

**A PROJECT REPORT ON ANALYZING THE EFFECTIVENESS OF
TRADITIONAL AND DIGITAL PROMOTIONAL ACTIVITIES WITH
REFERENCE TO HERO**

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To Cite this Article

Dr. T. Sundeep, Kande Tharun, "A Project Report On Analyzing The Effectiveness Of Traditional And Digital Promotional Activities With Reference To Hero", *Journal of Science Engineering Technology and Management Science*, Vol. 02, Issue 08, August 2025, pp: 130-143, DOI: <http://doi.org/10.63590/jsetms.2025.v02.i08.pp130-143>

Submitted: 02-07-2025

Accepted: 06-08-2025

Published: 13-08-2025

ABSTRACT

In recent years, with the appearance of social media, traditional print and broadcast media as main promotional tools have faced major challenges, as many newspapers and television channels have suffered audience reduction. Overwhelmingly, the majority of marketers, both business and political, have started to use some form of social media for promotional purposes. The overall purpose of this research is to characterize the similarities and differences of the use of social media as promotional tool by political parties and companies. This research is exploratory in nature and the data collected is qualitative. In order to conduct this research, we have interviewed two political parties and two companies. Taking into account the new communication paradigm from Man gold and Faulds as a base, we asked questions about how they use each element of the promotional mix in social media. The findings showed that the use of social media for promotional purposes was rather similar between the companies and political parties. Analyzed data showed that political parties, in their social media activities, were focused on public relations and personal selling in a form of online interactions with voters, while the companies only focused on public relations. This research demonstrates that both political parties and companies still have not fully integrated social media for promotional purposes and that they still rely on traditional media for promotion.

Measure the impact of marketing activities on decisions to visit the platform and on decisions to create and buy content. The model explains individual-level choices as a function of consumer characteristics and marketing activities, allowing for interdependence of decisions within and across users. Our results compare four types of marketing activities: price promotions, firm online activities, content creator referrals, and public relations efforts. We show that price promotions have strong effects on purchases, while content creator referrals and public relations have significant effects on all user decisions.

An interesting feature of the data is that the price distribution in the absence of promotional activities first order stochastically dominates that under display or feature advertising. The theoretical model we introduce can yield an equilibrium that is consistent with the above observations.



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 true that products are manufactured to satisfy the needs of the consumers.. But alone is not enough. Today the responsibility of the manufacturers does not cease with physical production whatever may be the nature of the product. The present day marketers are consumer oriented where it is the duty of the manufacturers to know from where, when, how and what price the products would be available. Successful marketing consists in offering the right product of the right price of the right place (and time) with right promotion.

In course of time, various activities came into vogue designed particularly to help easy sale of goods. These activities commonly known as promotional Mix. The marketing communication Mix also called as the "Promotion Mix" consists of four major tools.

1. Advertising.
2. Sales Promotion
3. Publicity
4. Personal Selling

Generally marketing communication is undertaken to pass on the message of a product or sale to the ultimate consumers. Thus, there are three elements in this process.

The purpose of advertising is motivating but to sell something a product or service, the real objective of advertising is effective communication between producers and consumers. In other words the ultimate purpose all advertising is "Increased awareness" list of the following specific objectives of advertising.

The process of selling is ensured by personal selling supposed by advertising and sales promotion. Of these three methods personal selling occupies the predominant role mainly because of the personal element involves. It may be described as a personal source rendered to the community in connection with marketing of goods.

It is a marketing process with which consumers are personally persuaded to by goods and services offered by a manufacturer. The most powerful element in the promotional mix is salesman ship, is not something very new. Even centuries ago salesman ship was practiced in Greece and Rome. According to Peter Drucker Cyrus Mecornie was the first man to use modern technique of selling.

Features:

1. It helps to establish a cordial and abiding relationship between the organization and its customers.
2. It is a creative art. It creates wants a new.
3. It is a science, in the sense that "One human mind influences another human mind".
4. Personal selling imparts knowledge and technical assistance to the consumers.

Promotion includes all those functions, which have to do with the marketing of a product all other activities designed to increase and expand the market. But it is clearly distinguished from advertising and personal selling, through basic aim or all the three is one and the same viz., to increase the volume of sales.

