

**“A STUDY AND ANALYSIS ON PROMOTIONAL STRATEGIES OF
JAPANESE FIRMS IN INDIAN MARKET”**

**BY
PRAVEEN KUMAR S
{19SJEC186}**

Under the guidance
of

**Ms. Lakshmi
[Lecture of Department of Commerce]**



**St. Joseph's Evening College (Autonomous)
#35, Museum Road, Bangalore – 560025**

STUDENT'S DECLARATION

I hereby declare that this term research paper entitled "**A STUDY AND ANALYSIS ON PROMOTIONAL STRATEGIES OF JAPANESE FIRMS IN INDIAN MARKET**" is a original work of independent research done by me during the year 2021-22, under the guidance of Ms. Lakshmi.

Place: Bangalore

Name of the Guide:

Date:

Signature of Guide:

CERTIFICATE FROM THE GUIDE

This is to certify that this term research paper titled “**A study and analysis on promotional strategies of Japanese firms in Indian market**” is based on an original study conducted by PRAVEEN KUMAR S (19SJEC186) of III year B. Com under the guidance.

Place: Bangalore

Name of the Guide:

Date:

Signature of Guide:

CERTIFICATE FROM THE COLLEGE

This is to certify that this project work titled “**A study and analysis on promotional strategies of Japanese firms in Indian market**” is based on an original project study conducted PRAVEEN KUMAR S (19SJEC186) of III year B. Com under the guidance of Ms. Lakshmi lecturer of commerce department.

Ravi Richard

{Head of the Department}

Dr. Paul Newmen

{Principal}

ACKNOWLEDGEMENT

We acknowledge with deep sense of gratitude to Ms. Lakshmi (Lecturer of commerce department) St. Joseph's Evening College, Bangalore, for guiding us through this dissertation. We are grateful for her suggestions and guidance. We thank our principal Dr. Paul Newman, for his support and encouragement. We are grateful to Mr. Ravi Richard, The Head of the Department of Commerce, St. Joseph's Evening College for his constant support and valuable advice. We thank all our classmates and friends for their encouragement in successful completion of this dissertation.

