

AN STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT SUPER MARKET

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No.40410154



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SANTHANAKRISNAA.R (40410154)** who has done the Project work entitled "**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT SUPER MARKET**" under my supervision from January 2022 to March 2022.

Dr. JOHN PAUL M

Internal guide

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Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **R.SANTHANAKRISNAA 40410154.** hereby declare that the Project Report entitled "**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT SUPER MARKET**" done by me under the guidance of Dr. JOHN PAUL. M, MBA, MHRM, MPhil, TNSET, Ph.D., Associate Professor, School of Business Administration is submitted of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE: CHENNAI

R SANTHANAKRISNAA

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R SANTHANAKRISNAA

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii
	LIST OF CHARTS	iii
1	INTRODUCTION	1-4
	1.1 Introduction	1-2
	1.2 Industry Profile	2-4
2	REVIEW OF LITERATURE	12-22
3	RESAERCH METHODOLOGY	14-18
	Need of the study	14
	Objective of the study	15
	Research methodology	16
4	DATA ANALYSES AND INTERPRETATION	19-30
	Data collection	20-29
	Percentage analyses	20-29
	Hypothesis testing	31-33
5	FINDINGS ,SUGGESTION,AND CONCLUSION	34-35
	Findings of the study	34
	suggestion	4
	conclusion	35
	Reference	36
	APPENDIX (Questionnaire)	37-38

Abstract

IN the 1990 thousands of firms have gone public around the world this article the market for is discussed ,with particular emphasis on how contractual mechanisms deal with potential conflicts of interest .The valuation of super market book building price stabilization and the cost of going public are also discussed .Three empirical patterns are documented and analyzed short run underpricing ,hot issue market and long run under is a issued by a private company to raise capital from general public to become a public company .This form of capital to the investor in its lifetime .The details of the proposed offering are made available to potential investors in the form of a prospectus .A lot of of money in the turns of crores of rupees is invested by the retail investors in the form of a prospectus performance of these. Also the general belief of the investing masses is that investing in any will provide better returns than investing in any of the secondary market securities.

LIST OF TABLES`

S.NO	TABLE OF CONTENTS	PG.NO
1	Age of the respondents	18
2	Educational qualification	19
3	Marital status	20
4	occupation	21
5	Gender of respondent	22
6	Do you frequently visit super market	23
7	Reason for your visit	24
8	Could you know about super market	25
9	Rate the effectiveness of the advertisement of super market	26
10	Rate the quality of products as per the advertisement of super market	27
11	Does the advertisement of super market attracts you to purchase items from super market	28
12	Your overall experience due to offers and discounts in super market	29
13	Can you tell which is the most attractive visual elements in super market advertisement	30
14	Can you rate the arrangements of products during offers in super market	31

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

The main aim of an internship program is to provide organisational experience and real-world experience to the candidates. It basically involves the students in academic preparation and is also a good platform to explore our business knowledge. It will also provide best experience to the candidates who all are developing with research projects. The research should be done on an individual basis for obtaining positive response of needs and interest of every candidate in research programme. Every candidate will be playing an active role in these types of research programmes. The main motto of an internship programme is conducting and developing specific skills and knowledge about an organisation and to also create various business contacts between organisations. Such types of programmes also help in building self confidence in the competitive business world. Such types of internship programmes help the candidates to handle individual problems in a professional way and information related to a particular job in an organisation. It provides some major options to the candidates as they can change their future career plans with various convenience sector. Few points describing the benefits of various internship programmes to the candidates. It helps in developing personal as well as professional experience in the business world. Networking in various areas can be developed by the candidates.

1.2 INDUSTRY PROFILE

Retailing means selling goods from a fixed location. Variety of products are offered under a single roof by retail industries and Indian retail sector comprises of two main groups organised and unorganised retail stores. Stores having wide range of products are mostly preferred by Indian customers. These are also known as departmental stores. Retailers are the chain between manufacturer and end consumers. The main purpose of retailing involves selling of goods and services directly to the end consumers. For fulfilling various needs and wants they need to go to the retailers. Retailers come across the various demands of customers through target markets promotional strategies and satisfying their needs and wants through supply chain management. Services are being provided to individual as well as wholesalers in small or large order by the retailers. One of the easiest ways to access to the consumers is through various promotional offers given by the retailers. The Indian retail sectors are the largest industries in India. Such retail industries are covering more than 10% of Indian employment opportunity.