“Sales promotion in a specific sense refers to those sales activities that supplement both personal selling and advertising and co-ordination ate them and help to make them effective, such as displays, shows and expositions, demonstrations and other non recurrent selling efforts not in the ordinary routine”.

Evaluation of Sales Promotion:

Two decades ago, there was no agreement among the marketing people that there was a separate sales promotion function. In those days, promotion was a “share- run to gain a short run good”.

The importance of sales promotion in modern marketing has increased mainly an account of its ability in promoting sales and preparing the ground for future expansion. The main objective of sales promotion is to attract the prospective buyer towards the product.

PUBLICITY

The publicity is derived as “Any form of commercially significant news about a product, and institution, a service, or a person published I a space or radio i.e. not paid for by the sponsor”. In short advertisement is paid form of publicity. It is to be noted here that though the terms ’ADVERTISING ‘AND ‘Publicity’ or differences in the field of marketing, both are used interchangeably.

The media are broadly classified into direct indirect. Direct method of advertising refers to such methods used by the advertiser with which he could establish a direct contact with the prospects. Most of the media are indirect in nature EX: Free Publicity, cinema, etc.

NEED AND IMPORTANCE THE STUDY:

The increasing competition in business is the reason to pay much more attention to satisfying customers. It may help the market 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 customers 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 in the increase of customer loyalty.

Objectives of the Study:

- To study the promotional activities offered by Hero MotoCorp Ltd.
- To identify the impact of sales in the market by using promotional strategies of Hero MotoCorp Ltd.
- To study the influence of schemes offered by firm on sales.
- To study the customer’s awareness towards the after sale services offered to him or her.
- To study the satisfaction level of exist Hero MotoCorp Ltd.
- To assess the role of brand image in the purchase Hero MotoCorp Ltd.
- To assess the channel effectiveness in Hero MotoCorp Ltd.
- To find dealers opinion on various issues of the present market situation and furthering (strengthening) channel effectiveness.
- To offer suggestion in building effective channel strategy to Hero MotoCorp Ltd

SCOPE OF THE STUDY:

The area of study is considered to be in two districts. Those are Hyderabad and Ranga Reddy districts.

In the present study an attempt has been made to know the actual implementation of Communication Process as management techniques in general and some other aspects such as awareness of the workers, effectiveness of the performance appraisal system in particular.

Human resource projections are valid on appraisals. By improving job skills, the employees have lot of scope for development and prepare themselves for higher responsibilities.

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:

- Primary data analysis only depended on the respondents.

- Process of study/survey is limited only to some customers.
- Survey will be conducted for the period of 45 days only.
- The Study is Restricted to a limited region i.e., the twin cities of Hyderabad and Secunderabad. So, the inferences made by this study are not applicable to the entire market.
- The data collection from the respondents is qualitative in nature i.e., views, opinions, etc., so it is not a convenient data for the study for a longer duration.
- The Respondents were very apprehensive while taking the telephone number and address.

II. 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.

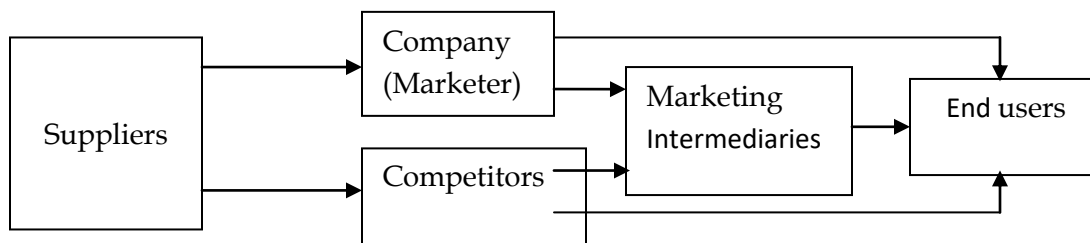
Though the company is producing high quality products at a reasonable price to be success in the competitive market the company should take promotional activities and marketing tools and techniques to achieve its mission and vision.

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”.

