

УО «Алматы Менеджмент Университет»



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УПРАВЛЯТЬ СОБОЙ – УПРАВЛЯТЬ БИЗНЕСОМ – УПРАВЛЯТЬ ВРЕМЕНЕМ

Сборник статей магистрантов
Магистранттарының мақалаларының жинағы
Collection of articles by Master Program students

Выпуск 6

Алматы, 2016

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ORGANIZATION PROMOTIONAL ACTIVITIES OF MITSUBISHI MOTORS COMPANY IN KAZAKHSTAN MARKET FOR THE PERIOD 2014-2015

Abstract

The purpose of this study is to identify the effectiveness of promotional activities of Mitsubishi Motors Company for the period 2014-2015 in the Kazakhstan market. The automotive sector in Kazakhstan is one of the well-known field which is developing rapidly the last 8 years.

In Kazakhstan currently represented such car brands as Russian, Japanese, Korean, German, Chinese, American producers and the number of competitors increasing every year. Every automobile brand is trying to introduce more new models and to provide best service using promotional activities.

Promotion activities concerned with informing consumer about a product, persuading them to buy it and reminding them about it from time to time. In this study was selected target audience whom marketing communication messages was directed and was defined how effective promotional activities of Mitsubishi Motors brand in Kazakhstan. Also was investigated the following points as: are potential customers aware of Mitsubishi Motors cars in the market of Kazakhstan, whether communication channels influenced on their perception, what the most preferred communication channels are, etc.

Key words: Mitsubishi Motors, Promotional activities, Promotion, Advertisement, Brand image, Brand awareness, Target audience, Potential customer, Communication channels, Questionnaire

In recent years, Kazakhstan's economy has proved to be sensitive to all the factors that resulted in a decrease in economic activity. The low level of Tenge in the banking sector has led to an increase in the cost of financing in local currency, which led to the decline in consumer lending. Almost all sectors of Kazakhstan's economy are under pressure of fierce competition of imports from Russia. The oil industry of Kazakhstan shows low growth due to slowdown in the commodities market.

We know that Russia is one of the largest trade partners of Kazakhstan. Due to cheap imports from Russia consumer prices began to fall. Ostentatiously turned and the car market, where the prices on the official market fell in January-June by more than 10%. Inflation in June 2015 was 3.9%, compared to 7% in June 2014 [1].

Kazakhstan's economy in the past two years clearly makes its own rules in the automotive market, the reason is strong influence has oil prices in international market, and as a result are inflation and devaluation changes. The number of new cars in the Republic of Kazakhstan of four months year 2015 amounted to 34,800 units. This is almost 30% less than in January-April 2014 (48922 units.). In comparison with the year 2014 observed a decline in the number of imported new cars by 20%.

Russia traditionally takes the first line among importing countries, and continues to increase the market share presence of official sales of new cars, taking 71.5% market share. Quantitative growth was due to increased sales of cars Renault, Uaz, Volkswagen, Toyota and Kamaz in Russia. The third place is occupied by cars produced in Japan. From the land of the rising sun in Kazakhstan imported cars like Toyota, Subaru, Nissan, Lexus, Mitsubishi and others [2].

In the automobile market of Kazakhstan the Mitsubishi Motors is facing many tough competitors like Toyota, Hyundai and Nissan, etc.

One of the major problems for the market development of Mitsubishi Motors in Kazakhstan is the program of preferential crediting of cars of local production. The interest rate of preferential lending to consumers and 4% in just 2 months was 46% in car sales, which shows the high consumer interest loan program [1].

It should also take into account the purchasing power, as shown by the statistics of AKAB half sales of new cars on the official market accounted for automobiles from 10 000 USD to 20 000 USD. High popularity among consumers has Russian and Korean brands that fill this price range.

In contrast, the price segments of Mitsubishi cars are much higher with a low selection model range.

All of these factors are seen as negative for the business development of Mitsubishi Motors in Kazakhstan. However, in the Kazakhstan market the brand image is quite high; a model range covers interests of the special group customer (target audience), who are really interested in trips off road, who appreciate reliability and safety.

Companies must constantly search for effective ways of informing about the product, they cannot sell their product if potential customer doesn't know they exist. Main goal of promotional activities is to attract customer as much as possible for a long period of time. Moreover, the company should attract interest to the product by demonstrating their benefits, qualities and uses. Good promotion will motivate desire by convincing potential customer of the product's advantages and its ability to satisfy

specific needs. Promotion activity should contribute to customer retention and acquisition of further product [3].

Promotion is one of the four main elements of the market mix, which includes the four P's: price, product, promotion, and place. Promotion is the final stage in the marketing mix, the company needs to develop a clear and effective steps in contact with the client, after the deciding about the product, its prices and its distribution [4]. Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity [5].

The use of certain elements of promotion depends on the specificity and quality of the goods or services. Through this study the main objectives are to identify an effectiveness of different promotion tools and techniques and to evaluate the recognition of Mitsubishi Motors brand on the Kazakhstan market.

