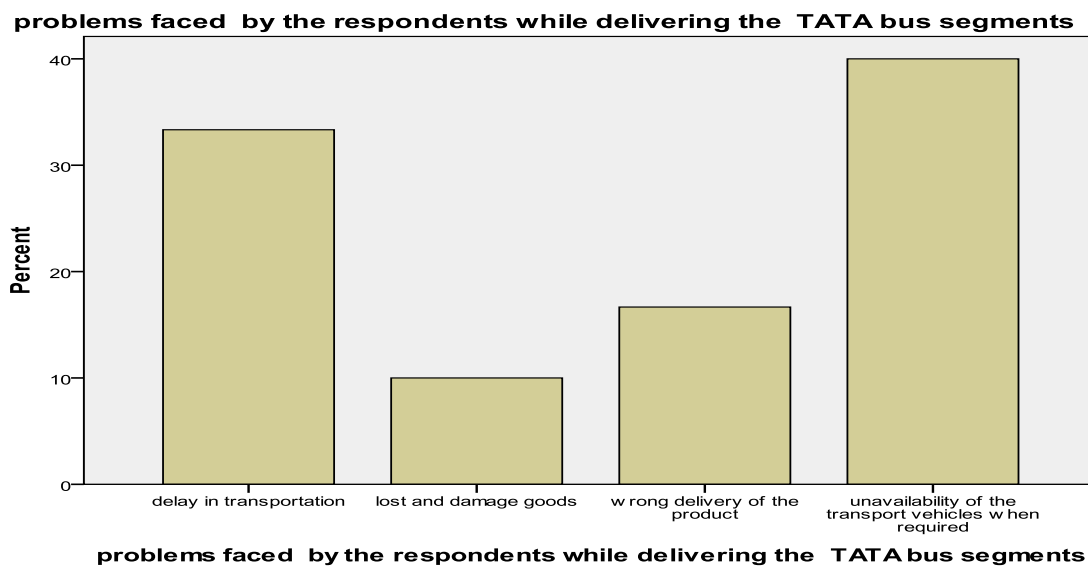
Table 4.3.7 problems faced by the respondents while delivering the TATA bus segments

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid delay in transportation	10	33.3	33.3	33.3
lost and damage goods	3	10.0	10.0	43.3
wrong delivery of the product	5	16.7	16.7	60.0
unavailability of the transport vehicles when required	12	40.0	40.0	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.7 depicts the problems faced by the respondents while delivering the TATA bus segments. Among the 30 respondents (customer), most of them 40% respond that the main problem faced by the respondents is unavailability of the transport vehicles when required. Similarly, 33.3% respondents faced the problem of delaying in transportation. Likewise, 16.7% faced the problem related to wrong delivery of the product and remaining 10% faced the problem of loss and damage i.e. negligence of the company post sale services. The results of this data are also shown in the following figure.

Figure 4.3.7



4.3.8 Annual quantity purchased by the respondents of TATA bus segments

The question related to the annual quantity purchased by the respondents of TATA bus segments the result of respond have been shown in the following table.