Date

Place: Bangalore

Name: PRAVEEN KUMAR S

Reg. No: 19SJE186

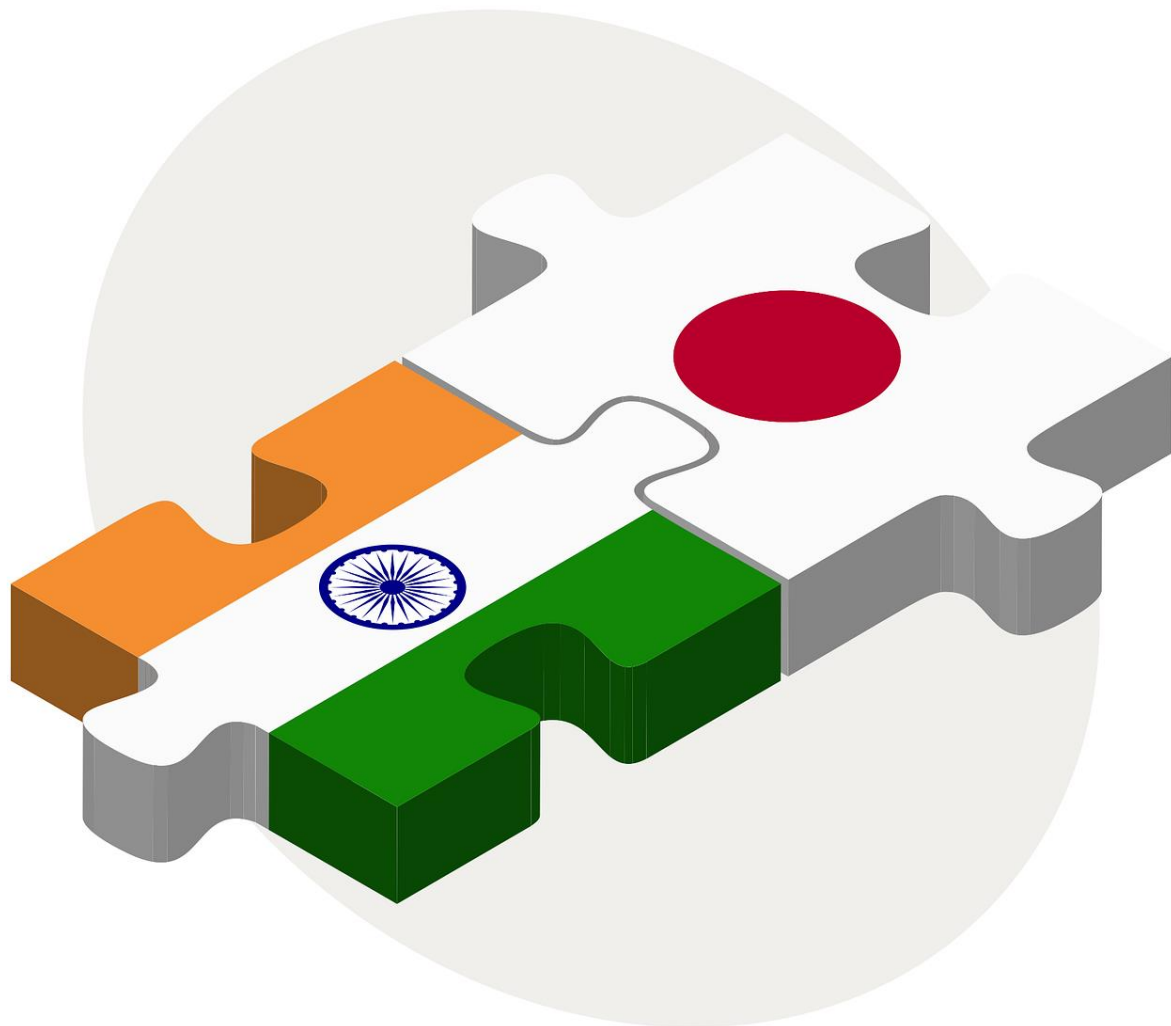
LIST OF CONTENTS

CAHPTER-1	8
• INTRODUCTION	8
• HISTORY	10
• WHAT IS THE PURPOSE.....	11
• ADVANTAGES AND LIMITATIONS	12
CHAPTER-2	14
• RESEARCH DESIGN	14
• TITLE OF THE STUDY	15
• ABSTRACT, SATATEMENT OF THE PROBLEM AND METHODOLOGY	15
• SAMPLE & DATA COLLECTION	16
• SCOPE OF THE STUDY & OBJECTIVES	16
• LIMITATION OF THE STUDY AND CHAPTER SCHEME	17
• REVIEW OF LITERATURE	18
CHAPTER – 3	20
• COMPANY PROFILE	20
• INTRODUCTION AND LOGO [HITACHI PVT. LTD.]	21
• MISSION AND VISION	22
• QUALITY POLICY	22
• SERVICE OF THE COMPANY	23
• KEY COMMITMENTS AND ORGANISATION STRUCTURE	24
• INTRODUCTION [SONY CORPORATION]	26
• LOGO, MISSION AND VISION	27

• QUALITY POLICY AND KEY COMMITMENTS	28
• ORGANISATION STRUCTURE	29
CHAPTER – 4	31
• DATA ANALYSIS AND INTERPRETATION	31
• PROMOTIONAL STRATEGIES	32
• PROMOTIONAL / MARKETING STRATEGIES OF HITACHI PVT. LTD.	33
• PROMOTIONAL / MARKETING STRATEGIES OF SONY CORPORATION	35
CHAPTER -5	37
• COMPARISON, FINDINGS AND SUGGESTIONS AND CONCLUSIONS.	37
• COMPARISON	38
• COMPARISON BETWEEN HITACHI PVT. LTD. AND HAVELLS	39
• COMPARISON BETWEEN SONY CORPORATION AND AMKETTE CORPORATION	42
• FINDINGS	46
• SUGGESTIONS	48
• CONCLUSIONS	51
• BIBLIOGRAPHY	52
• BIBLIOGRAPHY	53

CHAPTER – 1
INTRODUCTION

A STUDY AND ANALYSIS ON PROMOTIONAL STRATEGIES OF JAPANESE FIRMS IN INDIAN MARKET



Introduction

Indian foreign policy strategy is driven by an overarching preference for strategic autonomy and by three broad priorities: security, economic development, and status (Jai Shankar 2020; Panda 2020; Schafer and Schafer 2016). Japan plays a significant part in Indian strategy with respect to all three. Below, we show how PM, like his predecessors, has attempted to build the India–Japan relationship through a set of nested strategic partnerships: bilateral (India–Japan). We examine each

of these to build a comprehensive picture of Indian policy toward Japan before and during PM's tenure. We assess the degree of change, the factors driving it, and the implications of our findings for scholarship

History

Since India initiated significant economic reforms in the early 1990s, Japanese business has been increasing their interest in the fast-growing market. During much of the Cold War period, Japanese firms concentrated attention on South East Asian nations, largely ignoring the socialist-inspired economy of India. Yet especially since 2000 when India's economic growth reached sustained rates, efforts have multiplied. The possible volatility of Chinese market and limited domestic market have acted as further influences.

Nevertheless, a lingering belief that trade and investment figures stand behind potential prevails. Whilst Korean firms in particular have found success in penetrating the Indian market, Japanese companies remain slow to enter. According to the Japanese embassy in India, as of October 2011, 813 Japanese firms were active in the Indian market through 1422 separate investments; a growing figure but one that pales in comparison with other economic relationships in the region.

This paper sets out to address, among other important questions, why Japanese investment has lagged behind both its potential and foreign competitors.

The number of Japanese firms operating in China is thought to over 10,000. For example, lack of infrastructure, bureaucratic red tape and high tariffs are seen as large problem areas for all investors, yet despite these barriers (and the signing of a CEPA in 2011, which eliminated many of these tariffs), Korean firms have gained envious levels of market share.

As will be made consistently evident, a number of the said obstacles to deeper economic ties between Japan and India are thrown into question by the success of South Korean firms. By taking an alternative approach to the Japanese model, Korean firms have made considerable head-way and now present a lesson for both METI, the Japanese government's Ministry of Economy, Trade and Industry, and private Japanese firms.

In part due historical consequence, firms such as Daewoo, Hyundai, LG and Samsung took the risk of expanding operations to East European and previously centrally-planned economies such as India whilst Japan concentrated on the US and Western European markets. For many years this served Japan well but as India's economic has grown and other markets become saturated, Japan is now competing directly with Korea. In order to compare the Japanese and Korean business models and their suitability to the Indian market, a number of examples will be provided to demonstrate each point made below, with the cases of LG and Samsung representing primary cases for comparison.

What is the purpose

The purpose of this research paper is to identify some of the possible reasons for Japanese companies' reticence regarding the Indian market and consider some of the tactics competitors have taken. Several strategies are

1) Large-scale investment at the time of market entry, 2) Working through joint-ventures, 3) Central decision-making, 4) Adapting to the Indian market, 5) Large-scale advertisement campaigns, 6) Corporate culture and fostering understanding, 7) Human resource relations and 8) Chambers of Commerce. Finally the paper draws conclusions as to the current status of Japanese firms operating in India today.

