

Chapter- 4

(Data Analysis)

Data Analysis

In order to get primary data, a total number of 50 employees are selected belonging to TI Ford Motors, Bharalumukh. The data thus collected, helped in better understanding the sales promotional activities of TI Ford Motors Pvt. Ltd.

The primary data collected has been analysed under:

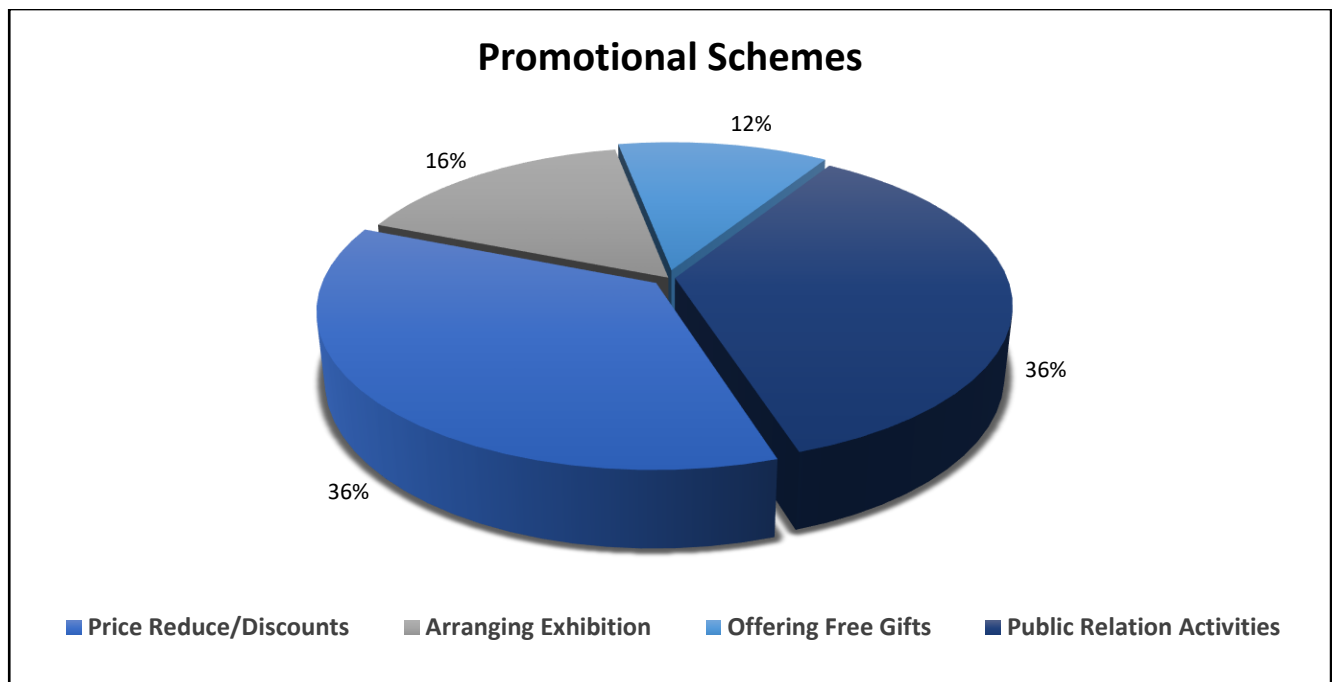
4.1: Sales Promotional schemes preferred by TI Ford Motors.

This study involved analysis of which promotional scheme is preferred more by the TI Ford in the market of Guwahati City (Refer to Question No. 1 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.1: Sales Promotional schemes preferred by TI Ford Motors.

Schemes	No. of Responses	Percentage (%)
Price Reduce/Discounts	18	36
Arranging Exhibition	8	16
Offering Free Gifts	6	12
Public Relation Activities	18	36
Total	50	100

Figure 4.1: Sales Promotional schemes preferred by TI Ford Motors.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.1 and figure 4.1 it is found that 36% of the employees believed that Price Reduce/Discounts is preferred, 16% of the employees believed that Arranging Exhibition is preferred, 12% of the employees believed that Offering Free Gifts is preferred and also 36% of the employees believed that Public Relation is preferred by TI Ford.

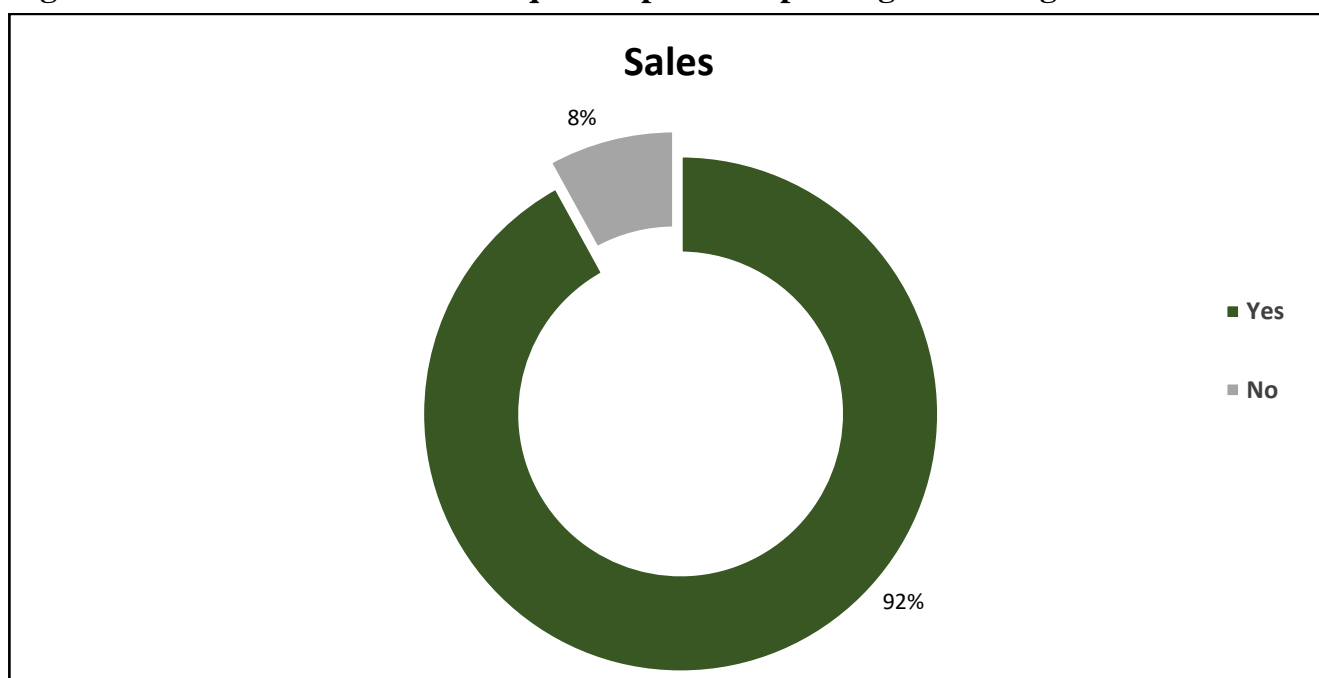
4.2: Sales Promotion techniques helped in improving/increasing the sales.

