

# A Study on Advertising and Sales Promotion at Keshvin Tvs., Tirupati.

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## ABSTRACT:

The study analyzes the impact of advertising and sales promotion on consumer buying behavior with special reference to TVS Motor Company. It highlights that promotional tool such as discounts, festival offers, and free samples play a major role in attracting customers and encouraging purchase decisions. Advertising, particularly through digital and social media platforms, significantly improves brand awareness and brand recall. The study also identifies key factors influencing customer choice, including fuel efficiency, price, and performance. Findings show that most customers are satisfied with TVS products and are influenced by promotional strategies. Overall, the study concludes that a combination of effective advertising and well-planned sales promotion helps in increasing sales, attracting new customers, and building customer loyalty.

**Keywords:** Advertising, Sales Promotion, Consumer Buying Behavior, Brand Awareness, Customer Satisfaction.

## I. INTRODUCTION:

Advertisement and sales promotion are essential marketing tools that create awareness, influence consumer behavior, and drive sales. Advertisement informs and persuades consumers, while sales promotion provides short-term incentives like discounts, coupons, and rewards. Together, they build brand image, encourage purchases, and boost sales. Digital media and e-commerce have made these tools more targeted and measurable, and effective planning with ethical practices ensures long-term brand growth.

These tools are not only important for achieving short-term sales targets but also for maintaining customer loyalty and competitive advantage. By understanding consumer preferences, market trends, and using the right combination of advertising and sales promotion, organizations can create effective marketing strategies that strengthen

brand reputation and ensure sustained business success.

## II. REVIEW OF LITERATURE

### • Aaker, D. A. (2010)

Consistent advertising in Indian FMCG builds brand equity and loyalty; emotional appeals and celebrity endorsements are effective; long-term investment outweighs short-term sales dips.

### • Kotler, P. & Keller, K. L. (2012)

Integrated marketing communication is key; advertising and sales promotion must be coordinated; excessive price promotions can harm brand value; balanced strategies work best in India.

### • Belch, G. E. & Belch, M. A. (2013)

Indian consumers respond well to festival offers and promotional pricing; digital advertising is increasingly important; combining traditional and online media enhances impact.

### • Chandon, P., Wansink, B., & Laurent, G. (2000)

Promotion benefits affect consumer behavior; monetary promotions drive purchases in price-sensitive markets; non-monetary promotions improve brand image; useful framework for designing promotions.

## OBJECTIVES OF THE STUDY:

- To understand the various components of the sales promotion mix.
- To examine the impact of consumer sales promotion on buying behavior.
- To study sales force promotion techniques used by organizations.
- To evaluate the effectiveness of sales promotion as a marketing tool.

## NEED FOR THE STUDY:

Sales promotion plays an important role in attracting customers and increasing sales in a competitive market. It offers short-term incentives like discounts and coupons to encourage quick purchases. Studying

the sales promotion mix helps businesses understand consumer behavior and design effective promotional strategies.

**SCOPE OF THE STUDY:**

The scope of the study is confined to the analysis of sales promotion tools used by organizations to stimulate demand. The study covers consumer, trade, and sales force promotion techniques across different industries. It focuses on understanding the role of sales promotion in achieving short-term sales objectives and supporting overall marketing strategy. The scope also includes the evaluation of sales promotion practices in the context of changing market trends and consumer behavior.

**DATA COLLECTION**

**Data Sources:**

**1.PrimaryData**

This data is obtained by interacting and interviewing the dealer’s Tirupati.

**Secondary Data**

This data is obtained directly from the company in the form of brochures, charts, diagrams, document and other forms.

