

INTRODUCTION

This research aims at examining automobile sales promotion strategies of Toyota. Furthermore, it explores consumers or car owners' attitudes towards sales promotion program and their buying decision, and analyzes the effectiveness of strategies employed by the two brands. Audiences will benefit from knowledge about underlying effect of advertising and be able to distinguish information needed for making buying decision from sales promotion strategies.

Automobile industry is a big industry that has an impact on the country's economy. The automobile market is fiercely competitive. Sales promotion strategies play a significant role in marketing and help increase sales. In Thailand, more and more automobiles are sold as a result of sales promotion strategies including advertising. However, additional reasons and motivations to buy automobiles apart from advertising should also be investigated. This study consolidates consumers' or car buyers' attitude towards Toyota and Honda brands and their sales promotion strategies and also examines the level of attractiveness of advertising as perceived by them. The findings will benefit advertisers in terms of crafting the sale promotion plan that best responds to consumers need. For consumers as an audience of advertisers, they will be able to analyze sales promotion strategies and advertising effectively.

Promotion is the major component of a company's total marketing mix along with product planning, pricing and distribution. When planning the total promotional program in a company, management must ordinarily make use of the campaign concept. "A campaign is a co-ordinate series of promotional efforts built around a single theme or idea and designed to reach a predetermined goal". The term "campaign" is often in connection with advertising and it seems more appropriate to apply the concept of a campaign first to the entire promotional program. Then the total promotional campaign can be subdivided into its advertising, personal selling and sales promotion components.

In developing a promotional campaign company should establish the campaign goal as to aim at consumer of their product, segmenting the market according to their

product or services. Geographically a company has local regional and national campaign depending upon the availability of funds and objectives. The factor which should influence the promotional mix are the amount of money available for promotion, nature of the market, nature of the product and the stages of the product's life cycle.

RESEARCH PROBLEM

Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotion targeted at retailers and wholesale are called trade sales promotion. Sales promotion includes several communication activities that attempt to provide added value or incentives to consumers, wholesalers, retailers or other organizational customers to stimulate immediate sales. These effects can attempt to stimulate product interest, trial or purchase. This study investigated sales promotion strategies of two leading Indian automobile brands; Toyota. The instrument is questionnaire designed to find out various factors affecting buying decisions and respondents' attitude towards a particular brand. Sales promotion a key ingredient in marketing campaigns consists of a collection of incentives tools, mostly short term, designed to stimulate quicker or greater purchase of particular product or service by consumer or the trade whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes consumer promotion, trade promotion, business and sales-force promotion.

OBJECTIVES OF THE STUDY

- To study the effectiveness of sales promotional activities of Amana Toyota, Thottada, Kannur
- To analyzing dealers perception in sales promotional activities of Toyota
- To study about influence of sales promotion strategies including persuasive messages and presenters used in advertising on consumer buying decision.

- To investigate consumers or potential buyers' attitude towards sales promotion strategies.
- The problems faced by the customers of "TOYOTA MOTORS".
- To study the satisfaction level of existing customers of "TOYOTA MOTORS".
- To study the role of brand image in the purchasing decision of Toyota Motors.

SCOPE OF THE STUDY

The research is the outcome of the study carried on the topic A study on effectiveness of Sales promotion Amana Toyota, Thottada, Kannur. Sales promotion strategies is a variety of short-term incentives to encourage trial or purchase of a product or service involving advertising, price, place, product and promotion mix. An automobile refers to a passenger car only.

LIMITATION OF THE STUDY

- The study was confined within Kannur district.
- The respondent answer may be biased.
- Time was the main constraint of the study.
- The number of respondents is limited to hundred. it may not be universally acceptable.

TABLE OF CONTENTS

CHAPTER	CONTENT	PAGE NO
1	INTRODUCTION 1.1 INTRODUCTION 1.2 STATEMENT OF THE PROBLEM 1.3 SIGNIFICANCE OF THE STUDY 1.4 SCOPE OF THE STUDY 1.5 OBJECTIVES OF THE STUDY 1.6 RESEARACH METHODOLOGY 1.7 CHAPTER SCHEME 1.8 LIMITATIONS OF THE STUDY	1-6
2	REVIEW OF LITERTURE	7-22
3	PROFILE OF THE STUDY	23-73
4	DATA ANALYSIS AND INTERPRETATION	74-95
5	FINDINGS,SUGGESTIONS AND CONCLUSION 5.1 FINDINGS 5.2 SUGGESTIONS 5.3 CONCLUSION	96-100
	REFERENCE AND BIBLIOGRAPHY	
	APPENDICES	
	QUESTIONNAIRE	