This study involved the analysis of which promotional techniques are helpful in increasing or improving the sales of the cars of TI Ford in the market of Guwahati City (Refer to Question No. 2 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.2: Sales Promotion techniques helped in improving/increasing the sales.

Response	Increasing in Sales	Percentage (%)
Yes	46	92
No	4	8
Total	50	100

Figure 4.2: Sales Promotion techniques helped in improving/increasing the sales.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.2 and figure 4.2 it is found that 92% of the employees agreed that sales promotion helps in increasing the in sales whereas, 8% of the employees agreed that sales promotion do not affect the sales of the organisation.

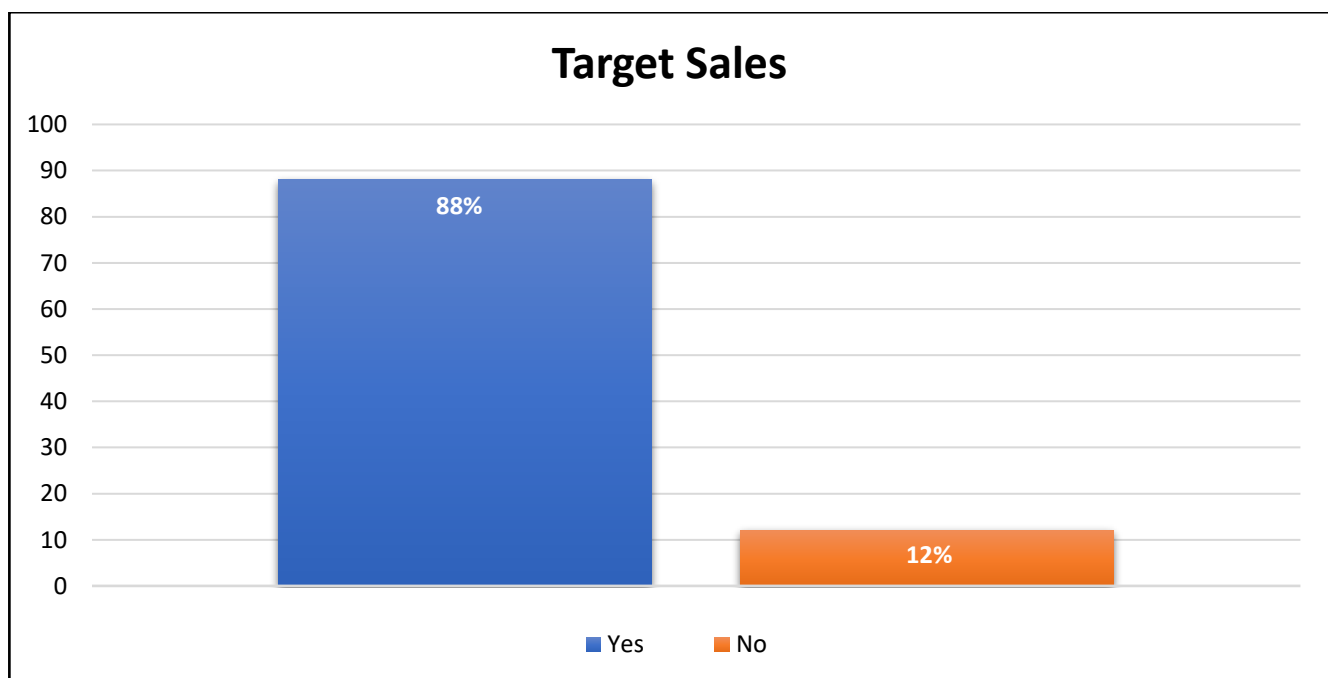
4.3: Attaining the monthly/yearly sales target.

This study involved the analysis of promotional activities that helped in attaining the monthly/yearly targets in the market of Guwahati City (Refer to Question No. 3 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.3: Attaining the monthly/yearly sales target.

Response	Sales Targets	Percentage (%)
Yes	44	88
No	6	12
Total	50	100

Figure 4.3: Attaining the monthly/yearly sales target.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.3 and figure 4.3 it is found that 88% of the employees agreed that the sales promotion helps in achieving the monthly or yearly targets whereas, 12% agreed that it does not help to achieve the target.