**Sampling Method:** For collecting information from dealers, non-probabilistic simple random sampling method is us

**Sample Size:** 133 employees

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{200}{1 + 200(0.05^2)}$$

$$n = \frac{200}{1 + 200(0.0025)}$$

$$n = \frac{200}{1+0.5} = 200 \div 1.5 = 133.33$$

**Research Instrument:** Close-ended questionnaire

**Data Analysis Tools:** Percentage Analysis

Sample size is being determined by using the formula of finite population 200

n: Required sample size

N: Population

e: margin of error

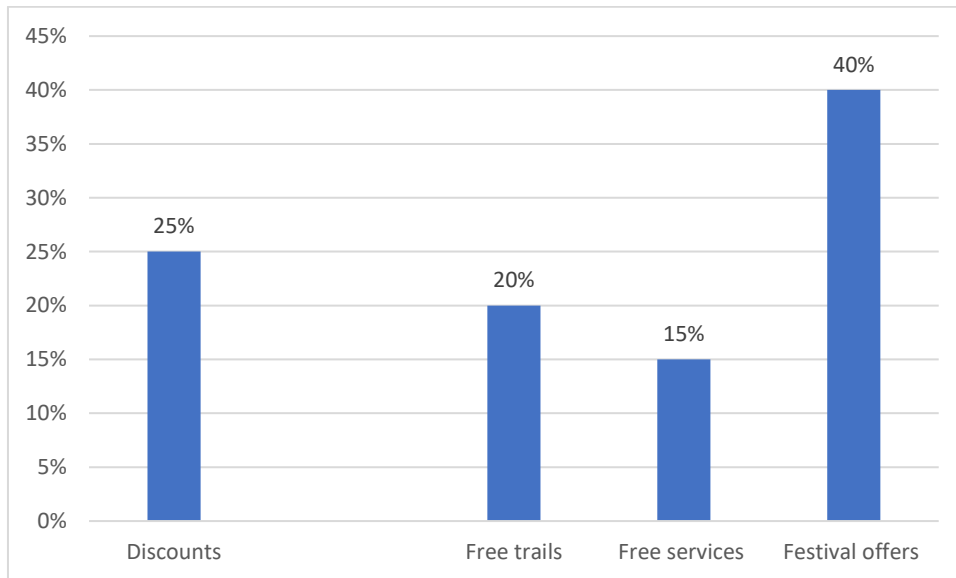
in the above study, population of study i.e total population: N:200. It is taken from customers database for the last one year provided by showroom.

e: margin of error is taken 5% i.e e value is e:0.05

**III. DATA ANALYSIS & INTERPRETATION**

**Table:1 Type of sales promotion attracts most.**

Sno	Options	No of Respondents	Percentage (%)
1	Discounts	33	25%
2	Free trails	27	20%
3	Free services	20	15%
4	Festival offers	53	40%
	<b>TOTAL</b>	<b>133</b>	<b>100</b>

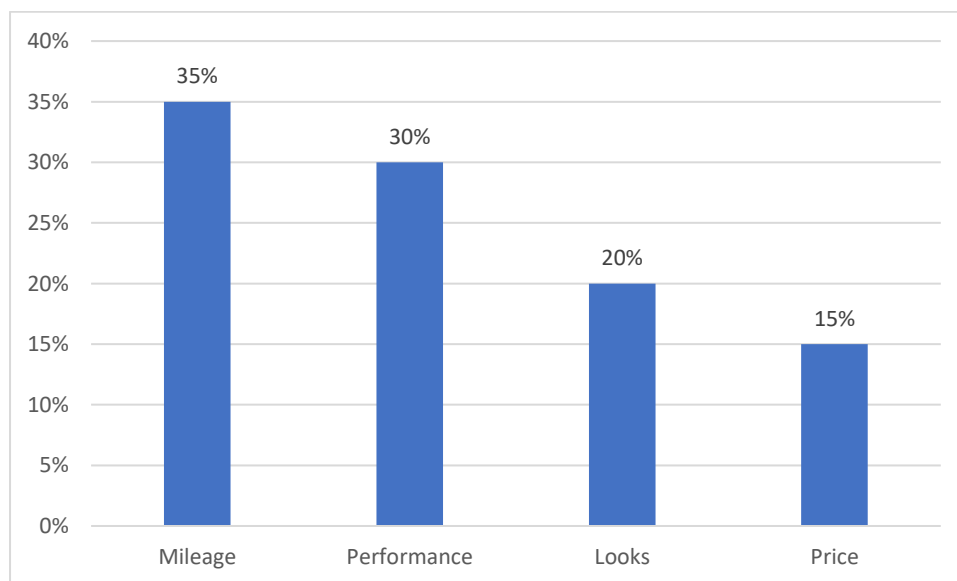


**Interpretation:**

Festival offers attract 40% of respondents, making them the most preferred. Discounts appeal to 25%, free trials to 20%, and free services to 15%, the least preferred.

