Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 6 | June 2026 -Peer-Reviewed Journal

AN ANALYSIS OF THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES OF ASHOK LEYLAND

J. Naveen Kumar[1], Dr. K. Venkateswarlu[2]

[1]*Student, Department of Management Studies, MITS Deemed to be University, Madanapalle - 517 325, Andhra Pradesh, India*

[2]*Assistant Professor, Department of Management Studies,MITS Deemed to be University*

Corresponding Author: *J. Naveen Kumar*

ABSTRACT

This study evaluates the effectiveness of the promotional strategies adopted by Ashok Leyland, a leading commercial vehicle manufacturer in India. In the highly competitive automobile sector, promotional activities are crucial for building brand awareness, maintaining market share, and influencing consumer purchase decisions. The primary objective of this research is to analyze how different promotional tools including traditional advertising, digital marketing, and dealer-level promotions impact customer perception and sales performance within the commercial vehicle segment.

A descriptive research design was employed, utilizing primary data collected through a structured questionnaire. The study targeted a sample of 158 respondents, predominantly consisting of transport operators, fleet owners, drivers, and dealers, selected via convenience sampling. Data analysis was conducted using percentage analysis and represented through charts to gauge customer awareness, brand perception, and response to marketing campaigns.

The findings reveal that while Ashok Leyland enjoys strong brand health and high market visibility primarily driven by social media (31%) and television advertising (29.7%) — there is a significant gap in the functional utility of its promotional content. Over half of the respondents indicated that current advertisements lack crucial technical data such as payload capacities and total cost of ownership. Furthermore, the study highlights that traditional advertising and generic financial discounts are relatively weak motivators for final purchase decisions. Instead, social proof (customer reviews) and personal selling by localized dealers emerged as the most powerful drivers of conversion.

The study concludes that Ashok Leyland should pivot its promotional strategy from broad brand-building to highly targeted, spec-driven digital messaging. By reallocating mass-media budgets toward digital platforms, emphasizing real-world customer testimonials, and enhancing dealer-level value propositions, the company can more effectively engage its target audience and drive sales growth.

KEYWORDS: *Promotional Strategies, Ashok Leyland, Commercial Vehicles, Consumer Behavior, Marketing Communication, Brand Perception, Social Proof, Dealer Promotions, Digital Marketing.*

1. INTRODUCTION

Promotion plays an integral role in the success and growth of every business organization. In today's competitive market environment, companies employ diverse promotional strategies to create awareness about their products and services, attract customers, and increase sales. In the automobile industry, promotional activities have become especially critical, as consumers have an extensive array of choices and manufacturers must continuously influence customer preferences through well-crafted marketing communication.

The Indian automobile industry is one of the fastest-growing sectors in the country, contributing significantly to economic development and employment generation. Increasing urbanization, infrastructure development, and rising transportation needs have created strong demand for commercial vehicles. Ashok Leyland, established in 1948 and headquartered in Chennai, is among the leading manufacturers in this segment, producing trucks, buses, light commercial vehicles, and defense vehicles that serve sectors ranging from logistics and construction to public transportation.

In the present competitive landscape, Ashok Leyland employs a broad spectrum of promotional techniques including television advertisements, digital marketing campaigns, dealer promotions, roadshows, sponsorships, and social media marketing. Despite this extensive promotional apparatus, the actual impact of these strategies on customer awareness, brand perception, and purchase decisions remains an area requiring systematic analysis. This study, therefore, investigates the effectiveness of Ashok Leyland's promotional strategies, drawing insights from a structured survey of 158 respondents within the commercial vehicle ecosystem.

2. OBJECTIVES

The following objectives guided this research:

(i) To analyze the effectiveness of the promotional strategies adopted by Ashok Leyland.

(ii) To examine the impact of promotional activities on customer awareness and brand perception.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 6 | June 2026 -Peer-Reviewed Journal

(iii) To identify gaps and suggest improvements to enhance the effectiveness of promotional communication.