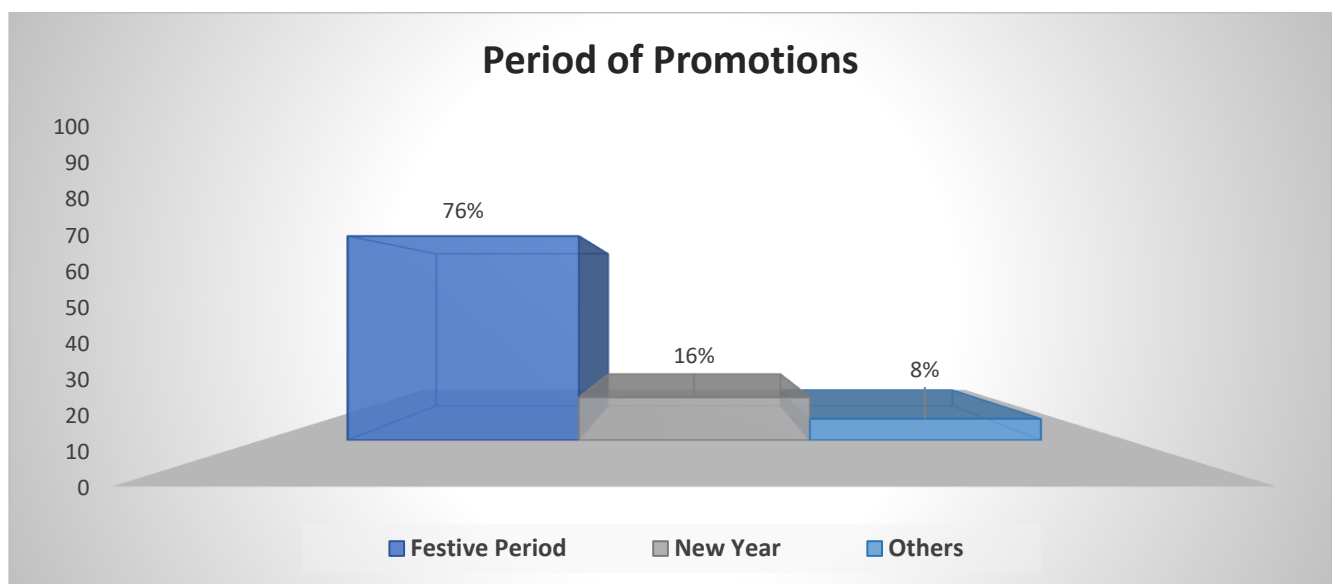
4.4: Period of doing sales promotion.

This study involved the analysis of period in which the company finds it suitable for doing sales promotional activities in the market of Guwahati City (Refer to Question No. 4 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.4: Period of doing sales promotion.

Response	No. of Response	Percentage (%)
Festive Period	38	76
New Year	8	16
Other	4	8
Total	50	100

Figure 4.4: Period of doing sales promotion.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.4 and figure 4.4 it is found that 76% of the employees believed that sales promotion is done during the festive period and 16% of the employees believed that it is done in the new year period whereas, 8% of the employees believed that it is done round the year.

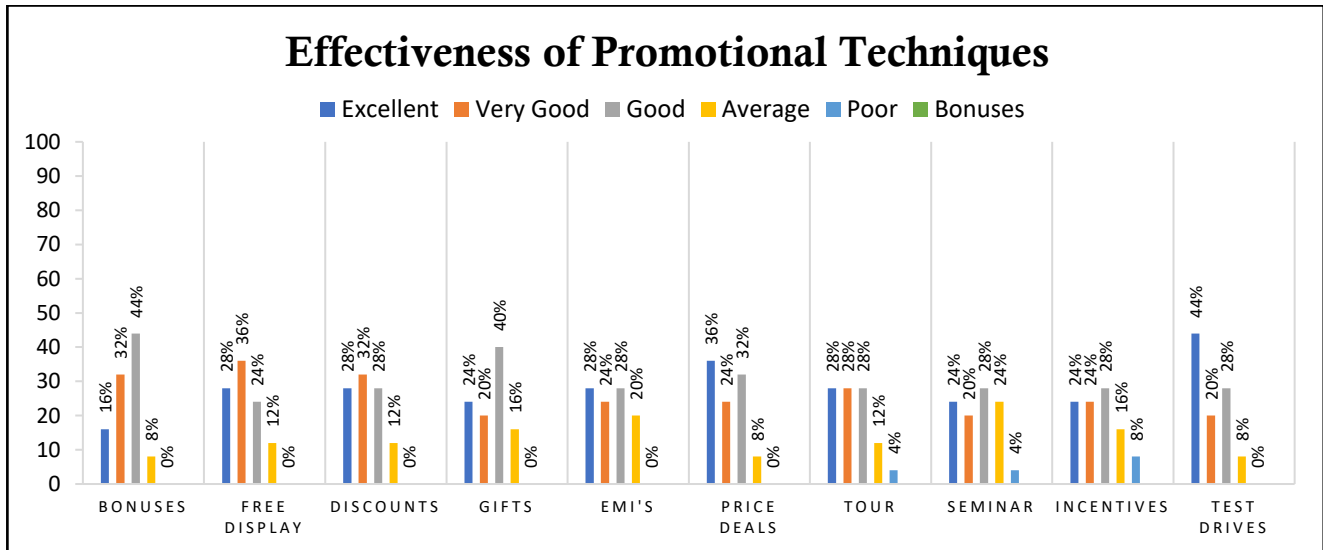
4.5: Most effectiveness of the promotional activities of TI Ford.

This study involved the analysis of effectiveness of the sales promotional activities in the market of Guwahati City (Refer to Question No. 5 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.5: Most effectiveness of the promotional activities of TI Ford.

Response	Bonuses	Free Display	Discounts	Gifts	Credit Facilities (EMI's)	Price Deals	Tour	Seminar	Incentives	Trails & Test Drives
Excellent	8	14	14	12	14	18	14	12	12	22
Very Good	16	18	16	10	12	12	14	10	12	10
Good	22	12	14	20	14	16	14	14	14	14
Average	4	6	6	8	10	4	6	12	8	4
Poor	0	0	0	0	0	0	2	2	4	0
Total	50	50	50	50	50	50	50	50	50	50

4.5: Most effectiveness of the promotional activities of TI Ford.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.5 and figure 4.5 it is found that for Bonuses out of 50 respondents, 16% employee says excellent, 32% says very good, 44% says good and 8% says average.