**Table:2 Primary reason for choosing TVS Motors.**

Sno	Options	No of Respondents	Percentage (%)
1	Mileage	46	35%
2	Performance	40	30%
3	Looks	27	20%
4	Price	20	15%
	<b>TOTAL</b>	<b>133</b>	<b>100</b>

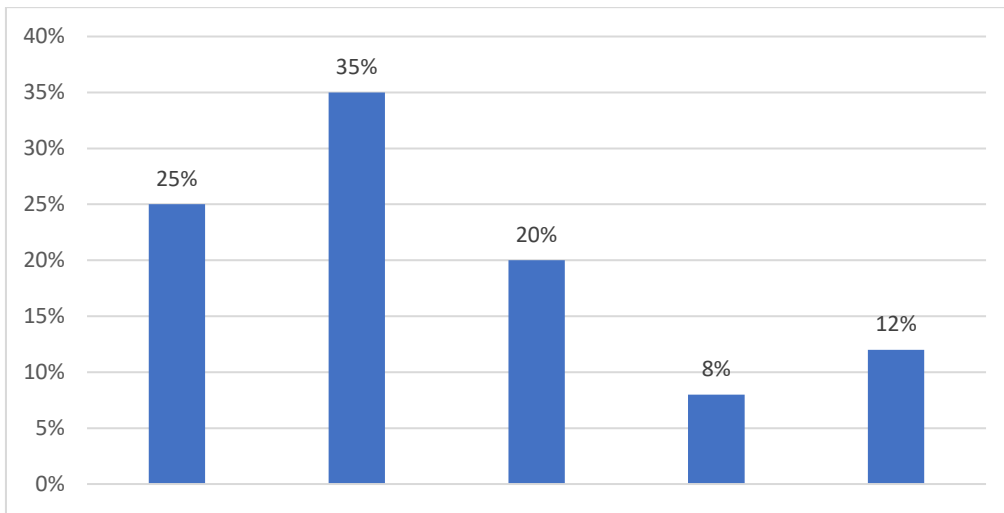


**Interpretation:**

35% of respondents chose TVS Motors for mileage, 30% for performance, 20% for looks, and 15% for price, showing that customers prioritize fuel efficiency and performance.

**Table:3 Media mostly see advertisements.**

Sno	Options	No of Respondents	Percentage (%)
1	Television	33	25%
2	SocialMedia	46	35%
3	YouTube	27	20%
4	Magazines	11	8%
5	Hoardings	16	12%
	<b>TOTAL</b>	<b>133</b>	<b>100</b>

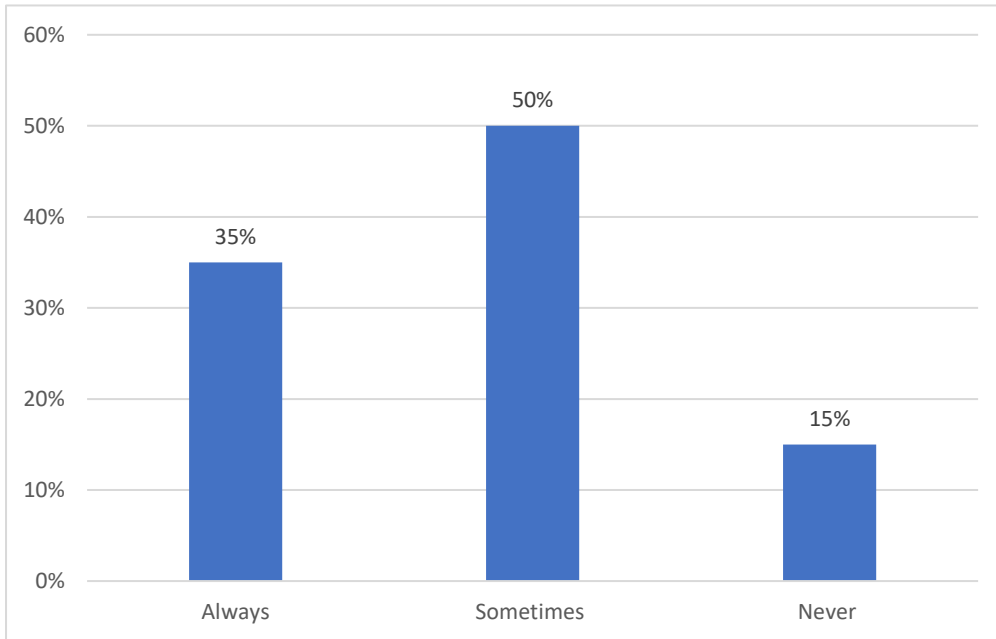


**Interpretation:**

35% of respondents see ads on social media, 25% on television, 20% on YouTube, 12% on hoardings, and 8% in magazines, showing digital media’s major role in advertising.