Advantages

The Japanese have had phenomenal impact on world markets. Many industries, such as electronics, cameras, watches, motorcycles, machine tools, automotive products, shipbuilding, and even some aspects of aerospace are either dominated by Japanese firms or are heavily impacted by them.

1. Management technology is a highly transportable technology.
2. Just-in-time production exposes problems otherwise hidden by excess inventories and staff.
3. Quality begins with production, and requires a company-wide "habit of improvement."
4. Culture is no obstacle; techniques can change behaviour
5. Simplify, and goods will flow like water.
6. Flexibility opens doors.
7. Travel light and make numerous trips, like the water beetle.
8. More self-improvement, fewer programs, less specialist intervention.
9. Simplicity is the natural state.

Limitations

1. The problem is that while these efforts are necessary, these are not either-or propositions: New Delhi needs to do all of it. India should build up its domestic capability and build partnerships with Tokyo and with other Asian countries that feel put upon by China but these are unlikely to be sufficient.

2. Neither India nor Japan, even together as strategic partners, is strong enough to manage China. At the diplomatic level, neither pulls the kind of power that can counter Beijing and this is not just because they are not UN Security Council members, unlike China. At the military level, the two countries are too far apart to be meaningful partners in any confrontation between one of them and China. Even if their partnership is limited to

strengthening each other, neither have the kind of indigenous defence industry that can support their military forces alone. Though Japan obviously has a very advanced high-technology industrial sector, its military industry is insignificant. The less said about DRDO and the Indian defence industry the better.

3. Maintaining a stable Asian balance requires a partnership between India, Japan and other Asian powers that worry about China's power and aggressiveness but a partnership that includes also the US. While it might be politically palatable to consider a purely Asia-Pacific strategic partnership to maintain stability in the region, this will be strategically short-sighted because no such partnership will have the military muscle or diplomatic heft to achieve its objectives. We have tried such strategic short-cuts before and come to grief. We should not again let domestic political expediency rule strategic necessity.

CHAPTER - 2
RESEARCH DESIGN

Title of the study

“A STUDY AND ANALYSIS ON PROMOTIONAL STRATEGIES OF JAPANESE FIRMS IN INDIA MARKET”

Abstract

The three pillars of India’s foreign policy strategy under an overarching preference for ‘strategic autonomy’ are security, economic development, and status. Japan plays a significant part with respect to all three. We employ an analytical framework that assesses how Indian government, in line with a trend set in motion by his predecessors, has attempted to build the India–Japan partnership through a set of nested strategic partnerships: bilateral (India–Japan).

We examine the extent to which our prime minister has contributed to the strengthening of each of these partnerships with respect to institutionalisation, security, economic interaction and status. Our findings show the degree of continuity or change wrought by our PM in each case and the reasons for this. We conclude that PM’s transformative impact has been limited, though he has been able to take two of the three strategic partnerships forward to a significant extent.

Statement of the problem

For many years there are been many countries who are trying to establish their own companies in Indian market through their different marketing strategies and japan is one of them but not all the companies succeed in establishing it. This research is study and analyse the reason for their failure and to compare different company’s strategies who successfully established their own company in Indian market

Methodology

Sample

The main purpose of the research is to analyse and compare the promotional strategies of Japanese firms and difference between Japanese companies in Indian market with appropriate data collected from online, articles and legal websites provided by different companies for research purpose.

Data collection

Primary Data

Primary data is used for collecting primary data in a research, many methods and procedures have been developed to help in acquiring data. Primary data includes Questionnaire.

SECONDARY DATA

This kind of data is generated for purposes other than for solving the problem under study. There are methods for secondary data.

1. Published research journals, reports and books.
2. Websites.

Scope of the study

The study is confined to research the different strategies used by the Japanese companies to promote their products and services to Indians. The data is a secondary data collected from various online courses and other online medium.

Objectives

- To understand the different strategies used by Japanese firms.
- To provide necessary objectives of the study and techniques.
- To acknowledge the study for future reference.

Limitations of the study

- The study is a secondary data and was difficult to choose appropriate data.
- Issue with research sample and selection.

- Time constraint.
- Lack of previous research studies on the topic.

Chapter scheme

Chapter 1. Introduction.

This is the first chapter which contains the information, introduction, history, purpose, advantages and limitations of Japanese promotional strategies in Indian market.

Chapter 2. Research Design and Methodology.

This chapter had made emphasis on the rationale for the study, the statement of problem, scope of the study, objective of the study, the method of data collection, limitations and review of literature of the study and the chapter scheme.

Chapter 3. company profile

This chapter contents of information and history of Japanese companies with their company organisation structure.

Chapter 4. Data Analysis and interpretation

This chapter contents the promotional strategies of Japanese firms in Indian market.

Chapter 5. Summary of finding and conclusion.

This chapter summarizes comparison between Japanese companies and Indian companies, Finding, suggestions and conclusions made based on the objectives of the study.

Review of literature

William Lazer, Shoji Murata, Hiroshi Kosaka

Japanese companies are recognized as world class marketers. Yet, sources of information in English about the development of Japanese marketing and marketing management decisions, strategies, and operations are relatively sparse. This article, the result of Japanese/American collaboration based on the deliberations of a Japanese study team, is designed to help fill this gap. Four main topics are addressed: Stages in the growth of the marketing discipline, the nature of government/marketing relationships, marketing decisions and strategies, and selected practices. Fundamental sociocultural concepts underlying Japanese marketing approaches are discussed, and care is taken to highlight conceptual and operational differences from American marketing.

Veronica Wong, John Saunders, Peter Doyle

This article is based on a study which examined hypotheses about Japanese marketing using a matched sample of British companies and their major Japanese competitors. Japanese subsidiaries in Britain were shown to be much more marketing-oriented, more responsive to strategic opportunities, and more single-minded in their pursuit of market share.