For Free Display out of 50 respondents, 28% employee says excellent, 36% says very good, 24% says good and 12% says average.

For Discounts out of 50 respondents, 28% employee says excellent, 32% says very good, 28% says good and 12% says average.

For Gifts out of 50 respondents, 24% employee says excellent, 20% says very good, 40% says good and 16% says average.

For Credit Facilities (EMI's) out of 50 respondents, 28% employee says excellent, 24% says very good, 28% says good and 20% says average.

For Price Deals out of 50 respondents, 36% employee says excellent, 24% says very good, 32% says good and 8% says average.

For Tour out of 50 respondents, 28% employee says excellent, 28% says very good, 28% says good, 12% says average and 4% says poor.

For Seminars out of 50 respondents, 24% employee says excellent, 20% says very good, 28% says good, 24% says average and 4% says poor.

For Incentives out of 50 respondents, 24% employee says excellent, 24% says very good, 28% says good, 16% says average and 8% says poor.

For Trails and Free Test Drives out of 50 respondents, 44% employee says excellent, 20% says very good, 28% says good and 8% says average.

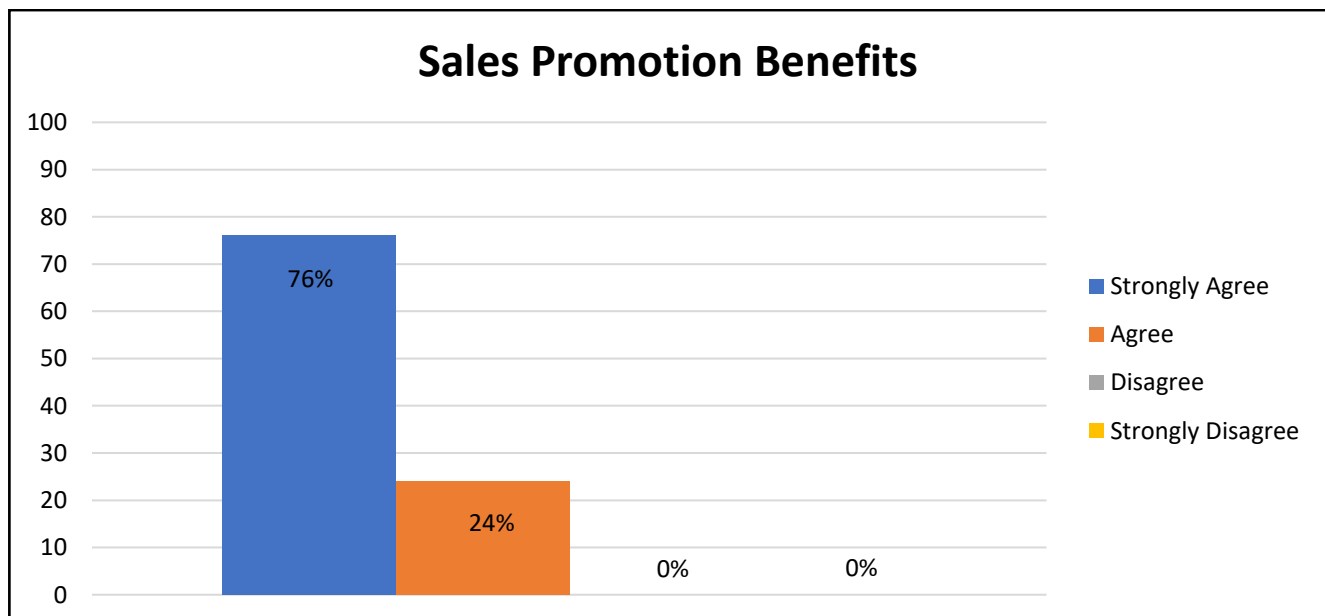
4.6: Benefits of the sales promotional activities.

This study involved the analysis of the sales promotional activities that are beneficial for TI Ford in the market of Guwahati City (Refer to Question No. 6 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.6: Benefits of the sales promotional activities.

Response	No. of Responses	Percentage (%)
Strongly Agree	38	76
Agree	12	24
Disagree	0	0
Strongly Disagree	0	0
Total	50	100

Figure 4.6: Benefits of the sales promotional activities.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.6 and figure 4.6 it is found that all the employees agreed that their sales promotional activities are really beneficial for the organisation in which 76% strongly agreed and 24% simply agreed with it.