3. METHODOLOGY

The study adopted a descriptive research design employing both qualitative and quantitative approaches. Primary data were collected through a structured questionnaire consisting of 22 questions, predominantly based on a five-point Likert scale. The questionnaire was distributed to 158 respondents comprising transport operators, fleet owners, drivers, dealers, and business owners directly associated with the commercial vehicle industry.

Secondary data were drawn from published research articles, textbooks, and peer-reviewed journals on automotive marketing, consumer behavior, and promotional effectiveness. Convenience sampling a non-probability sampling method — was used to select respondents based on accessibility and willingness to participate within the study area. The primary analytical tool employed was percentage analysis, with data represented through tabular and graphical formats to gauge customer awareness, perception, and responses to promotional activities.

4. SAMPLING DESIGN

The study employed convenience sampling under non-probability sampling methods. The sample comprised 158 respondents drawn from the transport and commercial vehicle ecosystem within a specific geographical region of Andhra Pradesh, India. The respondents were selected based on their direct or indirect involvement with Ashok Leyland products, ensuring relevance and practical insights. The sample included transport operators (20.9%), drivers (27.8%), business owners (16.5%), dealers (15.2%), fleet owners (13.9%), and others (5.7%).

5. STATISTICAL DESIGN

Percentage analysis was the primary statistical tool used to measure customer opinions, awareness levels, and responses toward promotional strategies. The responses obtained from the Likert-scale items were converted to frequency distributions and percentages to enable clear interpretation. Data were organized into frequency tables and visualized through bar charts and pie charts. This approach enabled a systematic comparison of responses across different demographic and occupational segments.

6. GEOGRAPHICAL AREA

The study was conducted within a specific geographical area of Andhra Pradesh, India, focusing on respondents engaged in the transport, logistics, and commercial vehicle industry. The concentration of the study area reflects the industrial and transportation activity in the region, ensuring that respondents possessed relevant and informed opinions about Ashok Leyland's promotional practices. The geographical limitation also allows for future comparative studies across broader regions of India.

7. RESULTS

7.1 Demographic Profile of Respondents

The age distribution of the 158 respondents reveals a predominantly young sample. Over 58% of respondents fall under 35 years of age, with the largest cohort (30.4%) aged below 25 years. Those aged 25–35 constitute 27.8% and the 36–45 group accounts for 26.6%. Older respondents are less represented, with the 46–55 group at 13.3% and those above 55 at a mere 1.9%. This distribution indicates that the findings predominantly reflect the perspectives of young to middle-aged transport industry professionals.

Table 1: Age Distribution of Respondents

Age Group	No. of Respondents	Percentage (%)
Below 25	48	30.4
25–35	44	27.8
36–45	42	26.6
46–55	21	13.3
Above 55	3	1.9
Total	158	100.0

In terms of occupational profile, drivers form the largest single group (27.8%), followed by transport operators (20.9%), business owners (16.5%), dealers (15.2%), and fleet owners (13.9%). Over 60% of the sample is directly involved in the operational side of vehicle management, indicating a respondent base with hands-on industry experience. Nearly 75% of respondents have between 2 and 10 years of experience in the commercial vehicle sector, affirming the credibility and reliability of the collected data.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 6 | June 2026 -Peer-Reviewed Journal

Table 2: Occupational Profile of Respondents

Occupation	No. of Respondents	Percentage (%)
Driver	44	27.8
Transport Operator	33	20.9
Business Owner	26	16.5
Dealer	24	15.2
Fleet Owner	22	13.9
Others	9	5.7
Total	158	100.0

7.2 Brand Awareness and Initial Touchpoints

The data reveals that digital and broadcast media are the primary drivers of initial brand awareness for Ashok Leyland. Social media (31.0%) and television advertisements (29.7%) collectively account for over 60% of first-time brand encounters. Dealer recommendations (18.4%) and word-of-mouth referrals (11.4%) represent significant interpersonal touchpoints, while physical engagement through events and exhibitions contributed to awareness for 7.0% of the sample. These results highlight the effectiveness of a dual strategy combining high-reach mass media with localized, industry-specific engagement channels.

