

A Study on Marketing Strategies and Services Provided by City and Company

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ABSTRACT

Real marketing does not involve the art of selling what manufactures make. Organization gains market leadership by understand consumer need and find solutions that delight consumers. Marketing is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. Marketing can be led as a game plan for achieving its goals. Strategy choice will depend on whether the firm or the marketer plays the following role. Market leader A challenger A follower a niche The identification of objectives, both in quantitative and qualitative terms, is an essential backdrop to strategy formulation. Goals have a quality and time frame attached to them. These are typically spelt out in term of financial return, market share, market presence, etc., Thus, the concept market oriented strategic planning arise the products the link between the products the manufacture is dealing and the market

Keywords: Philosophy, Strategy Formulation

I. INTRODUCTION

The most important details in this text are that marketing is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. It is not just an isolated business function, but a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. The marketing department must partner closely with other departments in the company and with other organizations throughout its entire value-delivery network to provide superior customer value and satisfaction. Marketing calls upon everyone in the organization to “think customer” and

to do all they can to help built and manage profitable customer relationship. Marketing is an important process used by manufacturing companies, wholesalers and retailers, as well as individuals and organizations. It involves analysis of marketing opportunities, developing marketing strategies, planning marketing programs, and managing efforts. Goals indicate what a business unit wants to achieve, while strategy is how to get there. Strategic planning is the complete and unbeatable plane designed specifically for achieving the marketing objectives of the firm. The identification of objectives, both in quantitative and qualitative terms, is an essential backdrop to strategy formulation. Goals have a quality and time frame attached to them, and

the concept market oriented strategic planning arises the link between the products the manufacture is dealing with and the market conditions. Our study deals only with the marketing strategies i.e., promotional strategies of the KUN Honda Motor Bikes.

II. REVIEW OF LITERATURE

Hart & stapleton (2017) “A statement in very general terms of how the marketing objective is to be achieved, e.g. acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basic of the marketing plan”².

Lambin (2018)” The role of strategy marketing is to lead the firm towards attractive economic opportunities, that is, opportunities that are adapted to its resources and knowhow and offer a potential for growth and profitability’³.

Baker (2016) “The establishment of the goal or purpose of a strategy business unit and the means by which it is to be achieved through management of the marketing function”⁴.

Cravens (2020) “ Understanding the strategic situation confronting an organization is an essential starting point in developing a marketing strategy”⁵.

OBJECTIVES OF STUDY

- To know the effective factors for preferring two Wheelers (bikes).
- To study and analyze the marketing and promotional strategies of Kun Honda.
- To know whether the customer is satisfied with the offers given by the dealers.
- To find out satisfaction level of the customers.

NEED OF THE STUDY

- The importance of this study is to understand the preferences of two-wheeler customers, their opinion on the services provided by Honda, and to improve the marketing strategies and promotional activities based on customer preferences Marketing is an orderly and insightful process for thinking about and planning for markets.

- Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services

SCOPE FOR THE STUDY

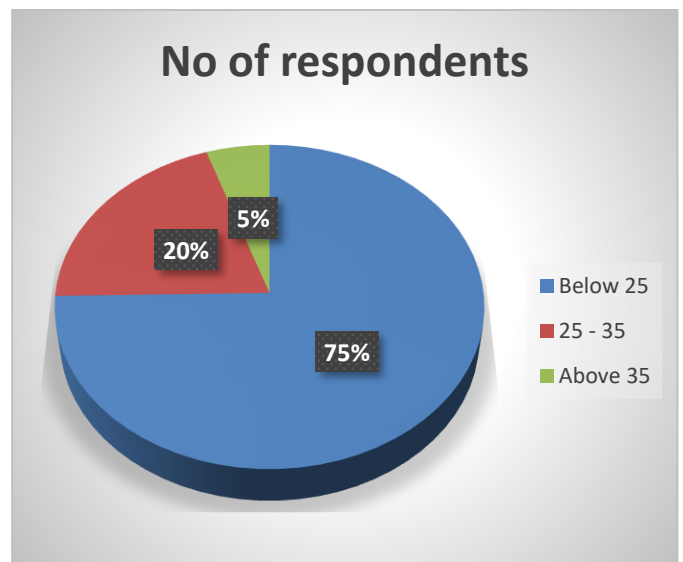
- The study is regarding marketing strategies and promotional activities by companies towards customers preferring two wheelers.
- Strategic Marketing has been defined as the management function responsible for identifying, anticipating and satisfying customer requirements profitably.