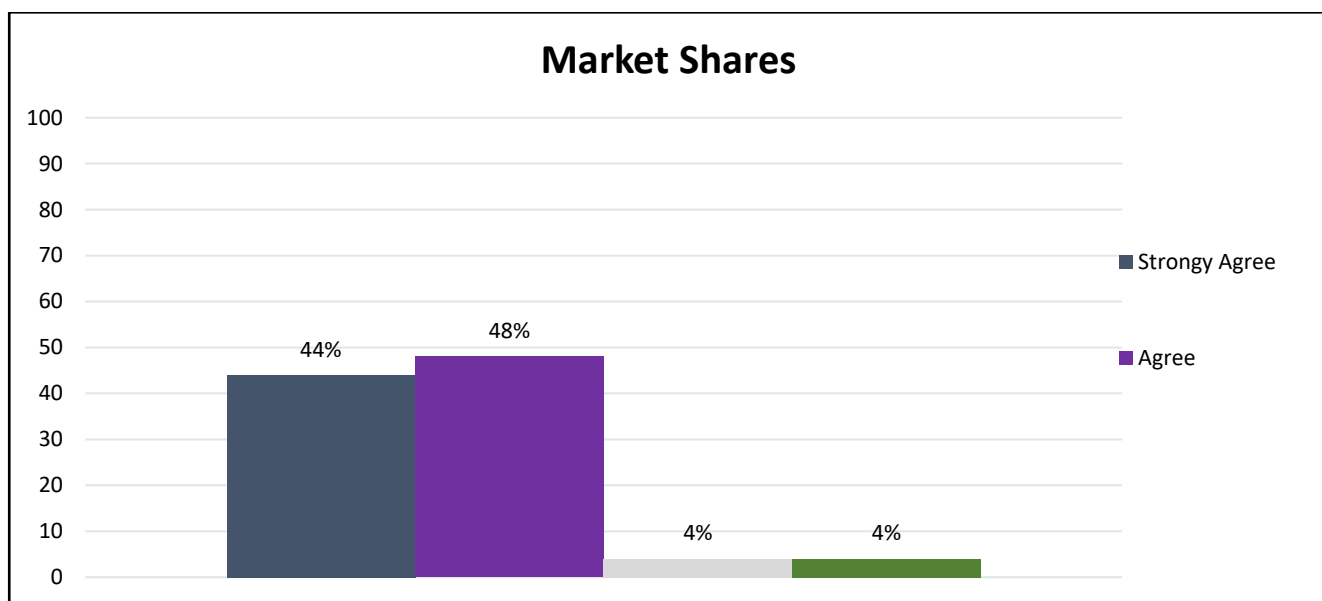
4.7: Do sales promotional schemes/techniques attract customers and increase market shares.

This study involved the analysis of the sales promotional schemes or techniques that attract customers and increase market shares of TI Ford in the market of Guwahati City (Refer to Question No. 7 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.7: Do sales promotional schemes/techniques attract customers and increase market shares.

Response	No. of Responses	Percentage (%)
Strongly Agree	22	44
Agree	24	48
Disagree	2	4
Strongly Disagree	2	4
Total	50	100

Figure 4.7: Do sales promotional schemes/techniques attract customers and increase market shares.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.7 and figure 4.7 it is found that 44% of the employees strongly agreed and also 48% of the employees agreed that the sales promotional schemes do attract customers and helps in increasing market shares whereas 4% of the employees disagreed and also 4% of the employees strongly disagreed that it affects in increase in market shares as well as in attracting the customers.

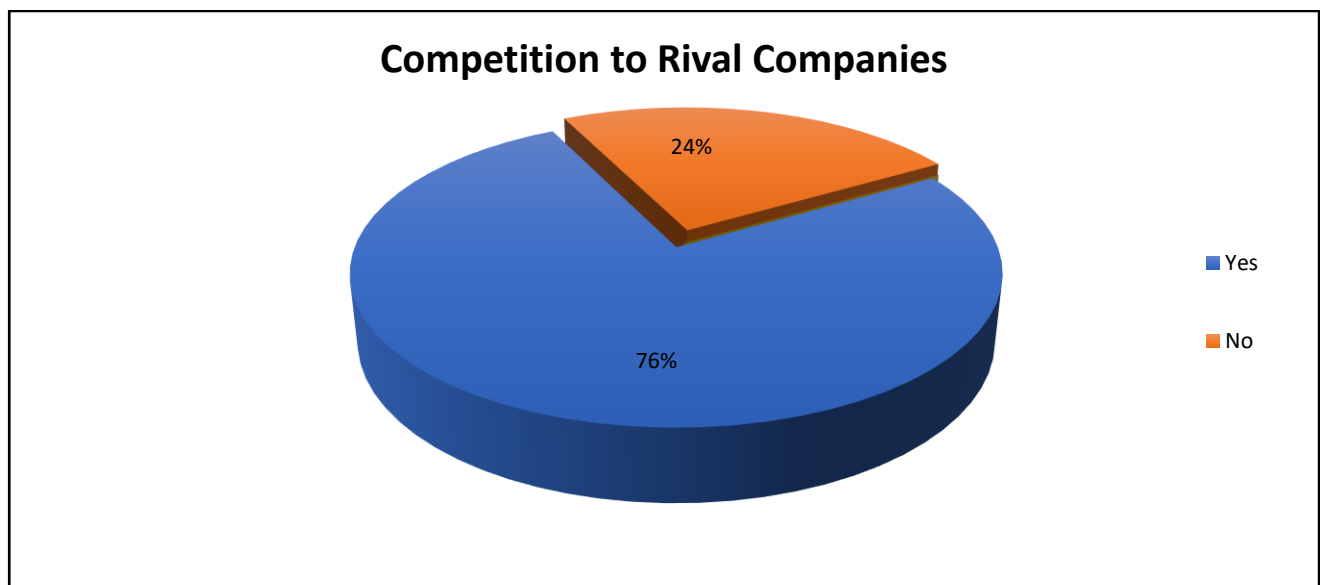
4.8: Sales promotion techniques are able to give competition to rival companies.

This study involved the analysis of the sales promotional techniques that are able to give competition to the rival companies in the market of Guwahati City (Refer to Question No. 8 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.8: Sales promotion techniques are able to give competition to rival companies.

Response	No. of Responses	Percentage (%)
Yes	38	76
No	12	24
Total	50	100

Figure 4.8: Sales promotion techniques are able to give competition to rival companies.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.8 and figure 4.8 it is found that 76% of the employees believed that sales promotion techniques are able to give a tough competition to the rival companies whereas 24% of the employees do not believed.