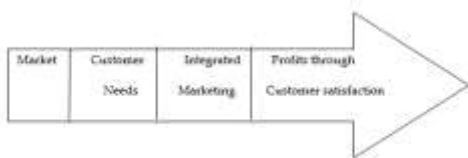
ELEMENTS OF MODERN MARKETING SYSTEM:



“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.

THE MARKETING CONCEPT:

The marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do. Under the marketing concept, customer focus and value are the paths to sales and profits.



DEVELOPING THE MARKETING MIX:

Marketing Mix:

The set of controllable tactical marketing tools that the firm blends to provide the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. It can be collected into four groups of variables known as “FORUP’S”.

- 1) **PRODUCT**
- 2) **PRICE**
- 3) **PLACE**
- 4) **PROMOTION**

Product:

Product means the goods-and –services combination the company offers to the target market.

Price:

Price is the amount of money customers have to pay to obtain product.

Place:

Place includes company activities that make the product available to a target consumers.

Promotion:

Promotion means the activities taken by the company to communicate the merits of the product and promote its product to the target market.

Customer Satisfaction:

“The extent to which products perceived performance matches a buyer’s expectation”.

Consumer satisfaction depends on the products perceived performance, relative to a buyer’s expectations. If the products performance falls short of expectations, the customer is dissatisfied.

If performance exceeds expectations, the customer is highly satisfied or delighted. Satisfied customers repeat purchases and tell others about their good experiences with the product. The key is to match customer expectations with company performance.

The customer centered firm seeks to deliver high customer satisfaction relative to competitors. A company can always increase customer satisfaction by lowering its price or increasing its services. But this may result in lower profits. The purpose of marketing is to generate customer value profitably.

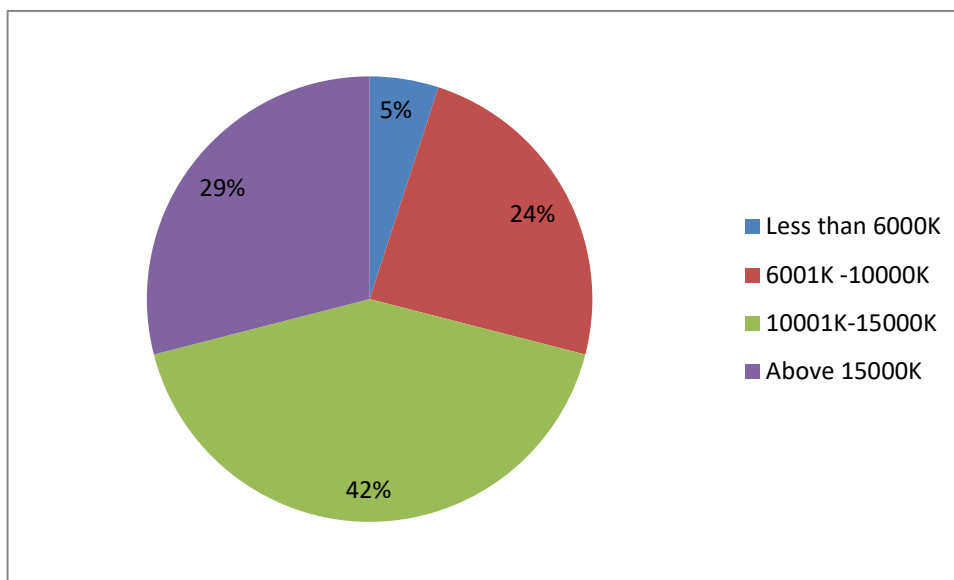
DATA ANALYSIS AND INTERPRETATION

QUESTIONNAIRE AND INTERPRETATION WITH GRAPHS:

1) Income per month

- a) Less than 6000K
- b) 6001K -10000K
- c) 10001K-15000K
- d) Above 15000K

Less than 6000K	6001K -10000K	10001K-15000K	Above 15000K
5	24	42	29



Interpretation:

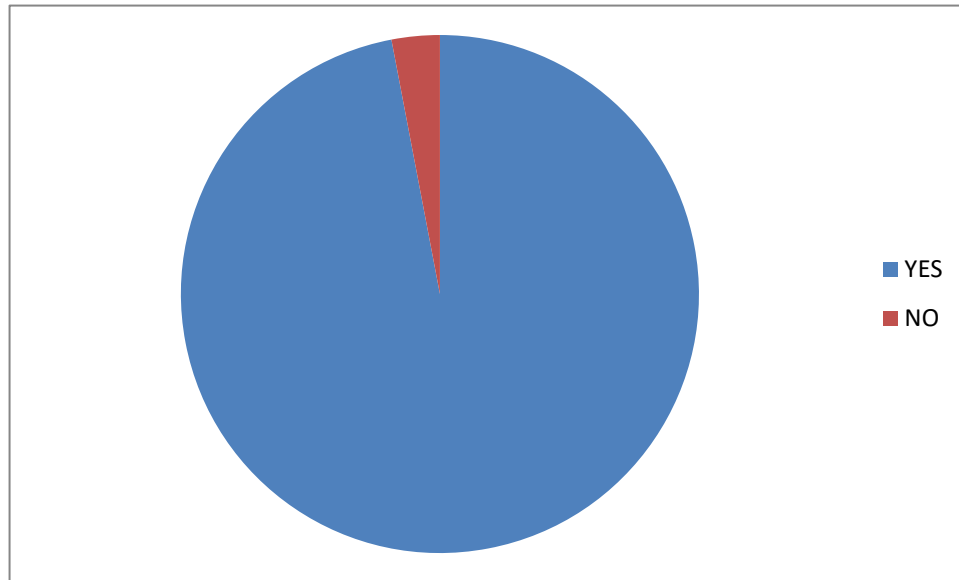
By the above pie chart we know that the customers have an income per month, 10,000 to 20,000 is 42%, above 15000 are 29%, between 6,000 and 10,000 are 24% and less than 6000 are 5%.

2) Do you have BIKE?

a) YES

b) NO

YES	NO
97	3



Interpretation:

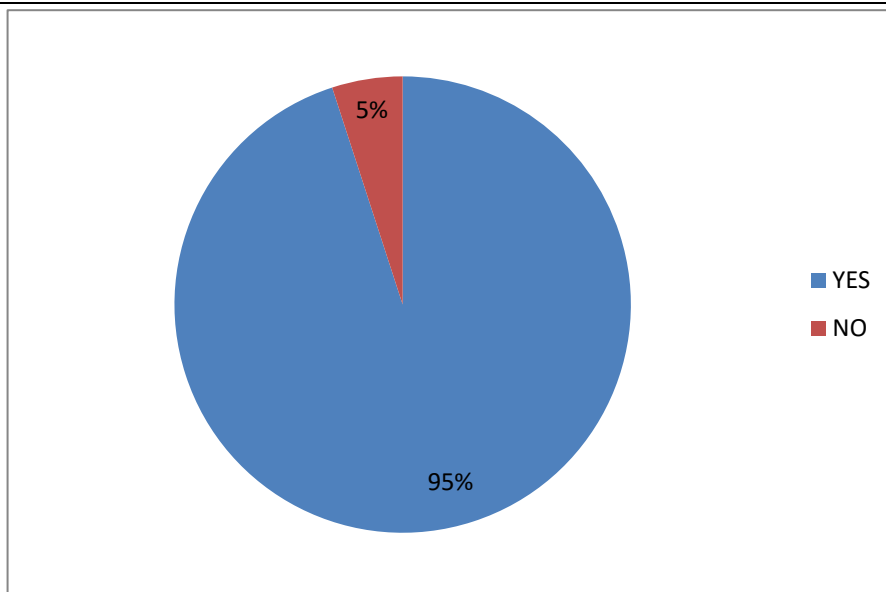
By the above pie-chart we know that 97% of the respondents are having their bike and 3% are living without bike. So the study is concentrated on both the type of respondents.