5 RETAILING IN INDIA

The retail sectors are divided into 2 segments which are organised and unorganised retail sectors. At currently, the organised retail sector is rising very rapidly. So, the retail sector is trying to change the lifestyle of Indian consumer. Presently the Indian consumers are well aware about quality of product and services. Till 2012, the Indian government did not accept FDI on retail multi brands, any ownership in supermarket and also 51% limited ownership on single brand retail outlets. But in January 2012, Indian government decided to give opportunity to a single brand retailer, they owned at 100% ownership, but they should 30% source from India and providing employment opportunities in India. In November 2012, the Indian government decided retail reform to liberalizing the condition for multi brands and single brand store. This way MNC entered towards Indian retail market. such as Wall-mart, Carrefour and Tesco. Same way single brand also investing more in Indian retail store which are IKEA, Nike, Apples etc. Currently the Indian retail sector is growing positively. According to retail sector, 12 crore and also annual growing rate of retail sector is 5.7%. Majorly food and grocery retail stores contributing 7.439 crore per annum of world highest retail in India only. Indian retail contributing more for GDP compared to other countries and that is India 10%, USA 10%, China 8% and Brazil 6%. Indian retail sector working favourably to the customers, we can see some favouring works. Indian retail sector improving in purchasing power of customers through per capital income. Retail sectors promoting use of credit card facilities.

CHAPTER-2

LITERATURE REVIEW

2.1 REVIEW OF LITERATURE

Vecchio, Devon, Del (2006) In this report the result of the study, which examined the effective of sales promotional offers and advertisement is creating a huge range of difference in retail marketing business. Promotion can also increase or decrease the preference for a brand.

Laroche and Michel (2005) Examined the effect t of coupons on brand selection and categorization of consumers. As on study there both direct advertising and cross advertising effect, it is presence coupon to people about particular brand. It will effect on attitude and buying intentions of consumers towards particular brand.

Anderson (2004) Examined how the present price promotional offers impact in future purchasing. As reported the higher price discount in present period will increase future purchase by fresh purchaser. But it will reduce future purchases by regular purchaser.

Mela, F. Carl (1997) Reviewed the long-term t impact of advertising and promotion on brand choice of consumer's behavior. As the study it will possible when change in promotional policies of retailers and advertising concept of manufacturers. When the advertising will reduce and promotional offers will increase then only customer attract through more price and promotion over long time and easily pick the same brand.

Sethuraman, Ray (1996) Examined the discount effect between high priced and low-priced brands. The finding as the major national brand can sale the product without any reduce in its price compare to other competitor brands.

Alvarez and Rodolfo (2005) Studied the effectiveness t of sales promotion on selecting brand. As a report promotion is helpful to manufacturer and retailer for fulfilling their objectives. Immediate reduction of price is major technique for influence to select brand.

Which promotions is based on price it become have more effectiveness.

Vyas, H. Preeta (2005) Examined the consumer preferences with effect of sales promotion. As on study the promotional offers which is better, which promotional offers immediate incentive offering of price-cut nature and it is likely available to all consumer segment. Janiszewski, Cunha, Chris and McRus (2004) Studied the effectiveness of the price discount on the attractiveness of the product. The price discounts are effective that only when the customer will receive the most weight of product discount. Price discount is depending

Kureshi, Sonal and Vyas, Preetha (2002) Examined the impact of sales promotion offers on toilet soaps in retail. As this study free gifts are most of the retailer using in premium scheme and also popular toilet soap segments are conducting price-off. The price-off is the most popular and attractive tool for promoting sales of toilet soaps. Priya, Corfman and Ragubir, Kim (1999) Examined the effectiveness of price promotions on pre-trial brand. Reported as price promotions are affecting on pre-trial brand with some unfavorable conditions these are, when brand earlier was not promoted. When promotions were used more information about particular that product. When the analyzer was not more expert and when the promotion was different compare to other. S. Manjith and Kent, Yadav, B. Monroe (1993) Studied the effectiveness of bundle offers on consumer perception. As their results bundle offers including more additional saving offers also it is more impact on customer perception. This transaction is saving more than offered individual items. Raghubir, Priya (2005) Examined the consumers response for the promotional offers of "free gift with purchase" as the study this joint bundle offer compared with "buy one get one free" promotional offers, consumers are very less to pay for free product offer. In this same way when given free product on purchase of bundle product. Consumers are very less to pay for purchase of alone product. Shor, L. Oliver and Mikhael, Richard (2003) Examined the effectiveness of digital coupons on customer perception. As results providing a digital coupons and it is price reduction given more positive effect on consumer perception than traditional couponing. Jacob, Alain, D. Astous and Isabelle (2002) Examined the consumer

reaction for premium asked sales promotional offers. According to study t consumer level will appreciation, when there is relatively available lower quality of goods for purchase. When the value of offer specified. When the interest in buying in premium. Francis and Padgett (1995) Examined the relationship between promotion purchasing and regular purchasing. The study shows positive relationship between promotional purchase and regular price purchase. The promotional offer is involving for access the customer towards product.