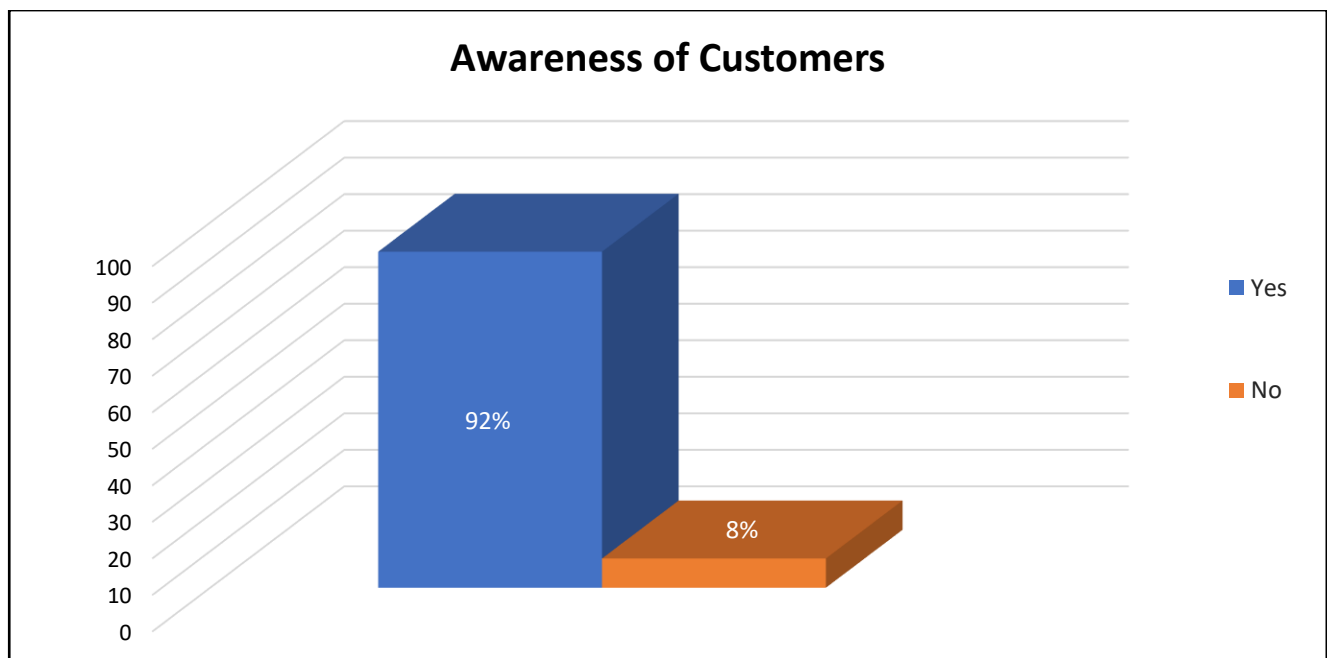
4.9: Sales promotion techniques create awareness amongst the customers.

This study involved the analysis of the sales promotional techniques that are being able to create awareness amongst the customers of TI Ford in the market of Guwahati City (Refer to Question No. 9 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.9: Sales promotion techniques create awareness amongst the customers.

Response	No. of Responses	Percentage (%)
Yes	46	92
No	4	8
Total	50	100

Figure 4.9: Sales promotion techniques create awareness amongst the customers.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.9 and figure 4.9 it is found that 92% of the employees believed that it creates awareness amongst the customers in the market whereas 8% of the employees do not believed.

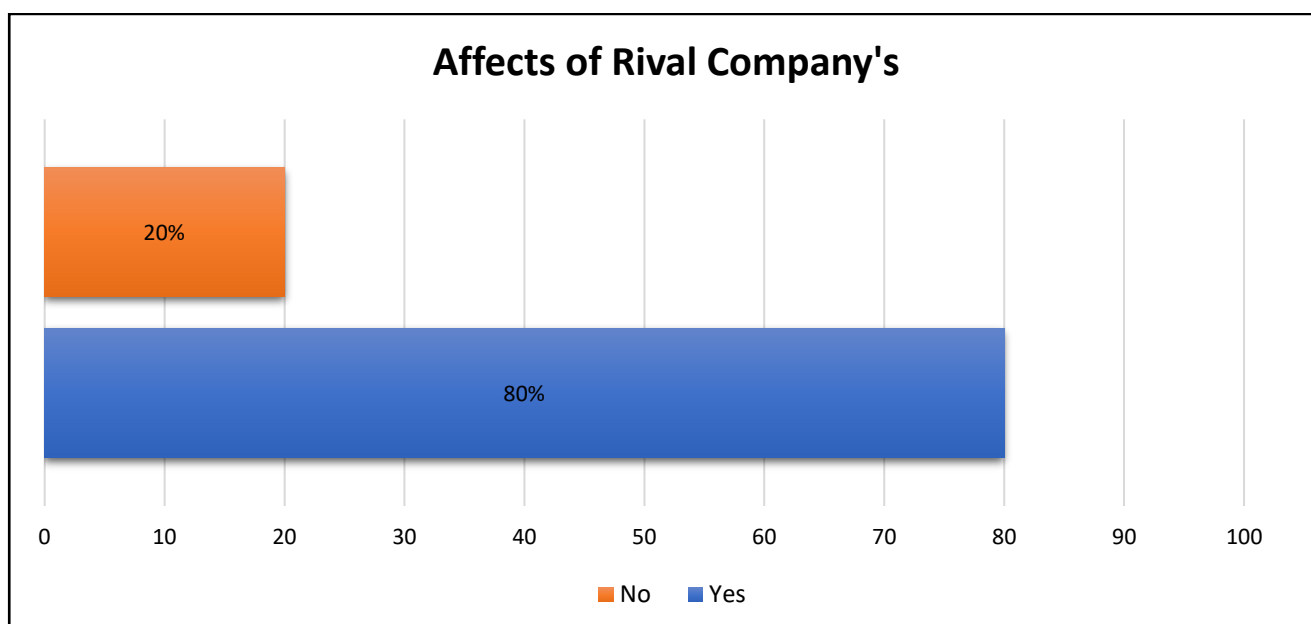
4.10: Rival company's sales promotion schemes affect the TI Ford's sales of product.