3. Did you hear about *HERO bike*?

a) YES

b) NO

YES	NO
95	5



Interpretation:

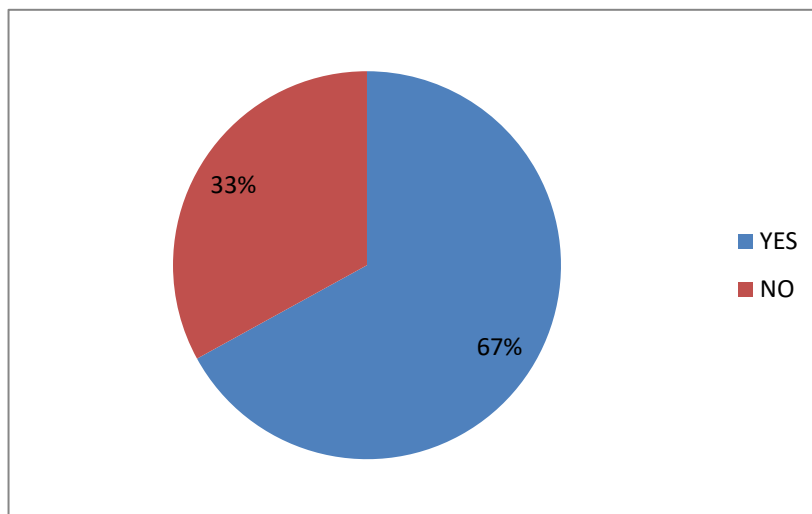
By this pie-chart we can understand most of the respondents know about the HERO bike.

4. Are you using HERO bike?

a) YES

b) NO

YES	NO
67	33



Interpretation:

By the above pie –chart we know that 67% respondents are using Hero bikes and rest of the 33% respondents are not using Hero bikes.

So we have to concentrate more on those 33% as well as 67% respondents.

5 YES, What is your rating factor for Bike which you will give

RATING FACTOR GOOD FAIR BAD

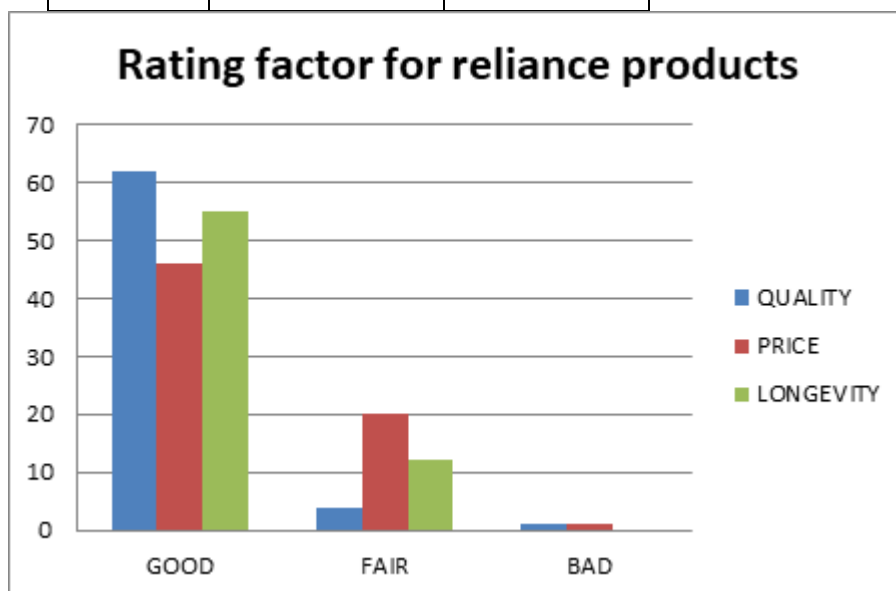
Quality

Price

Longevity

Others ()

62	4	1
46	20	1
55	12	0



Interpretation:

By the above bar-chart we know that out of 100 respondents 67% have used the Hero bikes. Out of 67% respondents 62% people rated good quality, 4% respondent's rated fair quality and remaining 1% respondents rated bad quality.