Table 3: Initial Touchpoints for Brand Awareness

Touchpoint	No. of Respondents	Percentage (%)
Social media	49	31.0
TV Advertisement	47	29.7
Dealer Recommendation	29	18.4
Word of Mouth	18	11.4
Events/Exhibitions	11	7.0
Others	4	2.5
Total	158	100.0

7.3 Brand Perception and Advertisement Visibility

Overall brand perception of Ashok Leyland is overwhelmingly positive, with 67.1% of respondents rating the brand as 'Good' (41.8%) or 'Very Good' (25.3%). Negative sentiment is remarkably low at 2.5% combined. This indicates strong brand health and well-established trust within the market.

In terms of advertisement visibility, 50% of respondents encounter Ashok Leyland advertisements frequently — 26.6% often and 23.4% very often. Another 31.6% encounter them sometimes. Only 18.4% of respondents report low exposure, suggesting sustained market presence across media channels.

7.4 Effectiveness of Promotional Content

A critical finding of this study is the gap between advertisement visibility and advertisement utility. More than half of the respondents (51.3%) explicitly disagreed that Ashok Leyland's advertisements are informative — 32.9% strongly disagreed and 18.4% disagreed. Only 26.6% found the advertisements sufficiently informative. This data reveals that while the brand successfully maintains high visibility through its marketing efforts, the content does not adequately address the practical informational needs of transport industry professionals.

Table 4: Perceived Informativeness of Ashok Leyland Advertisements

Response	No. of Respondents	Percentage (%)
Strongly Disagree	52	32.9
Disagree	29	18.4
Neutral	35	22.2
Agree	28	17.7
Strongly Agree	14	8.9
Total	158	100.0

7.5 Influential Promotional Methods and Purchase Decision Drivers

When asked which promotional method influences them most, respondents ranked customer reviews as the leading factor at 34.2%, followed by personal selling by dealers (27.2%) and traditional advertising (25.3%). Generic financial discounts and promotional offers ranked last at 13.3%, indicating that this experienced demographic prioritizes peer validation and relational trust over short-term monetary incentives.

In terms of final purchase decision drivers, brand reputation emerged as the most influential factor (26.6%), followed by promotions (24.1%), price (22.8%), and dealer recommendations (18.4%). Notably, technical considerations such as fuel efficiency directly influenced only 6.3% of respondents, suggesting that established trust and targeted promotional activity play a more decisive role at the point of purchase.

Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2026): 8.748 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 13 | Issue: 6 | June 2026 -Peer-Reviewed Journal

Table 5: Most Influential Promotional Methods

Promotional Method	No. of Respondents	Percentage (%)
Customer Reviews	54	34.2
Personal Selling by Dealer	43	27.2
Advertising	40	25.3
Discounts/Offers	21	13.3
Total	158	100.0

7.6 Customer Satisfaction with Promotional Communication

Overall satisfaction with Ashok Leyland's promotional communication is positive, with 54.2% of respondents expressing satisfaction (34.8% satisfied, 19.4% very satisfied). A notable neutral segment of 34.5% indicates that the communication is neither particularly impressive nor problematic for a significant portion of the market. Dissatisfaction levels are low at 12.1% combined. These results suggest an opportunity to convert the large neutral segment into advocates through more targeted, value-driven communication.

8. SUGGESTIONS

Based on the findings of this study, the following strategic suggestions are offered to Ashok Leyland for enhancing the effectiveness of its promotional strategies:

(i) Ashok Leyland should pivot from broad brand-building campaigns to spec-driven, functional messaging that directly addresses the technical information needs of transport professionals. Advertisements should prominently feature payload capacities, fuel efficiency, maintenance cycles, and total cost of ownership.

(ii) Since customer reviews and personal selling emerged as the most powerful conversion tools, the company should strategically amplify user-generated content, real-world driver success stories, and verified fleet operator testimonials across digital platforms.

(iii) The reliance on generic financial discounts should be reduced. Instead, the company should equip dealerships with transparent, value-added service packages — including extended warranties, maintenance contracts, and localized roadshow materials — that strengthen the relationship between dealers and buyers.