This study involved the analysis of the affect in sales promotional schemes of TI Ford due to rival company's promotional schemes in the market of Guwahati City (Refer to Question No. 10 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.10: Rival company's sales promotion schemes affect the organisations sales of product.

Response	No. of Responses	Percentage (%)
Yes	40	80
No	10	20
Total	50	100

Figure 4.10: Rival company's sales promotion schemes affect the TI Ford's sales of product.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.10 and figure 4.10 it is found that 80% of the employees believed that the rival company's promotional schemes affect the organisation whereas 20% of the employees did not believed in it.

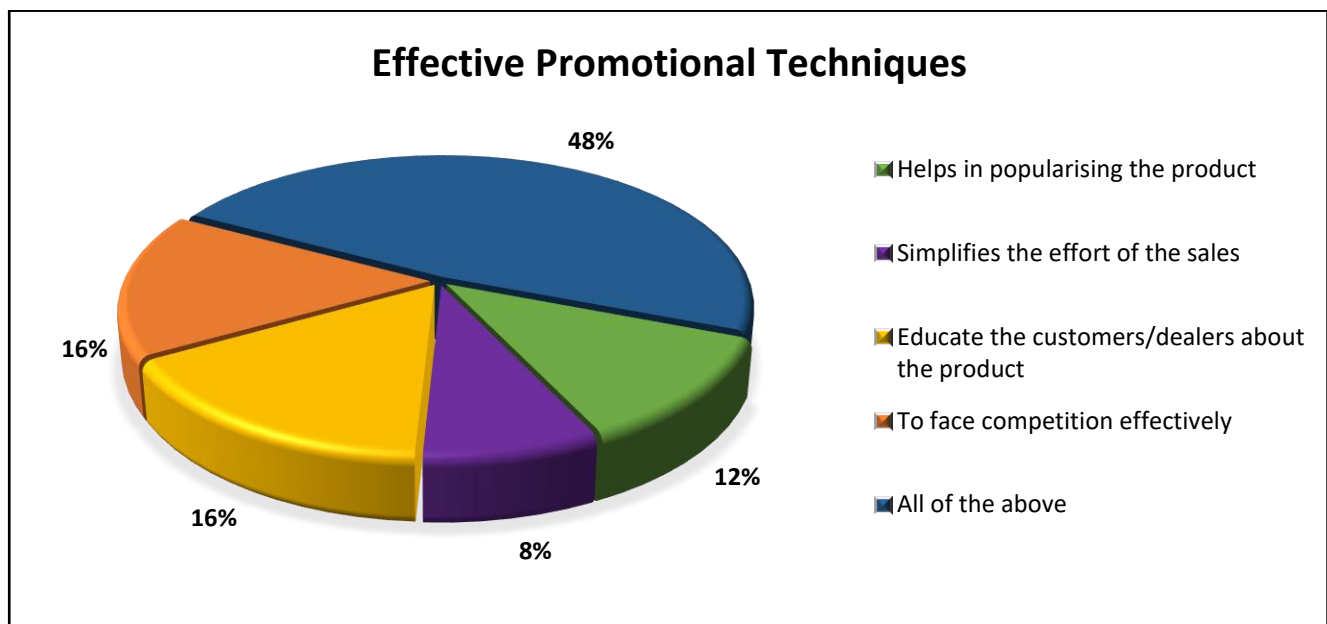
4.11: Effectiveness of the sales promotion techniques of TI Ford.

This study involved the analysis of how effective the sales promotional techniques/ schemes of TI Ford in the market of Guwahati City is (Refer to Question No. 11 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.11: Effectiveness of the sales promotion techniques of TI Ford.

Response	No. of Responses	Percentage (%)
Helps in popularising the product	6	12
Simplifies the effort of the sales	4	8
Educate the customers/dealers about the product	8	16
To face competition effectively	8	16
All of the above	24	48
Total	50	100

Figure 4.11: Effectiveness of the sales promotion techniques of TI Ford.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.11 and figure 4.11 it is found that 8% of the employees believed that it simplifies the effort of sales, 12% of the employees believed it helps in popularising the product, 16% of the employees believed that it educates the customers/dealers about the product and another 16% believed that it face competition effectively whereas 48% of the employees believed that all of the techniques is effective for the organisation.

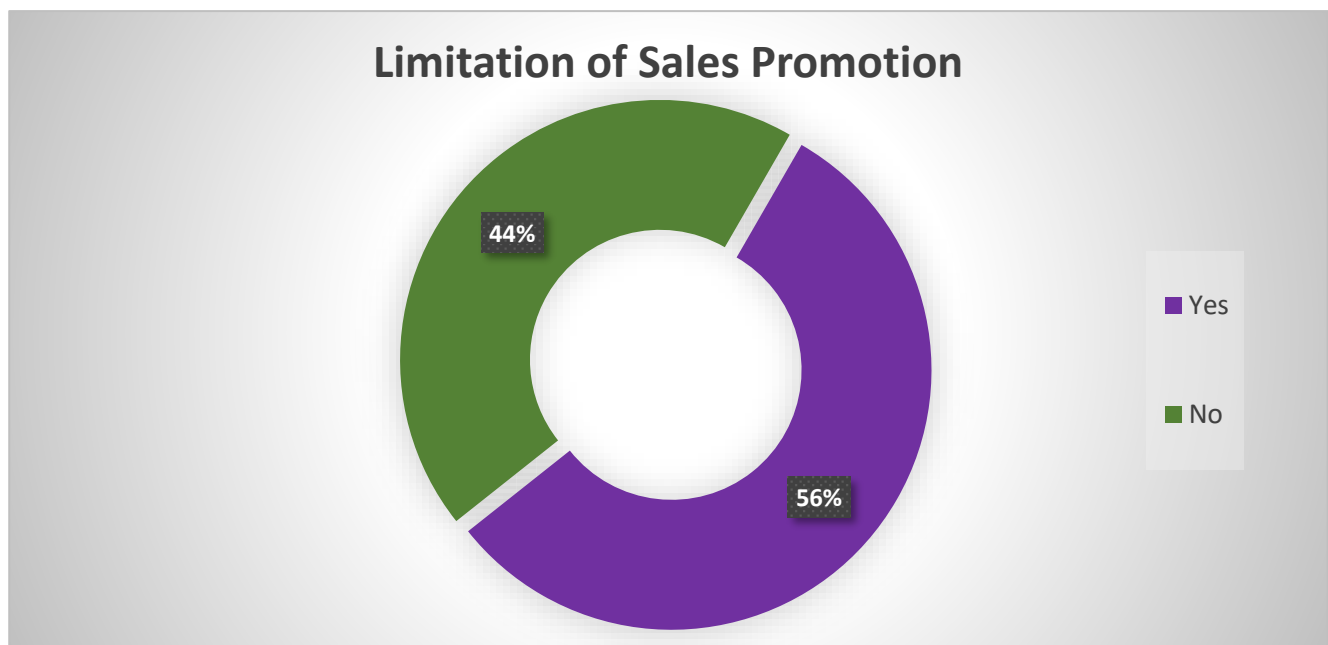
4.12: Limitation of the sales promotion techniques as a tool of increasing sales of TI Ford.