Organizationally, there were few differences between the two groups. The Japanese subsidiaries, however, were more inclined to use product or market-based divisions and continuous, informal.

Johny K Johansson, Ikujiro Nonaka

Against the success of Japanese exporting companies during the last decade, a brief but comprehensive review of the factors behind their performance is presented. Based on a combination of secondary and primary data, the structures within which the exporting companies operate are spelled out and integrated. The integration is shown to lead naturally to a particular strategic posture dominated by a long-run perspective and a high quality/price ratio in products meticulously adapted for very specific market segments. Potentially valuable counterstrategies drawing upon the Japanese experiences and military analogies are developed.

Sak Onkvisit, John Shaw

Marketing is a universal activity that is widely applicable, regardless of the political, social or economic systems of a particular country. However, this doesn't mean that consumers in different parts of the world should be satisfied in the same way. The fifth edition of International Marketing has been written to enable managers and scholars to meet the international challenges they face every day. It provides the solid foundation required to understand the complexities of marketing on a global scale. Fully updated, this book includes topical case studies, examples of contemporary marketing campaigns, the most relevant discussion topics and up-to-date theories, references and research findings. It is this combination of theory and practice that makes this textbook truly unique, presenting a fully rounded view of the topic rather than solely an anecdotal or descriptive one.

CHAPTER-3
COMPANY PROFILE DATA

HITACHI INDIA PVT. LTD.

Introduction

Founded in 1910 by NAMIHEI ODAIRA Hitachi is highly diversified conglomerate operating in eleven businesses namely Digital Media, Consumer Products, Information and Telecommunication Systems, Electronic Systems and Equipment, Power Systems, Social Infrastructure & industrial systems, Construction, High Functional Materials and Components, Transportation and Industrial Systems, Automotive systems and Financial Services.

Tokyo, Japan and Delhi, India, December 13, 2012 – Hitachi, Ltd. (TSE: 6501, "Hitachi") and Hitachi India Private Ltd. ("Hitachi India"), the Regional Headquarters in the Republic of India ("India"), today announced they have formulated the 'India Business Strategy 2015'. The strategy was devised with the aim of "contributing to the development of Indian society over the medium to long term through Hitachi's 'Social Innovation Business'". Under this strategy, Hitachi is targeting consolidated revenues of 300 billion yen (200 billion rupee*1) in India in fiscal 2015, an approximate threefold increase from consolidated revenues in fiscal 2011.

Logo

The primary logo features the word “Hitachi” in capital letters. The logo is red or black, while the background is white.

In addition to the company name, the Corporate Statement Hitachi logo sports the motto “Inspire the next.” While the letters are grey, the design element above the “t” is coloured red.

HITACHI

Mission and Vision

Mission

Our mission is to contribute to society through the development of superior, original technology and products.

Vision

Hitachi delivers innovations that answer society's challenges. With our talented team and proven experience in global markets, we can inspire the world.

QUALITY POLICY

To ensure that we meet our responsibilities and obligations to our customers, our people, our partners, our suppliers and to our shareholders we are committed to the following quality objectives:

- Deliver on-time & on-quality products, systems and services that meet or exceed our customer's expectations.
- Identify and understand our customer's expectations, measure customer perceptions, and implement improvements to increase customer

satisfaction.

- Enable and engage our people at all levels in a relentless drive to improve operational performance along the value chain from suppliers to customers.
- Increase the motivation and skills of our people to add value to our customers and our businesses, through continual training and development.
- Leverage our partners & suppliers strengths to improve our products and our businesses from product design through production, installation and operation.
- Embed social responsibility & company ethics policies in our business practices.
- Continually improve environmental, health and safety performance through all products, operations, systems and services.

Service of the company

Hitachi Systems is expanding a network of sales offices and service sites around the globe to provide IT solutions optimized across geographic boundaries to a growing number of customers operating in the global arena.

We provide end-to-end IT services ranging from developing and implementing IT infrastructures to operating them by leveraging talented human capital of group companies in Southeast Asia, India, and other parts of the world as well as a network of partners. We assist customers in

expanding their business globally and implementing enterprise IT governance.

Key commitments

We are committed to a high standard of integrity which is expected of every employee and in every country where we do business.

With hard work and a clear commitment from Hitachi Energy's top management at headquarters and across our regions and businesses, Hitachi Energy has seen the positive impact that a robust compliance and integrity program and a strong culture of integrity can have on the long-term success and sustainability of our company

More than 14 full time and many part-time resource, work on our integrity program and processes. Country heads of Integrity and Legal and Integrity Counsel, covering all countries in which we do business, are a fundamental part of our integrity team.

Organisation Structure

As of April 1, the new organizational chart includes:

Kotaro Hirano, president and CEO

Construction business unit: Yusuke Kajita, vice president and executive officer

Mining business unit: Sonosuke Ishii, senior vice president and executive officer

Compact business unit: Ichimura Kazuhiro, president of Hitachi Construction Machinery Tierra

Spare parts and service business Unit: Eiji Fukunishi, executive officer

Rental and used machine business unit: Hidehiko Matsui, executive officer and CMO

New business creation unit: Hideshi Fukumoto, vice president and executive officer

This rollout is one of many organizational changes Hitachi has announced since the company agreed to terminate its joint venture relationship with John Deere in August.

Ties between the two companies were officially cut as of February 28, 2022. Going forward, Hitachi will supply Deere with excavators, components and parts under a new OEM supply agreement for the foreseeable future.

The first Hitachi-built excavator from Tsuchiura Works in Japan arrived on U.S. soil on January 11. Since then, Hitachi has been training its sales personnel in preparation for the launch of the company's independent sales and service network on March 1.