(iv) Media budgets should be reallocated from mass-market television and print toward targeted digital and social media campaigns. This aligns with the expressed preferences of the predominantly young (under 35) respondent base and enables more measurable, interactive engagement.

(v) Rather than increasing the overall volume of advertising — which nearly half the respondents (46.2%) actively rejected — the company should optimize channel effectiveness by focusing on quality, relevance, and personalization of promotional content.

9. CONCLUSION

This study assessed the effectiveness of the promotional strategies of Ashok Leyland through a structured survey of 158 respondents comprising transport operators, fleet owners, drivers, dealers, and business owners. The findings present a nuanced picture: the company enjoys robust brand equity and high market visibility, yet a critical disconnect exists between promotional reach and promotional utility.

Ashok Leyland's brand health is strong, with 67.1% of the sample holding a positive perception of the company. Initial awareness is effectively driven by social media (31%) and television advertising (29.7%). However, over half of the respondents (51.3%) consider the current advertisements insufficiently informative, indicating that mass-media visibility is not translating into the functional information transfer that experienced transport professionals require.

Furthermore, while promotional activities maintain brand salience, they have limited impact on the final purchase decision. A majority of respondents (42.2%) indicated that promotional activities do not directly influence their vehicle purchase choices. The primary drivers of conversion are brand reputation and social proof — specifically customer reviews (34.2%) and dealer-led personal selling (27.2%). Generic financial incentives, conversely, are the weakest motivators at 13.3%.

To bridge this gap, Ashok Leyland must transition from awareness-oriented mass communication to targeted, content-rich digital engagement. By placing spec-driven messaging, real-world testimonials, and empowered dealer networks at the center of its promotional strategy, the company can transform existing brand trust into measurable purchase intent, thereby improving both return on promotional investment and long-term market competitiveness.

10. AREA FOR FURTHER RESEARCH

Future research may extend this study in several dimensions. A larger and geographically diverse sample across multiple states would enhance the generalizability of the findings. Comparative analyses between Ashok Leyland and key competitors such as Tata Motors and BYD Commercial Vehicles could yield actionable benchmarking insights. Longitudinal studies tracking changes in

customer perception before and after specific promotional campaigns would allow for stronger causal inferences. Additionally, future work may examine the emerging role of programmatic advertising, influencer marketing, and AI-driven personalization in the commercial vehicle sector.

11. REFERENCES

1. *Banerjee, T., & Ghosh, A. (2023). Corporate communication and promotional effectiveness in manufacturing firms. Journal of Brand Strategy, 16(4), pp. 59–76.*
2. *Deloitte. (2024). Data-Driven Marketing in the Automotive Industry. Deloitte Insights Report.*
3. *Johnson, M., & Carter, D. (2023). Integrated marketing communication in the automotive industry. Journal of Strategic Marketing, 21(3), pp. 67–85.*
4. *KPMG. (2024). Marketing and Brand Effectiveness in the Automotive Industry. KPMG Global Report.*
5. *McKinsey & Company. (2023). Automotive Marketing Transformation Report. McKinsey Global Insights.*
6. *Mehta, S., & Rao, V. (2024). Digital advertising effectiveness in commercial vehicle markets. International Journal of Digital Marketing Research, 10(1), pp. 52–70.*
7. *OECD. (2023). Industrial Marketing and Competitiveness in Emerging Markets. OECD Publishing.*
8. *Patel, R., & Sharma, D. (2024). Experiential marketing and brand engagement in the automobile industry. Journal of Event and Marketing Strategy, 9(3), pp. 33–51.*
9. *Singh, A., & Thomas, J. (2023). Dealer relationship management and promotional performance in heavy vehicle markets. Journal of Industrial Marketing, 14(2), pp. 74–91.*
10. *Verma, A., & Kulkarni, S. (2024). Advertising effectiveness in B2B automotive markets. Journal of Business Marketing Review, 13(1), pp. 41–58.*