This study involved the analysis of any limitation in the sales promotional techniques used by TI Ford in the market of Guwahati City (Refer to Question No. 12 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.12: Limitation of the sales promotion techniques as a tool of increasing sales of TI Ford.

Response	No. of Responses	Percentage (%)
Yes	28	56
No	22	44
Total	50	100

Figure 4.12: Limitation of the sales promotion techniques as a tool of increasing sales of TI Ford.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.12 and figure 4.12 it is found that 56% of the employees believed that there are some limitations in the sales promotion schemes whereas 44% of the employees believed that there are no limitations.

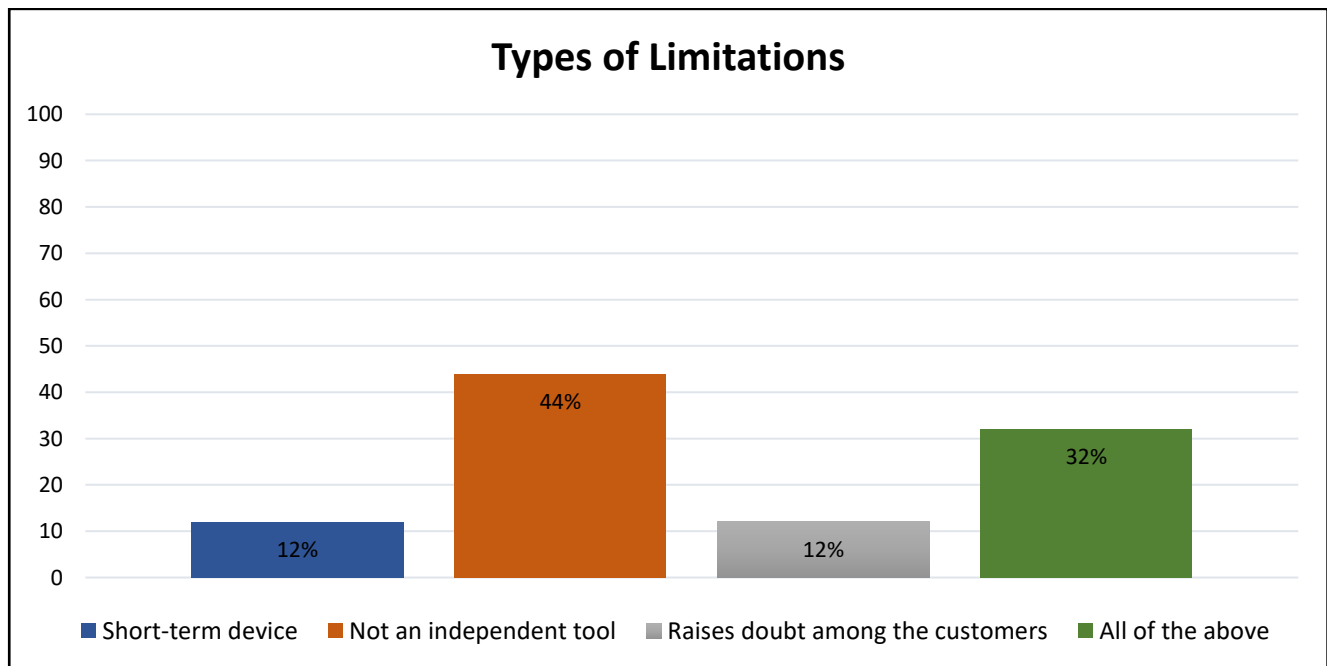
4.13: Types of limitation in the sales promotional techniques of TI Ford.

This study involved the analysis of what type of limitations are being faced by TI Ford in the market of Guwahati City (Refer to Question No. 13 in the questionnaire which is being filled up by the employees of the organisation, given in the Annexure). The following findings have been found from this analysis:

Table 4.13: Types of limitation in the sales promotional techniques of TI Ford.

Response	No. of Responses	Percentage (%)
Short-term device	6	12
Not an independent tool	22	44
Raises doubt among the customers	6	12
All of the above	16	32
Total	50	100

Figure 4.13: Types of limitation in the sales promotional techniques of TI Ford.



Source: Data collected from Questionnaire and Personal Interview.

Interpretation: From the above table 4.12 and figure 4.12 it is found that 12% of the employees believed that being a short-term device it is one of the limitations of sales promotion, 44% of the employees believed that being a non-independent tool is another limitation again 12% believed that it raises doubt among the customers and 32% of the employees believed that it suffered from all the limitation as mentioned in the questionnaire.