In addition to excavators, the company has been shipping compact machines, service parts and mining equipment for delivery to dealers across the U.S. and Canada. Hitachi has secured new contracts with small to intermediate dealers throughout North, Central and South America for construction equipment and multi-region dealers for mining equipment.

SONY INDIA PVT. LTD.

Introduction

Sony is a Japanese corporation, founded in 1946 is headquartered in Konan, Minato, Tokyo founded by MASARU LBUKA and Akio Morita. It was ranked 122nd on the 2020 Fortune Global 500 list and also 47th as the World's most valuable brand by Forbes magazine.

Sony India Pvt Ltd. (the Indian subsidiary of Sony Corporation of Japan), is headquartered in New Delhi and is one of the largest TV manufacturers in India, with operations in all major towns and cities. The Sony Centre is quickly becoming the company's most visible face in India.

Sony Corporation is one of the best-known names in consumer electronics and ranks second shortly after World War II, Sony has introduced a stream of revolutionary products, including the transistor radio, the Trinitron television, the Betamax VCR, the CD player, the Walkman portable cassette player, and the PlayStation game console. The company's electronics segment--which includes audio and video products, televisions, personal computers, monitors, computer peripherals, telecommunications devices, and electronic components (such as semiconductors)--generates about two-thirds of the overall revenues. Sales of game consoles and software account for about 9 percent of revenues. Another 10 percent of revenues are derived from Sony's music businesses, which include the Columbia and Epic record labels. About 7 percent of revenues come from Sony's motion picture and television business, which includes the Columbia TriStar studio. Sony's other major business segment is insurance, from which about 6 percent of revenues originate.

Logo

The present Sony logo version comprises a simple logotype that was unveiled in 1959. Some branding experts say that the logotype communicates simplicity and strength.

The logotype has undergone several minor modifications throughout its history, mostly based on the recommendations of the ex-Sony president and chairman Norio Ohga. Most of these alterations were done under the stewardship of Sony chief of design Akio Morita and designer Yasuo Kuroki.



Mission and vision

Mission

A company that inspires and fulfills your curiosity.

Vision

Using our unlimited passion for technology, content and services to deliver ground breaking new excitement and entertainment, as only Sony can.

Since its establishment, Sony has kept true to its spirit of challenging itself to "do what others do not do," growing its business domain from the core electronics business to entertainment businesses

including pictures and music. It has now become an unprecedentedly diverse company that even offers financial services. Having these diverse business domains and operating them with a common set of values under the 'SONY' brand is its fundamental strength.

Quality policy

The current business environment faces many challenges. Business entrepreneurs in all levels are facing increased demand for heightening social responsibilities, technological changes, and strategic thinking ways which have changed greatly over the years. Increased trends of competition and globalization have also been top among the factors which continue to pressurize the global business arena.

With all these demands, there is a need for modern businesses to adopt effective operational policies that will help to build, manage and sustain high performance business organizations in all levels of accountability. Today, high-performance corporations such as Sony, which has come to realize the value of employing quality management in their operational units, are the role models of the successful organizational world.

Sony Corporation is excellent in vast ways. The concept of quality management has consistently seen the company outperform many of its competitors in business, for a very long time. In this case, the company represents a real-world version of a contemporary managerial system.