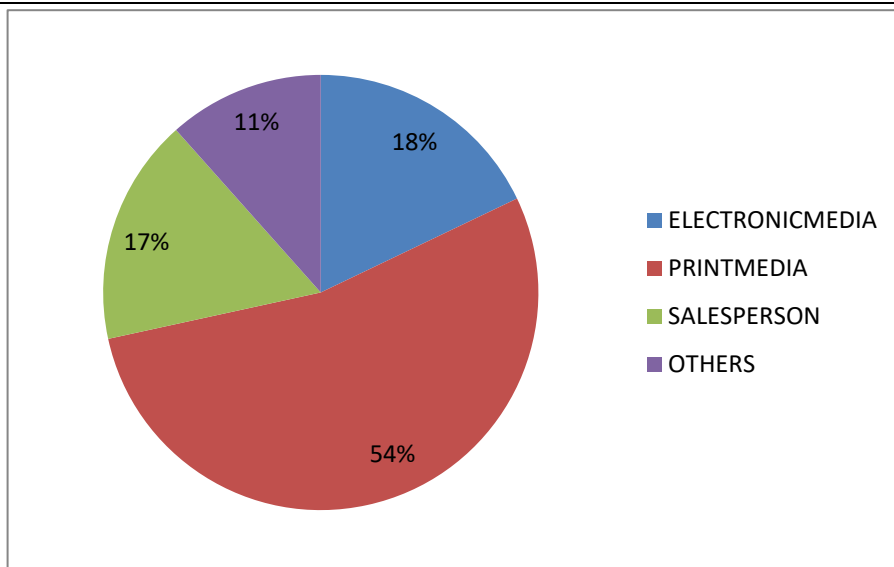
Out of 67% respondents 46% respondents rated good price, 20% respondents rated fair quality and remaining 1% respondents rated bad price.

Out of 67% respondents' 55% respondents rated good longevity and 12% respondent's rated fair longevity.

6. If YES, how do you heard about Hero Products

- a) Electronic media
- b) Print media
- c) Sales person
- d) others ()

Electronic media	Print media	Sales person	others
17	51	16	11



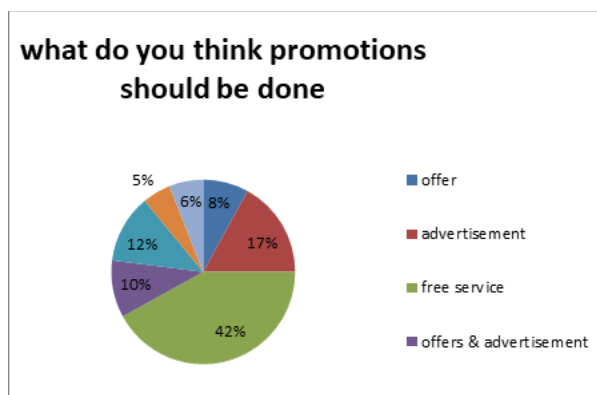
Interpretation:

By this pie-chart we can analyze that most of response came from news paper promotion is 54%, Through electronic media is 18%, sales persons is 17% and rest of them by others, by this we known that paper ads are best than others.

7) What way you think promotion of *Hero bikes* Products Should be done

- a) Offers
- b) Advertisement
- c) Free Service
- d) others ()

Offers	Advertisement And offers	Advertisement	Free Service	Free service and offers	All the above
8	10	17	42	5	6



Interpretation:

By this pie-chart we know that the promotions should be done by free service and advertisement.