**Table:4 Salespeople inform about ongoing promotional offers.**

Sno	Options	No of Respondents	Percentage (%)
1	Always	46	35%
2	Sometimes	66	50%
3	Never	20	15%
	<b>TOTAL</b>	<b>133</b>	<b>100</b>

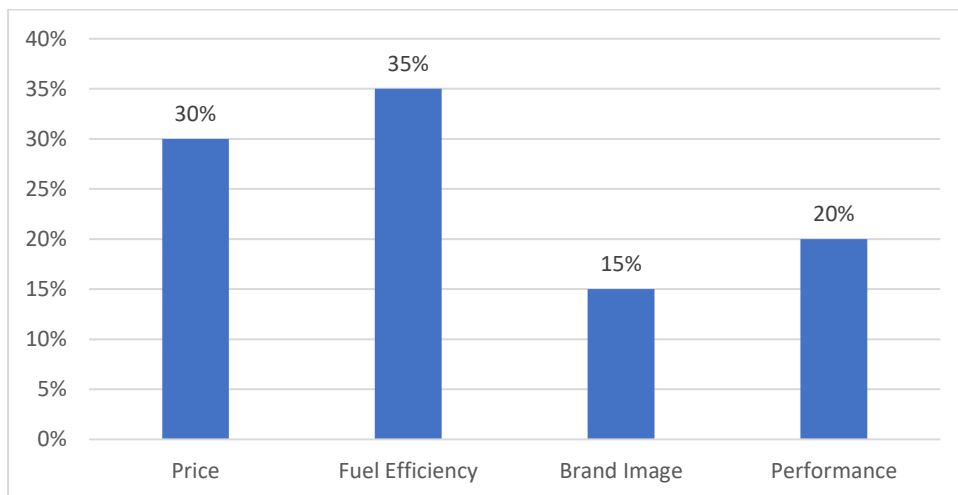


**Interpretation:**

50% of respondents say salespeople sometimes inform them of promotions, 35% always, and 15% never, showing communication is not consistent.

**Table:5 Most important factor in your decision.**

Sno	Options	No of Respondents	Percentage (%)
1	Price	40	30%
2	Fuel Efficiency	46	35%
3	Brand Image	20	15%
4	Performance	27	20%
	<b>TOTAL</b>	<b>133</b>	<b>100</b>



**Interpretation:**

Fuel efficiency (35%) is the top factor, followed by price (30%), performance (20%), and brand image (15%), showing customers focus on economy and performance when buying.

#### IV. FINDINGS:

- Discounts 40% and offers are the most attractive promotional tools.
- Most customers choose TVS vehicles mainly for mileage and performance.
- Fuel efficiency and price are the most important factors influencing purchase decisions.
- Almost 72% remember brands easily because of advertisements.
- Major 75% feel that retailers give more importance to products with promotional schemes.
- Majority of respondents 80% are aware of sales promotion offers provided by companies.

#### V. SUGGESTIONS:

- Informative advertisements should be encouraged, as customers prefer them the most.
- Salespeople should consistently inform customers about ongoing promotional offers.
- TVS can enhance after-sales service and customer engagement activities to improve customer satisfaction
- Companies should focus more on offering discounts and free services, as they attract customers the most.
- TVS Motors should continue emphasizing mileage and fuel efficiency in its marketing campaigns.

#### VI. CONCLUSION:

Based on the overall analysis, it can be concluded that sales promotion and advertising play a significant role in influencing customer buying behavior. Customers are highly attracted to discounts and promotional offers, which encourage them to purchase more and even try new brands. Advertisements help in increasing brand awareness and improving brand recall among customers.

TVS vehicles receive a high level of customer satisfaction, mainly due to mileage, performance, and fuel efficiency. Therefore, effective promotional strategies combined with strong product performance contribute to increased sales and customer loyalty.

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