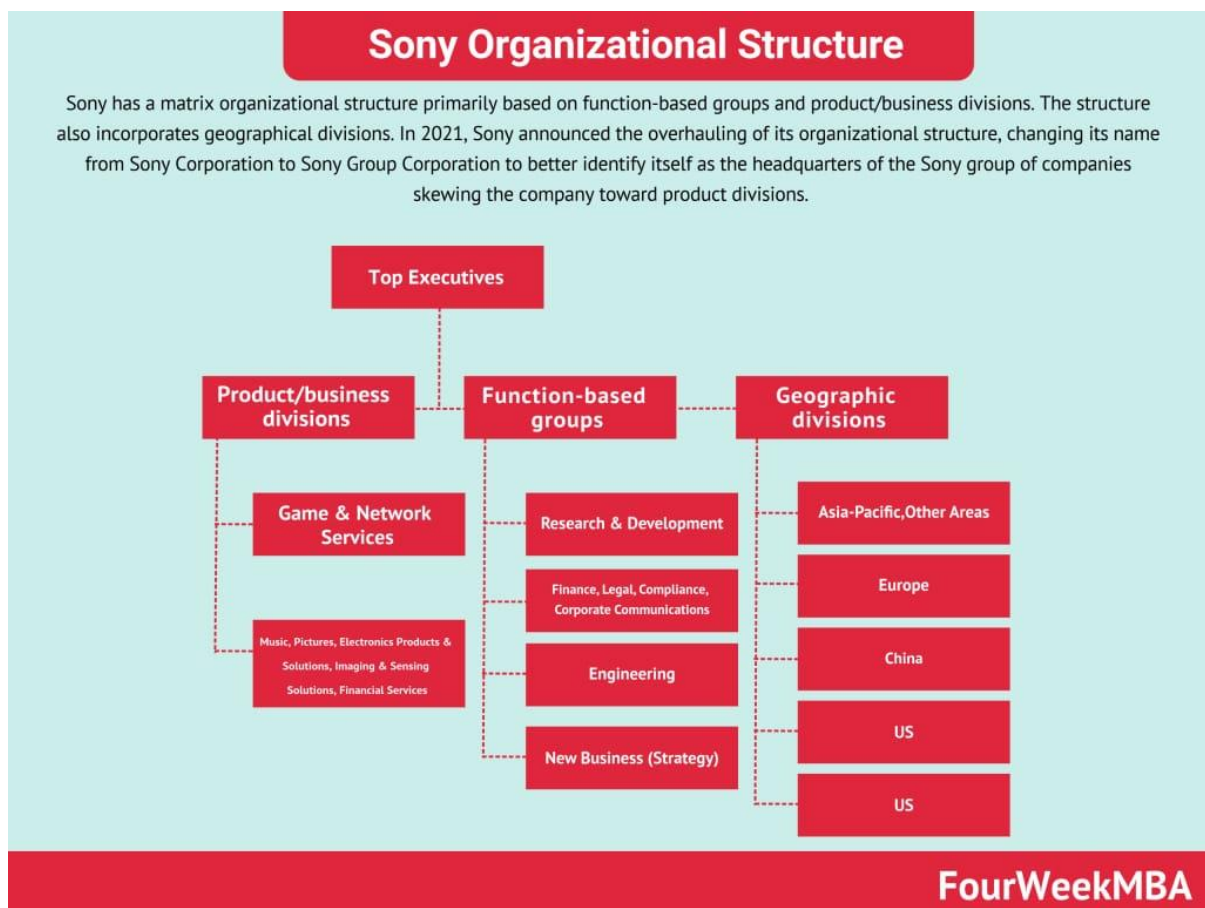
Key commitments

Sony is primarily engaged in the development, design, manufacture and sale of electronic and electrical products for the consumer, professional and industrial customers. This includes televisions, cameras, mobile phones, semiconductors, computers, and batteries, as well as games consoles for which it operates an online network. Sony operates manufacturing facilities

across Asia and markets products worldwide through its own network of retail outlets, online retailers, third-party distributors and authorised resellers.

The Company also produces, acquires and distributes motion pictures and original television programming, including through its own broadcast network, and is engaged in the development, production, manufacture, and distribution of recorded music and the management and licensing of music and lyrics. Sony also provides a range financial services through subsidiaries of Sony Financial Holdings, including life and non-life insurance and banking operations.

Organizational structure



Sony has a matrix organizational structure primarily based on function-based groups and product/business divisions. The structure also incorporates geographical divisions. In 2021, Sony announced the overhauling of its organizational structure, changing its name from Sony Corporation to Sony Group Corporation to better identify itself as the headquarters of the Sony group of companies skewing the company toward product divisions.

CHAPTER-4
DATA ANALYSIS AND
INTERPRETATION

Promotional Strategies

Promotional strategies of different Japanese companies in India :

Promotional / marketing strategies of Hitachi private Ltd.

- **Market analysis in the Marketing strategy of Hitachi**

Supply-side dominance, increasing the bargaining power of the retail customer due to increase in competition and alternatives, Rising labour cost, changing the lifestyle of people, automation in the industry, digital awareness, rise of developing nations and increasing purchasing power parity, decreasing margins are some of the factors affecting Hitachi across different SBU's. The market is overcrowded with a vast number of companies small and big MNC's which are eating up each other's market share.

- Hitachi has always relied upon its innovation, customer experience and product quality. These are the things that differentiate it from its competitors. They have come up with unique advertisements in past, but never signed any big celebrity or know face to sell its products. With the help of intelligence, they have completely captured the customer base.
- Hitachi have always focused on meeting different customer needs by providing optimal products and enhancing the business solutions. Apart from these, they have spent a huge sum of money towards corporate social responsibility.
- You could see some good works done by the company in sub continent regions. As their logo says "Inspiring the Next", they will come up with new technology and services that can help people to solve their problems easily. Hence, all this helps in understanding the marketing mix of Hitachi.

- Start with clearly defining your unique selling propositions and understand why customers need the product and how it is different from available alternatives.
- Craft the message content and evaluate how the crafted message will help customers in creating a clear image of the offered product. Consider the AIDA (awareness, interest, desire, action) when developing the message.
- The promotional strategies like direct selling or high profile advertising will suit if the company wants to push the product. However, the pull strategy will require the development of a prestigious brand image that could attract the customers towards the offered product.
- Collect the following target market information- who will buy the product? (Age, gender, income and social status), what is price sensitivity level? And what are customers' desired communication modes? Incorporate this information into the promotional plan.
- Filter out the promotional options based on the above information and conduct a cost-benefit analysis of selected promotional alternatives.

Promotional /marketing strategies of Sony Corporation:

- In the company's 2019 fiscal year, Sony Corporation spent 3.31 billion US dollars on advertising. Sony India spent Rs.200 crores in the 2019 fiscal year on advertising and promotion out of which Rs.60 crores were spent only on digital imaging products.

- The promotion mix includes- advertising, direct marketing, sales promotion, publicity, and Sony has used all these elements.

Sony has advertised its products through TV channels, Miss India 2008, and also advertised its games like PS3, PS4 & PSP using sports like Football in England's premier league.

- Through newspapers like TOI, it has advertised a wide range of products to their customers. Sony also uses sales promotion strategies such as giving free samples, discounts, coupons, scratch cards, early bird prizes.

It uses Social media extensively for marketing strategy and its promotion.

- They also use many celebrities to promote their products. MAHENDRA SINGH

DHONI and KAREENA KAPOOR have been seen endorsing their products.

Let's have a look at its promotional expenses.

- Process Strategy of Sony

Sony to launch new products uses an Umbrella branding strategy in which it places the product name with the corporate name, which gives the product its own identity and positioning, and empowers the corporate also.

They also invest a large amount in R&D activities, which helps the company create innovative products that are relatable and compatible with the new technology.