Statistics

Annual quantity purchased by the respondents of TATA bus segments

Valid	30
Missing	0
Mean	2.9667
Std. Deviation	1.09807
Minimum	1.00
Maximum	5.00

Source: By using SPSS

Table 4.3.8 Annual quantity purchased by the respondents of TATA bus segments

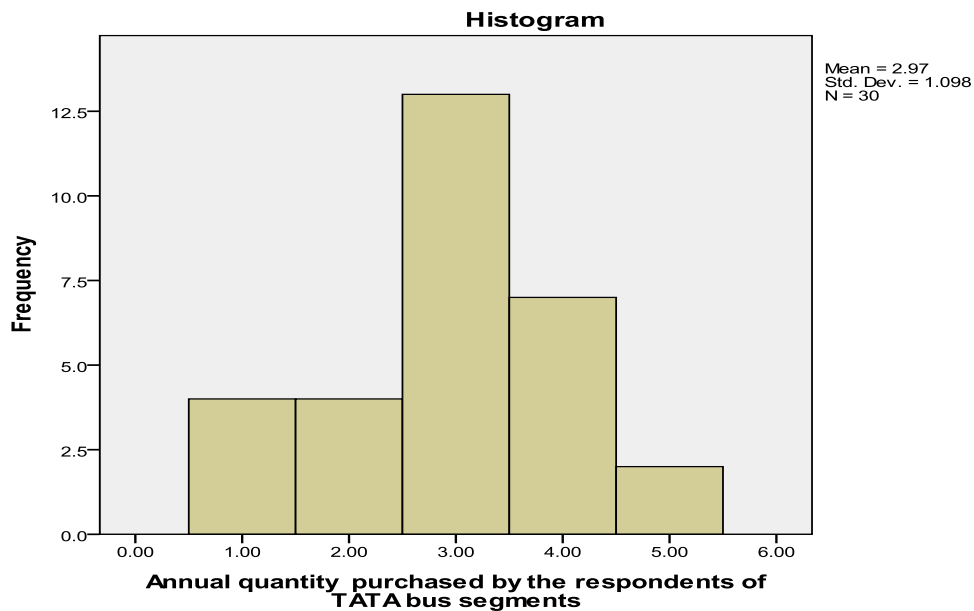
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 10	4	13.3	13.3	13.3
10-20	4	13.3	13.3	26.7
20-50	13	43.3	43.3	70.0
50-100	7	23.3	23.3	93.3
more than 100	2	6.7	6.7	100.0
Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.8 depicts the annual quantity purchased by the respondents of TATA bus segments. Among the 30 respondents (customer), most of them 43.3% purchased 20-50 TATA bus segments and 23.3% purchased 50-100 TATA bus segments in an average. However, 6.7% respondents purchased more than 100 TATA bus segments and 13.3% purchased equal less than 10 and 10-20 TATA bus segments. The result shows that there is moderate purchase quantity in annual average by the respondents. The mean of the respondents is 2.99 and standard deviation is

1.09. The mean of this data shows that the respondents purchased to nearest 3 i.e. 20-50 average annual quantity of TATA bus segments. It is also shown in the following figure.

Figure 4.3.8



4.3.9 Factor that influence while purchasing TATA bus segments

The question related to the factors that influenced by the respondents of Sipradi TATA bus segments the result of respond have been shown in the following table.

Statistics

factorthat influence while purchasing TATA bus segments

Valid	30
Missing	0
Mean	2.6000
Std. Deviation	1.32873
Minimum	1.00
Maximum	5.00

Source: By using SPSS

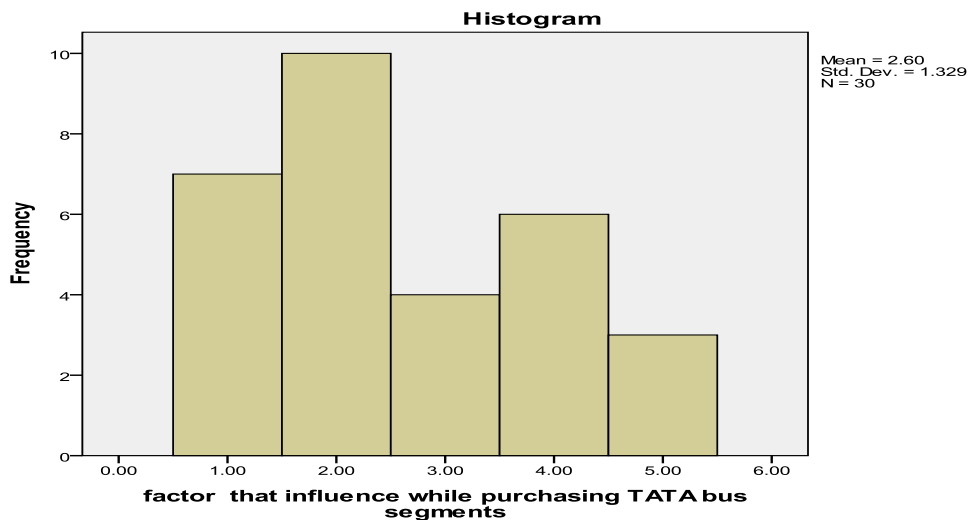
Table 4.3.9 factor that influence while purchasing TATA bus segments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost	7	23.3	23.3	23.3
	promotional advertisement	10	33.3	33.3	56.7
	comfort and convenience	4	13.3	13.3	70.0
	post purchase service & durable	6	20.0	20.0	90.0
	friends and family advice	3	10.0	10.0	100.0
	Total	30	100.0	100.0	

Source: Field Survey 2014

Table 4.3.9 depicts the factor that influence while purchasing TATA bus segments. Among the 30 respondents (customer), most of them 33.3% purchased TATA bus segments due to promotional advertisement and 20% purchased TATA bus segments due to post purchase service and durable. Similarly, 23.3% considered the cost factor while purchasing TATA bus segments and make the decision with affordable. Likewise, 13.3% preferred to the comfort and convince factor and least 10% are followed the decision given by friends and family advice. The mean of this data is 2.60 and standard deviation is 1.33. The result depicts that the mean of the respondents voice is nearby (2) promotional advertisement. It is also shown in the following figure.