Objectives of the study:

- To study the effectiveness of the various promotion activities which implemented were in 2014-2015 years.
- To study the Mitsubishi Motors brand awareness in Kazakhstan market;

In order to determine these parameters the best method of research is a quantitative research. The design of a quantitative research includes the method for collecting the data. The primary data collection instrument for the survey is self-administrated and structured questionnaire which consist of preference and scaling questions. This method of data collection is quite popular, especially in case of big enquires. The survey took place in 13 official dealerships of Kazakhstan. Period of the study is from 15 September to 15 November 2015. A sample size of 200 respondents was covered. Sampling procedure of survey was conducted on the primary data. Respondents were new Mitsubishi customers, who were classified on the basic of their gender, age and region, where they live.

After the research problems and main tasks were defined the questionnaire was developed. In order to determine customer loyalty to the brand were composed next questions:

1. Have ever heard about Mitsubishi Motors car? (yes-200, no-0)
2. What do you value and how you can describe these vehicles with three main features?

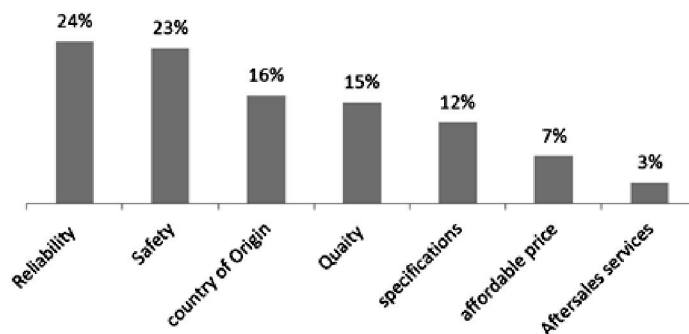


Diagram №1 "Basic qualities of cars"

In order to understand how the promotional activities influenced on the decision to buy a new Mitsubishi car were included the following points:

3. Has promotional activities (advertising) brought change in your perception on Mitsubishi Motors cars? (yes-84, now- 116)
4. What communication channels are more preferred and reliable?

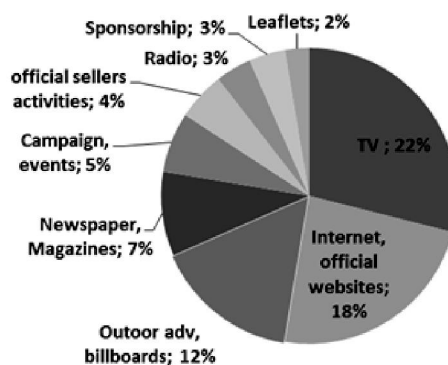


Diagram № 2 "Communication channels"

1. Whether advertising influenced the decision to buy a car? (yes-77, now- 123)
2. How did you come to know about new Mitsubishi Motors cars?

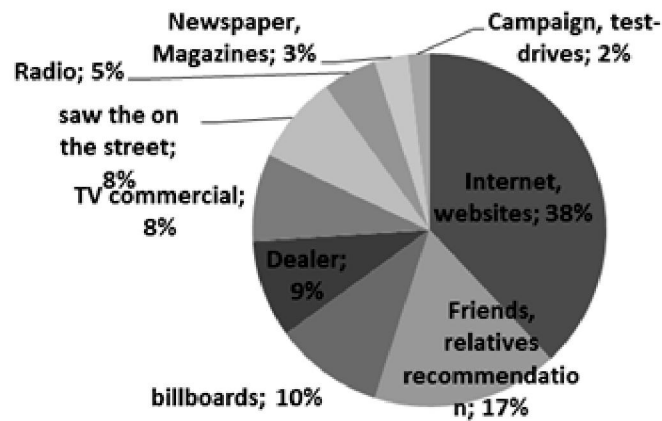


Diagram № 3 "Types of Advertising & Informing"

3. Which of the following factors made you to purchase new Mitsubishi car?

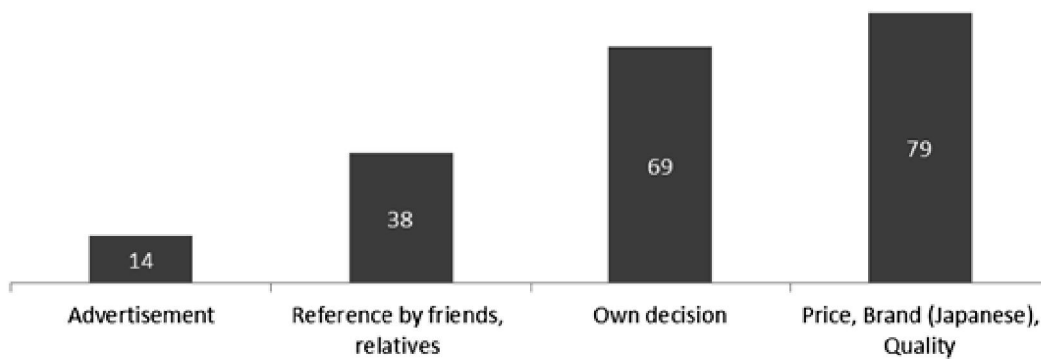


Diagram № 4 "Main factors affected to purchase of new car"