- The company has an intensive process to deal with each element, they have recently worked on their customer service department to improve communication. They have a huge global network of local distributors to reach their product to every customer and supplier, which are given quality standards that are to maintain.
- Advertising is any paid form of non-personal mass communication through various media to present and promote product, services and ideas etc. by an identified sponsor. So far, SONY has advertised its products through many different ways and media. Through TV we have seen different advertisement of its products such as BRAVIA televisions or Sony WEGA TV. Sony also advertise its products by targeting those favourable television programs, like sports, series and also it has its own channel called Sony TV channel. Sony uses some events like Miss India 2008 to promote its products.
- Sony has advertised its games like Play station 3, Play station 2 and PSP using sports like football in England premiere league. Through newspapers like Times of India, Sony has advertised a wide range of products it offers to its customers. And also through Posters a message has been sent to a lot of people to be aware of the products which Sony offers.
- Collect the following target market information- who will buy the product? (Age, gender, income and social status), what is price sensitivity level? And what are customers' desired communication modes? Incorporate this information into the promotional plan.

CHAPTER-5
COMPARISON, FINDINGS,
SUGGESTIONS AND CONCLUSIONS

COMPARISON

COMPARISON BETWEEN HITACHI AND HAVELLS PROMOTIONAL STRATEGIES

Promotional / marketing strategies of Hitachi private Ltd.

- Market analysis in the Marketing strategy of Hitachi –
Supply-side dominance, increasing the bargaining power of the retail customer due to increase in competition and alternatives, Rising labour cost, changing the lifestyle of people, automation in the industry, digital awareness, rise of developing nations and increasing purchasing power parity, decreasing margins are some of the factors affecting Hitachi across different SBU's. The market is overcrowded with a vast number of companies small and big MNC's which are eating up each other's market share.
- Hitachi has always relied upon its innovation, customer experience and product quality. These are the things that differentiate it from its competitors. They have come up with unique advertisements in past, but never signed any big celebrity or know face to sell its products. With the help of intelligence, they have completely captured the customer base.
- Hitachi have always focused on meeting different customer needs by providing optimal products and enhancing the business solutions. Apart from these, they have spent a huge sum of money towards corporate social responsibility.
- You could see some good works done by the company in sub continent regions. As their logo says "Inspiring the Next", they will come up with new technology and services that can help people to solve their problems easily. Hence, all this helps in understanding the marketing mix of Hitachi.

- Start with clearly defining your unique selling propositions and understand why customers need the product and how it is different from available alternatives.
- Craft the message content and evaluate how the crafted message will help customers in creating a clear image of the offered product. Consider the AIDA (awareness, interest, desire, action) when developing the message.
- The promotional strategies like direct selling or high profile advertising will suit if the company wants to push the product. However, the pull strategy will require the development of a prestigious brand image that could attract the customers towards the offered product.
- Collect the following target market information- who will buy the product? (Age, gender, income and social status), what is price sensitivity level? And what are customers' desired communication modes? Incorporate this information into the promotional plan.
- Filter out the promotional options based on the above information and conduct a cost-benefit analysis of selected promotional alternatives.

Promotional /marketing strategies of HAVELLS

- The promotional and advertising strategy in the HAVELLS marketing strategy is as follows:
- The electrical industry is not generally brand driven. But HAVELLS India has always emphasized on aggressive marketing strategies where the company spends about 3-4% of sales on advertising and promoting their brand as compared to just 1% spend by other competitors in electrical industry. The promotional strategy in the marketing mix of HAVELLS uses media like TV,

print, online ETC to spread brand awareness.

- Havells is known for its ad tagline shock “LAGA KYA” for promoting their MCBs.

Other prominent ads like ‘Wires that don’t catch fire’ for cables promotion as also a big hit which showed mother son relation beautifully. For fan products

HAVELLS came out with humorous ads ‘BIJLEE’ Because of all this beautifully

designed ad campaigns HAVELLS scores high share of voice as compared to competitors like Crompton, USHA etc. HAVELLS has also been a part of event sponsorship for Cricket IPL and TV shows. HAVELLS utilizes social media to

- promote their campaigns like ‘BILL CHOTA DIL BADA’, Respect for women’ etc.

HAVELLS has been able to achieve premium brand image in minds of consumer projecting HAVELLS as achiever and ambitious brand. This gives an overview of the marketing mix of HAVELLS.

COMPARISON BETWEEN SONY CORPORATION AND AMKETTE CORPORATION

Promotional / marketing strategies of Sony corporation

- In the company's 2019 fiscal year, Sony Corporation spent 3.31 billion US dollars on advertising. Sony India spent Rs.200 crores in the 2019 fiscal year on advertising and promotion out of which Rs.60 crores were spent only on digital imaging products.

- The promotion mix includes- advertising, direct marketing, sales promotion, publicity, and Sony has used all these elements.

Sony has advertised its products through TV channels, Miss India 2008, and also advertised its games like PS3, PS4 & PSP using sports like Football in England's premier league.

- Through newspapers like TOI, it has advertised a wide range of products to their customers. Sony also uses sales promotion strategies such as giving free samples, discounts, coupons, scratch cards, early bird prizes.

It uses Social media extensively for marketing strategy and its promotion.

- They also use many celebrities to promote their products. MAHENDRA SINGH

DHONI and KAREENA KAPOOR have been seen endorsing their products.

Let's have a look at its promotional expenses.

- Process Strategy of Sony

Sony to launch new products uses an Umbrella branding strategy in which it places the product name with the corporate name, which gives the product its own identity and positioning, and empowers the corporate also.

They also invest a large amount in R&D activities, which helps the company

create innovative products that are relatable and compatible with the new technology.

- The company has an intensive process to deal with each element, they have recently worked on their customer service department to improve communication. They have a huge global network of local distributors to reach their product to every customer and supplier, which are given quality standards that are to maintain.
- Advertising is any paid form of non-personal mass communication through various media to present and promote product, services and ideas etc. by an identified sponsor. So far, SONY has advertised its products through many different ways and media. Through TV we have seen different advertisement of its products such as BRAVIA televisions or Sony WEGA TV. Sony also advertise its products by targeting those favourable television programs, like sports, series and also it has its own channel called Sony TV channel. Sony uses some events like Miss India 2008 to promote its products.
- Sony has advertised its games like Play station 3, Play station 2 and PSP using sports like football in England premiere league. Through newspapers like Times of India, Sony has advertised a wide range of products it offers to its customers. And also through Posters a message has been sent to a lot of people to be aware of the products which Sony offers.
- Collect the following target market information- who will buy the product? (Age, gender, income and social status), what is price sensitivity level? And what are customers' desired communication modes? Incorporate this information into the promotional plan.