Figure 4.3.9



4.4 Major findings of the Study

4.4.1 Analysis of Employees' Response

- Most of the respondents i.e. 33% replied that the company suffered in making business strategy are government taxation and policies. Similarly, least 13.33% respondents that company suffered in making business strategy. Likewise, 30% respondents that company suffered in making TATA bus segment strategy through new trends. The result concludes that government taxation and policies largely affect to the company making business strategy. It means that larger tax rate tolerance the purchasing capacity of the customers.
- Equal 30% replied that the cause behind delaying the transportation of TATA bus segment is driver's negligence and road condition. Similarly, equal 10% replied that the delay in transportation of TATA bus segments is strike and natural calamities. However, 20% respondents depicted that the reason behind the delay in transportation of TATA bus segment is traffic jams.
- Most of the respondents i.e. 40% respond to discount and 20% respond as freebies. Similarly, 23.3% respond as coupon and only 16.7% used the promotional strategies adopted by the sipradi company. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context.
- 46.67% respond that the reason behind the increased in sales due to discount and 20% respond as coupon. Similarly, equal 16.67% respondents respond as freebies and store markdown increased the sales volume of the TATA bus segments. It seems that the company sales volume is increased due to the discount schemes rather than other promotional tools.
- 30% respond that down payment facilities increased in sales volume of TATA bus segments. Similarly, equal 26.7% respond that easy and quick delivery and auto part and battery warranty extension facilities increased the sales volume of TATA bus segments. Likewise, 16.7% respond that maintenance service facilities increased the sales volume of TATA bus segments.
- 40% respond that annual sales volume of TATA bus segments lies in up to 200. Similarly, 26.7% respond that annual sales volume of TATA bus segment lies between 200-500. However, least annual sales volume lies in above 1500 i.e. 6.7%. Similarly, respondents respond that annual sales volume between 1000-1500 TATA bus segments is

10%. The employees prediction and experience show that there are least and moderate number of annual sales turnover of TATA bus segments.

- By measuring in Likert five point scales, most of the respondents i.e. 40% agree (4) that sale promotional tools increase the sales volume of TATA bus segments. Similarly, 33.3% agree (5) strongly agree that sales promotional tools increased the sale volume of TATA bus segments. Similarly, 13.3% neutral (3) about this view i.e. they are silent perhaps unaware about the promotional tools and sales volume of TATA bus segments. However, 3.3% strongly disagree (1) and 10% disagree that the sales promotional tools always is not increased the sales volume of TATA bus segments. They also respond that failure of sales promotional tools increase the cost of sales.
- Sales promotional tools are costly while advertising TATA bus segments. Most of the respondents i.e. 26.7% respond that store markdown increase the cost of advertising. Similarly, respondents view in regards to other promotional tools freebies and coupon schemes both equal 16.7% and discount on rebate, publicity are equal 20%.
- By measuring Likert five point scale, 40% agree (4) with existing sales promotional tools of TATA bus segments, equal 10% strongly agree (5) and Neutral (3), 6.7% strongly disagree (1) and 33.3% disagree (2) with the existing sales promotional tools of the company in TATA bus segments. It shows that the company existing sales promotional tools is needed to be changed. The mean view of respondents is 3.13 which is ranges between neutral and agree. This also indicates the existing promotional tools in TATA bus segments are satisfactory only.
- 30% suggest that coupon scheme is necessary to increase the sales volume of TATA bus segments. Similarly, 25% respond that the discount scheme is necessary to increase the sale volume of TATA bus segments, 20% preferred to store mark down, 15% respond for publicity and 5% for freebies to increase the sales volume of TATA bus segments.