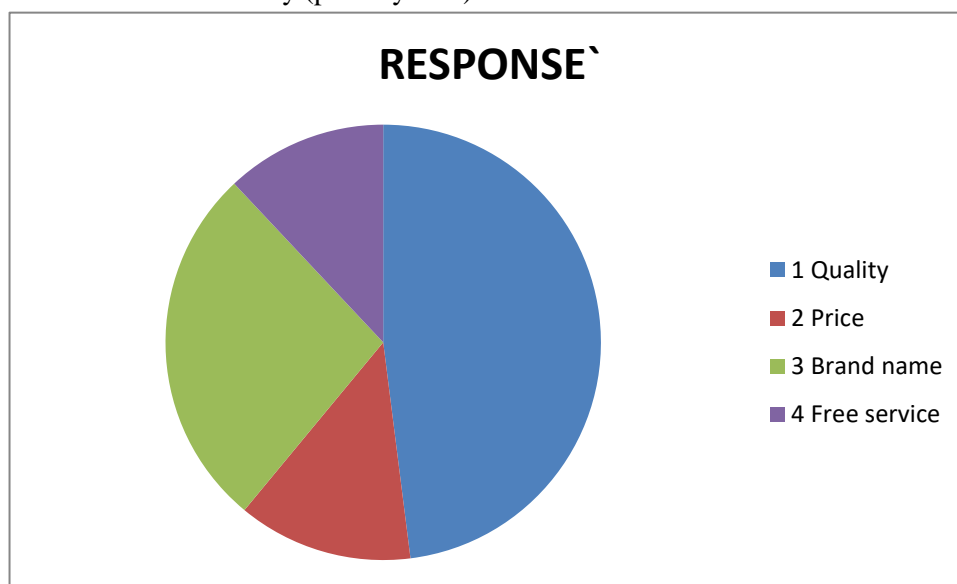
PRODUCT PERFORMANCE

8. Which following future made you to buy Reliance?

- 1) Quality 2) Price 3) Brand Name 4) Free service

SL.NO	OPTIONS	RESPONSE`
1	Quality	48
2	Price	13
3	Brand name	27
4	Free service	12

Source: customer survey (primary data)



Interpretation:

From the above analysis we conclude that among 100 customers 48% of the customers buy Hero bikes basing on Quality, 13% basing on price, 27% basing on brand and 12% on free service offer.

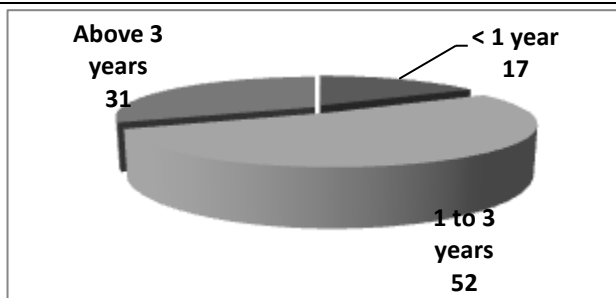
9. Since how long you have been using Hero bikes.

- 1) < 1 year 2) 1 to 3 years 3) Above 3 years

SL.NO	OPTIONS	RESPONSE`
1	< 1 year	17
2	1 to 3 years	52
3	Above 3 years	31

Source: customer survey (primary data)

PERIOD OF USING bike



Interpretation:

From the above analysis out of 100 customers when a question was raised regarding the duration period they have been using the Hero. The responded was less that 1 year is 17%, between 1-3 years 52% and above 3 years 31%.

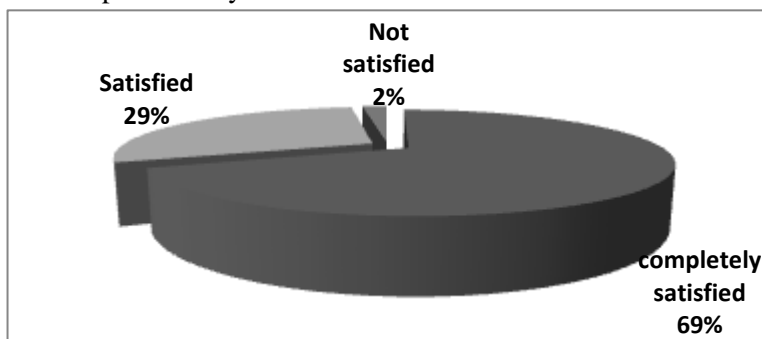
10. Are you satisfied with the performance of your bike?

- 1) Completely satisfied 2) Satisfied 3) Not satisfied

SL.NO	OPTIONS	RESPONSE`
1	Completely satisfied	69
2	Satisfied	29
3	Not satisfied	2

Source: customer survey (primary data)

Satisfaction of the attributes provided by hero



Interpretation;

From the above analysis we conclude that 69%of the cistomers are completely satisfied, 29% are just satisfied and 2% of the respondents are not satisfied .

IV. 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.

V. 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.
- Reduce the Tariff rates to increase the market share.
- 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.,

VI. CONCLUSION

The project's findings indicate that advertising and sales promotional activities, together with word-of-mouth marketing, are effective methods for promoting any service.

The study helped shed light on how to manage customer relationships with a wide range of clients, which in turn may lead to the introduction of innovative formulas that propel automobiles to the forefront of several market niches.

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