DATA ANALYSIS AND FINDINGS

Table Showing age wise classification of respondents

S No	Particulars	No of respondents	Percentage
1	Below 25	130	74.7
2	25 - 35	35	20.1
3	Above 35	9	5.2
	TOTAL	174	100

Chart showing age of respondents



Interpretation

From the above table it is interpreted that the number of respondents below 25 age of

respondents are 74.7%, between 25-35 age of respondents are 20.1% Above 35 age of respondents 5.2%

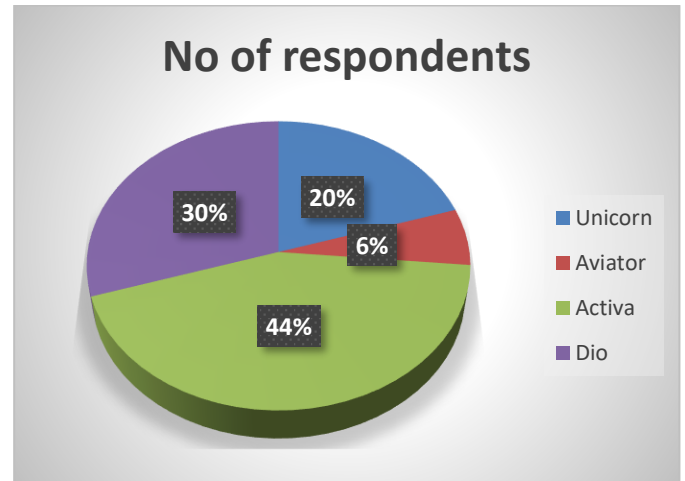
Inference

Majority (74.7%) of the respondents are age of below 25 years.

Table showing mode of bike purchased of respondents

S No	Particulars	No of respondents	Percentage
1	Unicorn	35	20.1
2	Aviator	11	6.3
3	Activa	76	43.7
4	Dio	52	29.9
	TOTAL	174	100

Chart showing mode of bike purchased of respondents



Interpretation

From the above pie chart it is interpreted that unicorn (20.1%), aviator (6.3%), activa (43.7%) and dio (29.9%)

Inference

Majority (43.7%) of the respondents are activa

CHI SQUARE TEST

Null hypothesis (H0) : There is no significant relationship between gender and overall satisfaction

Alternate hypothesis (H1) : There is significant relationship between gender and overall satisfaction

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Per cent	N	Per cent	N	Per cent
Gender * Overall satisfaction level of customers on purchasing Honda bikes from the dealer	172	100.0 %	0	0.0%	172	100.0 %

Gender

* Overall satisfaction level of customer on purchasing Honda bike from the dealer Crosstabulation

		Overall satisfaction level of customer on purchasing Honda bike from the dealer			Total	
		1	2	3		
Gender	1	Count	40	60	14	114
		Expected Count	39.8	61.0	13.3	114.0
	2	Count	20	32	6	58
		Expected Count	20.2	31.0	6.7	58.0
Total	Count	60	92	20	172	
	Expected Count	60.0	92.0	20.0	172.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.174 ^a	2	.917
Likelihood Ratio	.177	2	.916
Linear-by-Linear Association	.016	1	.898
N of Valid Cases	172		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.74.

Interpretation

Since P value is 0.917 which is higher than (0.05) significance value, we accept null hypothesis and reject alternate hypothesis. Hence, there is no significant relationship between gender and overall satisfaction.

CORRELATION TEST

Null hypothesis (H0) : There is no significant relationship between age and customer influence

Alternate hypothesis (H1) : There is significant relationship between age and customer influence

Correlations

		Age	Are the customer's influenced by promotional schemes?
Age	Pearson Correlation	1	.088
	Sig. (2-tailed)		.251
	N	172	172
Are the customer's influenced by promotional schemes?	Pearson Correlation	.088	1
	Sig. (2-tailed)	.251	
	N	172	172

III. INTERPRETATION

Since P value 0.088 is higher than the significance value (0.05), we accept null hypothesis and reject alternate hypothesis. Hence, there is no significant relationship between age and customer influence

IV. SUGGESTIONS

- Increase the number of service centre.
- Keep service station at main location of the city.
- Provide information on service and mileage regularly.
- Provide information about latest bikes along with their price lists at last once 6 months.
- Advertisement through televisions can influence many categories of people. therefore focusing on advertising is needed
- Try to provide financial facility at 0% interest.
- Customer should be educated about the maintenance of the vehicle. i.e. maintenance tips should be provided.

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