4.4.2 Major finding of primary Analysis of Customer of TATA Bus Segments

- Among the 30 respondents (customer), most of them preferred the Mahindra automobile which is 50%. In the same way, 36.7% respondent's preferred TATA bus and remaining 13.3% preferred the other brands of automobile. The result predicted that TATA bus segments is necessary to renovate it's in order to compete in the market.
- Most of respondents, 43.3% preferred due to the technology and facilities.33.3% respondents respond that the quality of goods and services is good and remaining 23.3% preferred this brand due to the appropriate time frame delivery.The results show that the delivery services are poor of sipradi TATA bus segments.
- In regards to the respondent's view with present service facilities provided by the company in TATA bus segments, 13.3% highly satisfied (3). Similarly, 56.7% respondents view is moderate i.e. satisfied only (2) and remaining 30% respond are somehow extent (1). The result concluded that the facilities provide by the company in TATA bus segments is not effective.By the mean test analysis, the service facilities provided by company in TATA bus are 1.83 and standard deviation is 0.64772.
- Offer preferred by the respondents while purchasing the TATA bus segments, most of them 43.3% offer discount and 30% offer store markdown. Similarly, 16.7% preferred the coupon offer and 10% for freebies. The result seems that the present customers are more dynamic and they are changed their preferences. Moreover, they are shifted to store markdown and again consistent in offering discount.
- 33.3% preferred down payment due to long term investment. 26.7% respond that they preferred easy and quick delivery service because delay in delivery services increases their opportunity cost as they respond. Likewise, 16.7% preferred the maintenance services and 23.3% preferred auto part and battery warranty duration while purchasing the TATA bus segments.
- Most of the respondents 60% dissatisfied with the transportation and business strategy system of Sipradi Trading TATA bus segments.Most of the respondent respond that delay in delivery system and ineffective in the pre and post purchasing system.
- 40% respond that the main problem faced by the respondents is unavailability of the transport vehicles when required. Similarly, 33.3% respondents faced the problem of delaying in transportation. Likewise, 16.7% faced the problem related to wrong delivery

of the product and remaining 10% faced the problem of loss and damage i.e. negligence of the company post sale services.

- 43.3% purchased 20-50 TATA bus segments and 23.3% purchased 50-100 TATA bus segments in an average. However, 6.7% respondents purchased more than 100 TATA bus segments and 13.3% purchased equal less than 10 and 10-20 TATA bus segments. The result shows that there is moderate purchase quantity in annual average by the respondents. The mean of this data shows that the respondents purchased to nearest 3 i.e. 20-50 average annual quantity of TATA bus segments.
- 33.3% purchased TATA bus segments due to promotional advertisement and 20% purchased TATA bus segments due to post purchase service and durable. Similarly, 23.3% considered the cost factor while purchasing TATA bus segments and make the decision with affordable. Likewise, 13.3% preferred to the comfort and convince factor and least 10% are followed the decision given by friends and family advice. The result depicts that the mean of the respondents voice is nearby (2) promotional advertisement.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The volume of additional sales must be large enough to generate profits greater than the cost of the sales promotion. This cost has several components. There are the costs of producing the promotional signs, coupons and publicity. There are additional costs for processing the coupons, discounts or other incentives. Finally, there are the costs of the promotion itself, such as a discount or rebate. The company must subtract these costs from the additional profits generated by the extra sales to get the true net additional profit that can be attributed to the sales promotion.

Increase in sales due to the sales promotion, the company must establish the level of sales that would have taken place without the promotion. Such a base level must avoid the effects of any variation in sales volume. The company must compare this estimated level of sales to the actual sales that took place over the evaluation period to get the increase resulting from the sales promotion. Sales promotions offer the customer extra value in return for purchases. The idea is for customers to buy more during the sales promotion period, thereby increasing total sales. Companies check the increase in sales against a baseline and calculate additional profit compared to what the profit would have been, had the sales promotion not taken place. Check for additional brand awareness or a better brand profile by performing customer surveys. Long-term, a successful sales promotion must result in better sales.

Coupon is also not a good sales promotion strategy for small retailer as customer assume that he or she have bondage to buy product to redeem the coupon and he/she is not getting direct benefit from the current purchase. Freebies are most promising sales promotion strategy for small retailer to increase their business performance.

Store markdown is not the good sales promotion strategy for small retail store as it sends negative message to customer about the reputation of a retail store. It is mainly favorable for large retail store. Current information sharing techniques and tools that Sipradi is using have some efficiency issues and they are not the best possible information systems that company has access

to. Thus within and out of Sipradi organization there is lack of proper information flow and effective information sharing techniques.

For transportation of vehicles there are presences of even bigger issues. In Sipradi's supply chain, the demand and supply of the product fluctuate drastically all-round the year. Because of unstable political circumstances, strikes, product shortage, natural calamities i.e. land slide, human errors in product handling etc. both in India and Nepal the supply of product get disrupted. Due to new trends, marketing strategies, seasonal effect, national events, government taxation and policies etc. demand and order of the product in Sipradi changes randomly.

