

ANALYZING THE EFFECTIVENESS OF TRADITIONAL AND DIGITAL PROMOTIONAL ACTIVITIES AT HERO MOTO CORP LTD

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ABSTRACT

Promotional activities play a vital role in creating brand awareness, influencing consumer behavior, and increasing sales. With the rapid growth of technology and internet usage, businesses have shifted from relying solely on traditional promotional methods such as television, radio, newspapers, magazines, and outdoor advertising to incorporating digital promotional activities including social media marketing, search engine marketing, email marketing, influencer marketing, and online advertising. This study analyzes the effectiveness of both traditional and digital promotional activities in reaching target audiences and achieving marketing objectives.

The research examines the strengths, limitations, cost-effectiveness, audience reach, customer engagement, and impact on purchasing decisions associated with each promotional approach. Traditional promotional activities are recognized for their credibility, broad mass-market reach, and strong brand-building capabilities, while digital promotional activities offer greater targeting precision, real-time interaction, measurable results, and cost efficiency. The study also investigates consumer preferences and perceptions regarding promotional messages delivered through different media channels.

The findings suggest that digital promotional activities have gained significant importance due to increased internet penetration and changing consumer lifestyles. However, traditional promotional methods continue to remain relevant, particularly for reaching diverse demographic groups and enhancing brand trust. The study concludes that an integrated promotional strategy combining both traditional and digital methods can maximize marketing effectiveness and provide businesses with a competitive advantage in today's dynamic marketplace.

I. INTRODUCTION

"As we spread wings to expand our capabilities and explore new horizons, the fundamental focus remains unchanged: seek out the best technology in the world and put it at the service of our ultimate user: our customer."

Promotion is one of the most important elements of the marketing mix, helping organizations communicate the value of their products and services to potential customers. It involves various activities designed to inform, persuade, and remind consumers about a brand, ultimately influencing their purchasing decisions. Over the years, promotional strategies have evolved significantly due to technological advancements, changing consumer preferences, and the widespread adoption of digital media.

Traditionally, businesses relied on promotional channels such as television, radio, newspapers, magazines, direct mail, billboards, and personal selling to reach their target audience. These methods have been effective in creating mass awareness and building brand credibility. However, they often involve high costs and limited opportunities for direct customer interaction and performance measurement.

The emergence of digital technologies and the internet has transformed the promotional landscape. Digital promotional activities, including social media marketing, search engine optimization (SEO), email marketing, content marketing, influencer marketing, and online advertisements, have enabled businesses to engage with consumers in a more personalized, interactive, and cost-effective manner. Digital platforms also provide marketers

with real-time data and analytics, allowing them to measure campaign performance and optimize marketing efforts more efficiently.

In today's competitive business environment, organizations are increasingly adopting a combination of traditional and digital promotional activities to maximize their market reach and effectiveness. While traditional media continues to play a significant role in building brand awareness and trust, digital promotion offers greater flexibility, targeting capabilities, and customer engagement opportunities.

This study focuses on analyzing the effectiveness of traditional and digital promotional activities by examining their impact on consumer awareness, customer engagement, brand perception, and purchasing behavior. The findings will help businesses understand the strengths and limitations of each promotional approach and develop integrated marketing strategies that achieve better communication and business outcomes.

Evaluation of Sales Promotion:

Sales promotion evaluation refers to the systematic process of measuring the effectiveness of promotional activities in achieving organizational objectives such as increasing sales, attracting new customers, enhancing brand awareness, and improving customer loyalty. It helps marketers determine whether a promotional campaign has successfully influenced consumer behavior and generated the desired results. Evaluation involves analyzing various performance indicators, including sales growth, customer participation, market share, return on investment (ROI), and consumer feedback. In the case of digital promotions, metrics such as website traffic, click-through rates, social media engagement, and conversion rates are also examined. By evaluating sales promotion activities, organizations can identify the strengths and weaknesses of their marketing strategies, make informed decisions, optimize future campaigns, and ensure efficient utilization of resources. Effective evaluation ultimately contributes to improved marketing performance, higher profitability, and long-term business success.

NEED AND IMPORTANCE THE STUDY:

The study on "Analyzing the Effectiveness of Traditional and Digital Promotional Activities" is important because promotional strategies play a crucial role in influencing consumer behavior, creating brand awareness, and driving sales. With the rapid growth of digital technologies and changing consumer preferences, businesses are increasingly adopting both traditional and digital promotional methods to remain competitive. Understanding the effectiveness of these promotional activities helps organizations identify the most suitable communication channels for reaching their target audience and achieving marketing objectives.