Promotional / marketing strategies of Amkette corporation

Amkette was established in 1986 as a computer storage device manufacturer, and quickly became one of the largest manufacturers in India. With a strong focus on innovation and marketing, the company has created a strong reputation for always innovating and delivering above customer expectations.

Amkette has always been at the forefront in providing consumers with products that stand out in their features and quality. At the moment this is supported by a highly experienced R&D team and strong technology alliances.

- Amkette's main strengths are product development, building relationships and innovative marketing programs.
- We believe very strongly in customer service. Even for floppy disks we are the only company which provides lifetime warranty.
- All our 150 products are very well supported in terms of after-sales support and warranty.
- And we don't depend on our distribution system for support. We have support centers in 10 cities, where customers can immediately get redressal if they have any issues.
- Service is also available through our distribution network.
- A single unhappy customer is a matter of concern for us.
- So it does not matter whatever it costs, we go to great lengths to keep our users happy.

- Amkette has always been active in the peripherals business. But our products were targeted at the entry- and mid-level segment. We recently launched our A series range of high-end keyboards and mice, making an entry in this category as well. So, it is not that we have entered the peripherals segment, since peripherals has been one of the major business divisions within the company.
- We have an unique channel model, and were among the first to work on this FMCG model. We call our products fast moving computer goods (FMCG).
- Till the launch of Series A, none of our products were above Rs 500 price bracket. Most of our products are consumables in nature. And it is very important that we have a regular distribution network in place.
- So we have 500 distributors in the 110 cities we are present in. And there are over 5,000 retailers and resellers.
- Distributors act as a fulfillment agent while the primary sales is done by retailers or resellers. And our sales team constantly engages with these channel partners on a monthly basis to work out any operational issues.

FINDINGS

The results for the study and analysis on promotional strategies of Japanese firms in Indian market are:

- The study states that each Japanese companies follow their own marketing strategies but same promotional methods.
- The study show that Japanese companies have different approach towards Indian market.
- It states that Japanese companies come up with generic strategy for competitive advantages.
- The study shows that Japanese companies use different segmentation strategies for a different set of its business and they majorly use mix of demographic and geographic segmentation strategy.
- The study concludes that the Japanese companies use integrate features that make their products attractive and profitable.

SUGGESTIONS

- The Japanese companies should merge with Indian companies for better reach in Indian market.
- It must build good customer relationship and steadily recommend best service.
- It must come up with good and innovative ideas and convincing mind set but not misguide the customers.
- Must improve the quality of the service and come up with better and attractive products.
- It must adopt to Indian culture and traditions to promote the products according to the season.

CONCLUSIONS

Conclusions

A study and analysis on Japanese promotional strategies in Indian market to know the different marketing strategies and styles used by the Japanese companies in India and the methods used by Japanese companies to attract Indian customers and coming up with innovative and creative ideas to reach the the top order and gain profit and establishing their company in India. Above mentioned strategies and methods was taken from various Japanese company's profile and websites to provide detailed study on the topic and give appropriate knowledge of the study. All the strengths, weaknesses and different marketing strategies were collected are relevant and appropriate to match the concept of Japanese promotional strategies in Indian market.

BIBLIOGRAPHY

Bibliography

All of information required were assessed from books , articles and internet with the below mentioned links.

Websites:

<https://fourweekmba.com/sony-organizational-structure/#:~:text=Key%20takeaways%3A-,Sony%20has%20a%20matrix%20organizational%20structure%20primarily%20based%20on%20function,and%20Human%20Resources%20%26%20General%20Affairs>

<https://www.equipmentworld.com/business/article/15289090/hitachi-announces-new-organizational-structure>

https://www.hitachi-systems.com/eng/profile_eng/

<https://www.sony.com/en/SonyInfo/News/Press/202102/21-017E/>

<https://www.marketing91.com/marketing-strategy-of-havells/>

<https://www.scribd.com/document/261635762/A-Study-of-Marketing-Strategy-of-Havells>

Google scholars:

https://scholar.google.com/scholar?q=related:K-sI6AhuOUJ:scholar.google.com/&scioq=promotional+strategies+of+japanese+company+in+india++&hl=en&as_sdt=0,5#d=gs_qabs&t=1655383411626&u=%23p%3DK-sI6AhuOUJ

https://scholar.google.com/scholar?q=related:K-sI6AhuOUJ:scholar.google.com/&scioq=promotional+strategies+of+japanese+company+in+india++&hl=en&as_sdt=0,5#d=gs_qabs&t=1655383437664&u=%23p%3DdCoKn0EnNy4J

Books:

James C. Morgan [1938] Cracking the Japanese Market: Strategies for Success in the New Global Economy.

Relentless: The Japanese Way of Marketing by Johny K. Johansson [1996]

#35, Museum Road, Brigade Road, Bangalore-560028



“A STUDY AND ANALYSIS ON PROMOTIONAL STRATEGIES OF JAPANESE FIRMS IN INDIAN MARKET”

(A project report submitted in partial fulfilment of the requirements of the Bachelor of commerce degree)

SUBMITTED TO DEPARTMENT OF COMMERCE ST.
JOSEPH'S EVENING COLLEGE, BANGALORE SUBMITTED

BY

PRAVEEN KUMAR S

(19SJE186)