4. How real/fake do you consider the Mitsubishi Motors advertisement?

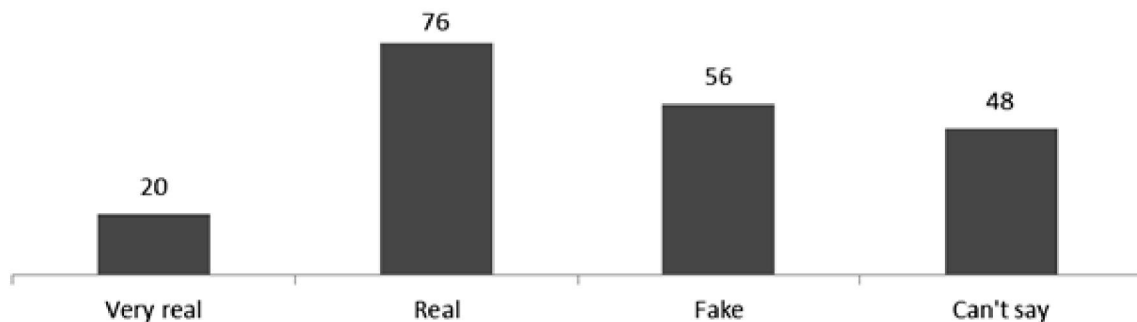


Diagram № 5 "Reliance to Mitsubishi Motors advertisement"

The research study was conducted to identify the effectiveness of promotional activities and during the study a sample of 200 from various region of Kazakhstan of which 200 respondents were answered from this were summarized the following points:

- 100 % of the respondents are aware about the Mitsubishi Motors brand because of its existence from the past 20 years and its image created in the automobile market of Kazakhstan;
- Mitsubishi Motors has good brand awareness in the market, but is greatly influenced by the stability of the domestic economy;
- The advertisement are limited and we can find most of the promotional activities in urban areas only but it not yet covers the all areas for promoting of the product;
- Compared to other promotional activities like banners, radio, dealers, campaigns most of the people know the information about the product through TV and Internet

- Customers consider that advertising is not the cause of the desire to buy a new car
- Buying a car relates to purchases of high-value products, the acquisition of which requires time of thinking and capabilities.
- So, potential customer relies on the quality, value and country of origin of the product and also its own decision.
- The company does not use all the communication channels for advertising or for image campaign. Despite the fact that advertising on television is one of the popular sources of communication in Kazakhstan (Diagram №2), Mitsubishi Motors company not advertise on television.

However, advertising on the Internet Kazakhstan is present at the most popular websites in sufficient quantity [6].

Moreover, it should be noted that the number of Internet users in Kazakhstan grows in significant proportions. Therefore, the company has chosen the right direction for the placement of advertising on the Internet.

- The credibility to the advertising of potential buyers is low. Half of the respondents consider that advertising conveys misleading information.

- Mitsubishi Motors company is organizing the campaigns for the customer but the level of succession rate is very low

Brand awareness and promotional activities plays a significant role in marketing and also should be used in order to be reminded to customer. So, the study was undertaken to understand and define, to what extent the consumers are aware Mitsubishi Motors positioning and its activities among other automobile brands which presented in Kazakhstan.

Based on this study follow next suggestion:

- According to the survey, customer intended to advertise more throw television
- To produce a professional, local, adapted to Kazakhstan market TV commercial in order to place on TV channels;
- It's better to extend advertisement on local newspaper, cable network, also in state level newspaper;
- Need to improve customer loyalty to the brand through customer contact with the brand, namely, to invite the customers to take a test drives with professional riders, organize a Mitsubishi Motors fan clubs in each city, where exist official dealer, to organize workshops with the participation of technicians, craftsmen warranty;
- The advertisement must contain enough and true information about the product in order to increase trust from customer side;
- Introduce new and more attractive ads with new baselines;
- To give more importance and opportunity to client for the «to touch» a product;
- Before making any kind of decision about promotional activities for the product, justify is it ethical or non-ethical

In this survey has been observed that Mitsubishi Motors created a very good recognition and very good brand awareness. The main reasons for this are reliability, safety, country of origin and quality cars offered to the customer. Building of good impression about the product is very difficult and requires long-term marketing strategy, but in this case brand has good brand image and positioning.

If Mitsubishi Motors adopt the new creative ads and more promotional activities to enhance the sales it is really works in the mind of the customer and it helps to increase the more shares in the automobile market.

Despite the high risks of the economy the company may reduce or expand promotional activities, but it should to react quickly, in order to catch their potential customers on time.

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