The study is needed to evaluate the strengths, limitations, cost-effectiveness, and impact of traditional media such as television, radio, newspapers, and outdoor advertising in comparison with digital platforms such as social media, email marketing, search engine marketing, and online advertising. It provides insights into consumer responses, engagement levels, and purchasing behavior associated with different promotional approaches. The findings help businesses allocate marketing resources more efficiently, improve promotional strategies, enhance customer relationships, and maximize return on investment. Furthermore, the study contributes to a better understanding of the evolving marketing environment and supports organizations in developing integrated promotional campaigns that effectively combine traditional and digital media for sustainable growth and competitive advantage.

Objectives of the Study:

- To analyze the effectiveness of traditional promotional activities such as television, radio, newspapers, magazines, and outdoor advertising in influencing consumer behavior.
- To examine the effectiveness of digital promotional activities including social media marketing, email marketing, search engine marketing, and online advertising.
- To compare traditional and digital promotional methods in terms of reach, customer engagement, cost-effectiveness, and impact on sales.
- To study the influence of promotional activities on consumer awareness and brand recognition.

- To evaluate the role of promotional activities in shaping consumer purchase decisions.
- To identify consumer preferences regarding traditional and digital promotional channels.
- To assess the impact of promotional activities on customer engagement and loyalty.
- To examine the cost efficiency and return on investment (ROI) of different promotional strategies.
- To understand the challenges and opportunities associated with traditional and digital promotional activities.
- To provide suggestions for developing effective integrated promotional strategies that combine both traditional and digital marketing approaches.

SCOPE OF THE STUDY:

The scope of this study is to examine and compare the effectiveness of traditional and digital promotional activities in influencing consumer behavior, creating brand awareness, and increasing sales. The study focuses on traditional promotional methods such as television, radio, newspapers, magazines, billboards, and personal selling, as well as digital promotional channels including social media marketing, email marketing, search engine marketing, content marketing, and online advertising. It analyzes consumer perceptions, preferences, engagement levels, and purchasing decisions associated with these promotional activities. The study also evaluates the cost-effectiveness, reach, and impact of various promotional strategies on business performance. Furthermore, it provides insights into how organizations can integrate traditional and digital promotional tools to achieve better marketing outcomes, enhance customer relationships, and gain a competitive advantage in the modern business environment.

II. RESEARCH METHODOLOGY

Source of data:

1) Primary Data:

The primary data is collected through questionnaires from the customers.

2) Secondary Data:

The secondary data is collected from the books, journals and internet.

Data collected method:

The data is collected through close ended questionnaire.

a) Sample size:

1. The sample size of the survey (N) is 100.
2. Samples are collected customers of showroom.
3. The age limit of the customers is in between 20-55.
4. The customers will be randomly selected.

b) Tools & Techniques: For analyzing the data statistical tables, percentages, and bar-diagrams will be used.

c) Further scope of study; The topic of promotional activities is vast there is further scope of study for eg; Advertising, sales promotion etc.

d) Kind of research: The research study will be carried out in qualitative and quantitative research approaches.

The research has to be done in very efficient way; the frame work for collecting data is called research design.

The statistical involves the study of a few factors in large number of cased. The contents of research design

are

- i) Data collected method.
- ii) Research instrument.

e) Survey approach: The survey will be conducted through close ended questionnaire. This questionnaire will contain the multiple choice questions; each question will be given options. The collection of data in survey follows two types they are

- i) Primary data (first hand data).

- ii) Secondary data (used data).

Period Of The Study:

Since so many years **Hero MotoCorp Ltd.** Hyderabad has been following the same procedure of Communication Process for their executives and employees and for the study of my project last one-year data has collected on Promotional Activates..

LIMITATIONS TO THE STUDY:

1. The study is limited to selected respondents, and their opinions may not represent the views of the entire population.
2. The accuracy of the findings depends on the responses provided by participants, which may be influenced by personal bias or perception.
3. Time constraints may limit the depth of data collection and analysis.
4. The study focuses only on traditional and digital promotional activities and does not consider other marketing factors that may influence consumer behavior.
5. Rapid changes in technology and digital marketing trends may affect the long-term relevance of the findings.
6. The research is conducted within a specific geographical area, limiting the generalization of results to other regions.
7. Financial constraints may restrict the sample size and scope of the study.
8. Consumer preferences and promotional effectiveness may vary across industries, making it difficult to apply the findings universally.
9. The study relies primarily on survey data, which may not fully capture actual consumer behavior.
10. External factors such as economic conditions, competition, and market trends are not extensively analyzed, although they may influence promotional effectiveness.

III. REVIEW OF LITERATURE

The increasing competition in business to pay much more attention to satisfying customers. It may help the marketer to notice role of customer satisfaction in the overall context of product of service development and management.

Customers do not buy services, they buy satisfaction. Hence marketers must be clear about the satisfaction the customer is seeking and check out whether the customer are getting the actual satisfaction. This study helps the marketers to take necessary steps to gain the competitive advantage over the competitors.