Through these sorts of collective effort and ideas, Sipradi has been updating its technologies, facilities and business strategies time and again. These strategies, facility and technology act crucial role in systematizing its business process and maximizing its profitability in optimized operational cost. The best estimate is usually the average level of sales of the months prior to the evaluation period, adjusted for seasonal factors obtained from previous years. "Effectiveness of promotional strategies on sales volume should be glowing researched and rational of production TATA Bus segments in Nepalese market fails to justify the investment on promotions. It has been felt that large on their commercial success.

Sales promotional tools the market has the ability to attract new customers and maintain loyal. To present a counter promotional program against the customers and if an organization is interested in maintaining its competitors. Finally, sales promotional tools are to prove the product better in quality & users, excellent tools for maintaining present customers and rewarding them. For the collection of data, the employees of sipradi trading and customers of Kathmandu valley with equal 30 respondents are selected through different questionnaire. To make sales promotion more effective, co-ordination and good integration among promotional variables are required. Initially the role of promotion is pertinent to attract consumers and to make them decide which one to buy but for repeated purchase other variables like their cost, convenience, quality, discount, pre and post purchase services, store markdown are to be mainly considered.

5.2 Conclusion

The result concludes that government taxation and policies largely affect to the company making business strategy. It means that larger tax rate tolerance the purchasing capacity of the customers. Equal 30% replied that the cause behind delaying the transportation of TATA bus segment is driver's negligence and road condition. Similarly, equal 10% replied that the delay in transportation of TATA bus segments is strike and natural calamities. Most of the respondents i.e. 40% respond to discount and 20% respond as freebies. Similarly, 23.3% respond as coupon and only 16.7% used the promotional strategies adopted by the spreading company. It seems that the company is mostly focused on discount schemes rather than other promotional tools in the present context. 46.67% respond that the reason behind the increased in sales due to discount and 20% respond as coupon. The company sales volume is increased due to the discount schemes rather than other promotional tools. Likewise, 30% respond that down payment facilities increased in sales volume of TATA bus segments. 40% respond that annual sales volume of TATA bus segments lies in up to 200. The employees prediction and experience show that there are least and moderate number of annual sales turnover of TATA bus segments.

By measuring in Linkert five point scale, most of the respondents i.e. 40% agree (4) that sales promotional tools increase the sales volume of TATA bus segments. However, 3.3% strongly disagree (1) and 10% disagree that the sales promotional tools always is not increased the sales volume of TATA bus segments. They also respond that failure of sales promotional tools increase the cost of sales. Similarly, 40% agree (4) with existing sales promotional tools of TATA bus segments. The mean view of respondents is 3.13 which is ranges between neutral and agree. This also indicates the existing promotional tools in TATA bus segments are satisfactory only.

Likewise, from the customer prospective, most of them preferred the Mahindra automobile which is 50% whereas 36.7% respondents preferred TATA bus. Respondent's view with present service facilities provided by the company in TATA bus segments. The result concluded that the facilities provided by the company in TATA bus segments is not effective. The result seems that the present customers are more dynamic and they are changed their preferences. Moreover, they are shifted to store markdown and again consistent in offering discount. Most of the respondent respond that delay in delivery system and ineffective in the pre and post purchasing system. Majority of the respondents i.e. 40% respond that the main problem faced by the respondents

isunavailability of the transport vehicles when required. The result shows that there is moderate purchase quantity in annual average by the respondents. The mean of this data shows that the respondents purchased to nearest 3 i.e. 20-50 average annual quantity of TATA bus segments. The result depicts that the mean of the respondents voice is promotional advertisement to purchase TATA bus segments.

5.3 Recommendations

- Sales promotions result in an upward bump in sales during the promotion period. Because customers buy during sales promotions for reasons that may affect their purchases before and after the promotion, the company should evaluate the volume of sales for the sales promotion period plus an equal period before, and at least two equal periods after, the promotion.
- The result predicted that TATA bus segments is necessary to renovate it's in order to compete in the market.
- Retailer should provide offer like free products with purchase of some other product.
- Discount should be provided at different level in retail store so that it attracts customer to retail store and customer will buy the product.
- Store markdown is the good sales promotion strategy for large retail store. Hence, company should provide this type of sales promotion scheme to large retail store.
- The company must establish the level of sales that would have taken place without the promotion. Such a base level must avoid the effects of any variation in sales volume during the evaluation period.
- The company must compare this estimated level of sales to the actual sales that took place over the evaluation period to get the increase resulting from the sales promotion. Present customers, it should plan to allocate proper attention for them in its marketing plans.
- Consumers are also quality conscious and quick delivery service. Hence, company should improve the quality of the products and timely delivery service for its pioneer customers.