The study helps to predict further behavior intentions of the customers such as intention to Re-purchase, intention to increase the usage, intention to recommend the product and service to others. Today the customers have wide variety of motorcycles to choose. If the satisfaction level of the customer goes down he may switch over to other brand. Ultimately the company loses its actual customers. This study helps the marketer to take necessary steps to overcome this problem and retain its actual customers.

1. Can be major source of revenue, although it often receives too little management attention.
2. Is essential for achieving customer satisfaction and good long-term relationship-as identified by a number of researches.
3. Can provide a competitive advantage.
4. Play a role in increasing the success rate of new products introduced.
5. Needs to be fully evaluated during new product development, as good product design can make customer support more efficient and cost-effective. Increased competition within many industries has led to increased attention on customer service.

Various studies indicate that upset customers may have big effect on sales of company. Therefore all dealers try to put all their attention to keep their customers satisfied and fulfill their needs and wants as much as possible. One of the strong tools which help all companies in this matter is providing best after-sales service.

Market: The set of all actual and potential buyers of a product of a service.

Marketing:

In today’s competitive world any organization to run successfully three factors plays an important role are

1. Finance.
2. Human resources.
3. Marketing.

Along with the above mentioned the other three factors which plays an important role to achieve the organizational goals and objectives in the competitive market they are

1. Innovative technology.
2. Quality.
3. Price.

Because of globalization, privatization and liberalization the number of competitors are increasing at a constant rate as a result of which consumers are preferring products which are of high quality, technology and at a reasonable price.

Though the company is producing high quality products at a reasonable price to be success in the competitive market the company should take promotional activities and marketing tools and techniques to achieve its mission and vision.

Marketing is not just telling and selling but in the new sense satisfying customer needs marketing is a comprehensive term and it includes all resources and a set of activities necessary to direct and facilitate and flow of goods and services from producer to consumer in the process of distribution.

Marketing definition.

“Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others”.

ELEMENTS OF MODERN MARKETING SYSTEM:

“The art and science of choosing target customers and building profitable relationships with them.”

Delivering and communicating superior customer value. Thus marketing management involves managing customer relationships.



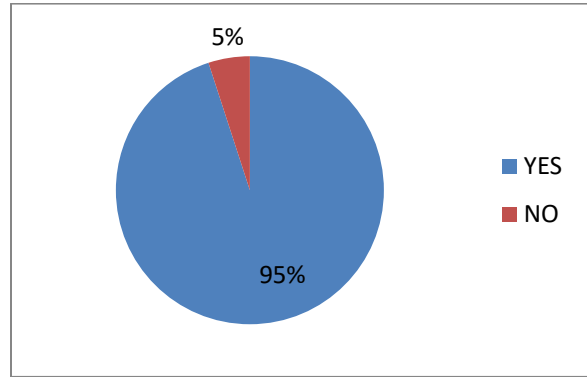
Thus marketers see themselves as selling products; customers see themselves as buying value of solutions to their value of solutions to their problems. The customer is interested in more than just the price’ they are interested in the total cost of obtaining, using and disposing of a product. Customers want the product and service to be as conveniently available as possible, marketers think about the four C’s first and build the four P’s platform.

COMOMIC ENVIROMENT:

Markets require buying power as well as people. The economic environment consists of factors that affect consumer purchasing power and spending patterns.

3. Did you hear about *HERO bike*?
a) YES b) NO

YES	NO
95	5



Interpretation:

By this pie-chart we can understand most of the respondents know about the HERO bike.

V. FINDINGS

- The company is advertisement is not fair and is not reaching to all people.
- The advertisement is difficult to understand.
- HERO is not concentrating on the promotional activities for the customers and for the retailers.
- HERO is not giving gifts for the customers.
- The company is not concentrating on other types of advertising media.
- The package design is not communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network is not reaching to rural villages.
- The company is not conducting road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- HERO must improve their personnel selling direct contacting customers to give awareness of their products.

VI. SUGGESTIONS

- HERO is not giving gifts for the customers.
- The company is not concentrating on other types of advertising media.
- The package design should be communicative and eye catching, so package design and color have to blend harmoniously to make the package communication effective.
- Network should be expanding to rural villages.
- The company should conduct road shows so as to get awareness in the public about the product and services.
- Improve the marketing personnel and they should give full knowledge to the customers and retailers.
- The offers should be fairer and should also necessary to bring new models with fascinating offers.
- It will help full in Increasing of Sales if The HERO brings cards for the different groups of people such as, Students, Employees, Girls etc.,

VII. CONCLUSION

From project conclude that promotion of any service can be successfully executed by creating awareness through word of mouth and by maintaining the service according to Advertising and Sales Promotional Activities. Study

was useful in understanding the customer relationship management of among a various customers launching new formulations can make **Automobile** to the pioneer in many market segments.

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