- The main problem faced by the customer is unavailability of the transport vehicles when required. Hence, the company should alert in transport vehicle service as and when required.
- Creativity is required to maintain the customers flow. Customers prefer entertaining type of advertisement. As such, marketers are suggested to provide such promotional tools which may entertain the consumers so that positive image to award brand can be created

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Questionnaire

Dear Respondents,

In the process of preparing my thesis work I am collecting the data and information related to subject on "Effectiveness of Promotional Strategies on sales volume of TATA Bus Segments(With reference to Nepalese market)" for the research work in partial fulfillment of the requirements for the Master Degree and it would be great value of your help in this research work, if you could help me by filling up the following questionnaires. I promised that all your answers are in kept secret and only used for academic purpose and do not disclose anyone.

Name: -

Address: -

Age: -

Sex:-

Education

- a) S.L.C.
- b) +2 level
- c) Bachelor
- d) Master

A. Company Employee(30 respondents)

- i. Which factor does your company suffered in making business strategy mostly?
 - a) seasonal effect
 - b) national effect
 - c) government taxation and policies
 - d) new trends
- ii. What is the most common cause of transport delay in your TATA bus segments?

- a)drivers negligence b)strike c)road condition
- d) natural calamities (flood, landslide, festivals and holidays)e. traffic jams
- iii. Which is the most promotional tool adopted by your company in regards to TATA bus segments?
- a)freebies b)discount c)store markdown
- d)coupon
- iv. Which promotional tools increase the sales volume mostly by your company in regards to TATA bus segments?
- a)freebies b)discount c)store markdown
- d)coupon
- v. In your opinion, which facilities preferred by your company so as to increase the sales volume of TATA bus segments?
- a)easy and quick delivery b)down payment c)maintenance services
- d)auto part and battery warranty extension
- vi. How much quantity of TATA bus average annual sale volume of your company?
- a)upto 200 b) 200-500 c)500-1000
- d) 1000-1500 e) Above 1500
- vii. Do you agree sale promotion tools increase the sales volume of TATA bus of your company?
- a)Strongly agree b)Agree c)Neutral
- d)Disagree e) Strongly disagree
- viii. Which sale promotional tools are costly while advertising of TATA bus of your company?
- a)Freebies b)Store markdown c)discount or rebate
- d)Coupon e)Publicity

ix. Are you satisfied with the existing sales promotion tool of the company in TATA bus?

a) Strongly agree

b) Agree

c) Neutral

d) Disagree

e) Strongly disagree

x. Please note the main promotional tools to increase the sales volume of TATA bus of your company in competitive environment?

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.....
.....
.....

B. Customer Survey (30 respondents)

Name: -

Address: -

Age: -

Sex:-

Education

- a) S.L.C.
- b) +2 level
- c) Bachelor
- d) Master

- i. Which are the most sellable brand names in automobile sector in Nepal as you prefer?
 - a) TATA bus
 - b) Mahindra
 - c) others
- ii. What is the main reason behind you prefer the Siprodi TATA bus segments?
 - a) quality goods and services
 - b) appropriate time frame delivery
 - c) technology and facilities
- iii. Are you satisfied with present service facilities provided by Siprodi TATA bus segments?
 - a) highly satisfied
 - b) satisfied
 - c) somehow extent
- iv. Which promotional offer do you prefer while purchasing the Siprodi TATA bus segments?
 - a) freebies
 - b) discount
 - c) store markdown
 - d) coupon
- v. Which facilities do you prefer while purchasing the Siprodi TATA bus segments?
 - a) easy and quick delivery
 - b) down payment
 - c) maintenance services

d)autopart and battery warranty duration

vi. Are you dissatisfied with transportation and business system of Sipradi TATA bus segments?

a)yes b)no

vii. If yes, then what types of problems are you faced while delivering the Sipradi TATA bus segments?

a)delay in transportation b) lost and damage goods
c)wrong delivery of the product d) unavailability of the transport vehicles
when required

viii. How much quantity do you purchase of TATA bus per annum?

a)less than 10 b) 10-20
c)20-50 d) 50-100
e) more than 100

ix. What factors influence you while purchasing Sipradi TATA bus?

a)cost b)promotional advertisement
c)comfort and convenience d)post purchase service & durable
e)friends and family advice

.....

Researcher