Huber, Orlmeyer and Joel, Gwen (1991) Examined negative impact of promotional offers on brand experience. As on study when consumer had negative impact on purchased brands on discount offers than customers go to buy brands on regular price.

Jan-Benedict (2002) Examined the competitor react to others advertising attacks and price promotional offers. As on study competitors react to others it is a nature of business. The competitors actually react to other competitors in same way. If given promotional offers from one side and competitors also gives promotional offers to customers. If attack with advertising from one side and competitors also attack with advertising. Whatever argues is there that will carry some few long-run of reaction.

Mary, P. Conchar (2005) Studied the t effect of promotional and advertising spending on firm. As on study there is a going positive t relationship between promotional and advertising spending on firm. It is expected to rising shareholder wealth and earning future cash flows. Batra (1995) Examined t the effectiveness of advertisement on sale. As on t study advertisement influence on short term sales and also market share. Ryan, Smith, Elder (2008) Examined the effectiveness of advertisement on consumer perception. as on study in food court the advertisement effect on taste of the food then customer necessarily come for buy that and suggesting about food. It helps to improve in taste as this taste of the food helps to increase sales.

Lefferly and Goldsmith (2002) Examined t the effectiveness of websites advertisement on consumer response. As on study the website advertising is helpful to create understanding,

Product selection, reviving and changing customer attitude and influence the customer perception towards particular brand.

Adelaar (2003) Examined the effectiveness of advertising on emotion and impulse purchase behavior. As on study the environment provides more experience to consumer these types of experiences used for promote a product and selling a product.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Primary stages

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data

Secondary stages

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company

Need of the study

The companies always trying to win the customers heart, as customer is a king and king is not a bargained. The super market comes out with different promotional offers to fulfil the customer needs and wants. Promotional offers play important role to create awareness about the market, to sell the product to attract the customers and to increase the profit margin.

Scope of the study

This study helps to the retailers to devise market and make the strategies for target market. It helps to collect information about customers' needs and wants, lifestyle and attitude towards shopping. It helps to know how much the consumers are attracted towards advertisement and promotional offers. It helps to resolve which media is more effectively suitable for advertising.

OBJECTIVES

To study the effectiveness of advertisement on sales.

- To know the media effectiveness and efficiency.
- To understand schemes and offers provided by super market.

LIMITATIONS OF THE STUDY

A period of 6 weeks was not sufficient to cover our internship and not possible to collect large number of respondents and cannot able to study in depth of the subject. Consumers in the stores busy with shopping, so it was very difficult to collect answer to questionnaire. People have shown negative attitude while filling personal details in questionnaire. It might be possible that the answers given by the customer are of business.

3.3 Types of research

Research Design

Type of Methodology: Descriptive research. The Analytical Research methodology adopted for carrying out the study was at the first stage theoretical study is attempted and the second stage observed customer behaviour on big bazaar advertisement and promotion activity inside the retail store.

Sample Method

The sample method adopted for this study is non-probability convenience. Non- probability Sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher

Sample size

In our study, there are 200 respondents that I have survey in Chennai city

Sample area

A specific focus on Chennai city.

Data Collection

There are two types of data collection

I) Primary Data

II) Secondary Data

Primary Data:

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

Secondary Data:

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website

Data collection Instrument

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external. In data collection, there are two types .

.

Statistical Analysis

> Chi square test

Tools used for Statistical analysis:

(1)SPSS

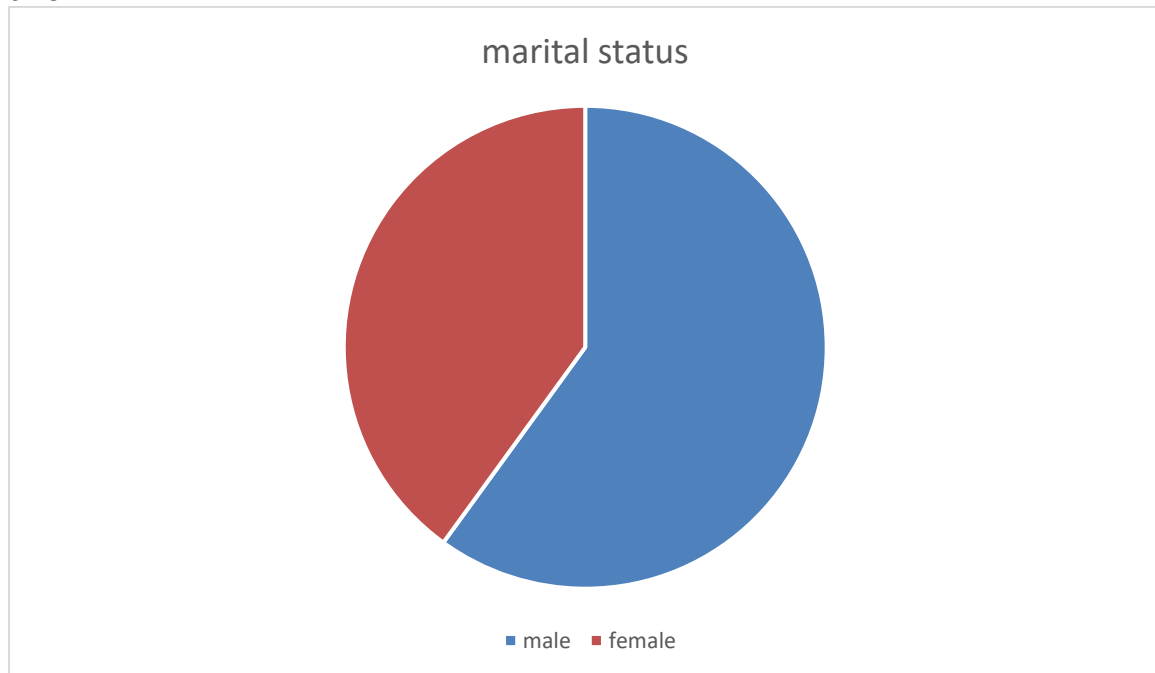
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table no 4.1: **GENDER OF RESPONDENT**

PARTICULAR	FREQUENCY	PERCENTAGE
Male	120	120.0
Female	80	80.0
Prefer not say	0	0
TOTAL	200	200.0

Chart no4.1



INTREPRETATION

From the survey and from the above table 120% male respondent and 80% female respondent.

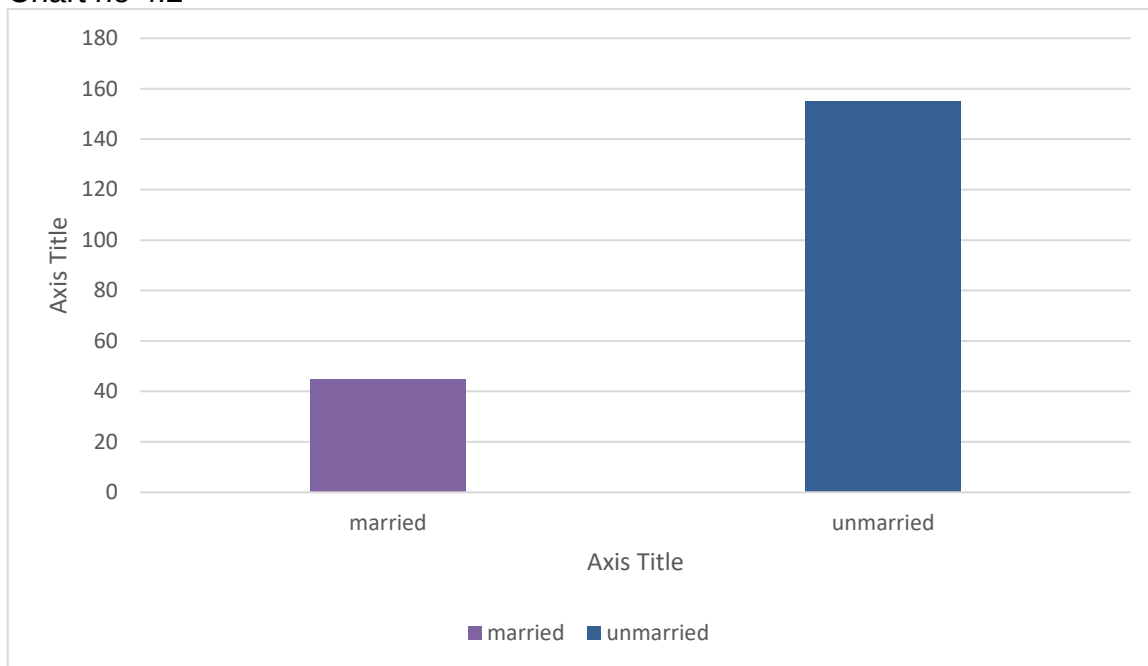
INFERENCE

From the above table and survey 120% of the people are male .

Table no 4.2 : **MARITAL STATUS**

PARTICULAR	FREQUENCY	PERCENTAGE
Married	45	45.0
Unmarried	155	155.0
TOTAL	200	200.0

Chart no 4.2



INTREPRETATION

From the survey and from the above table 45% of people are married and 155% of the people are unmarried.

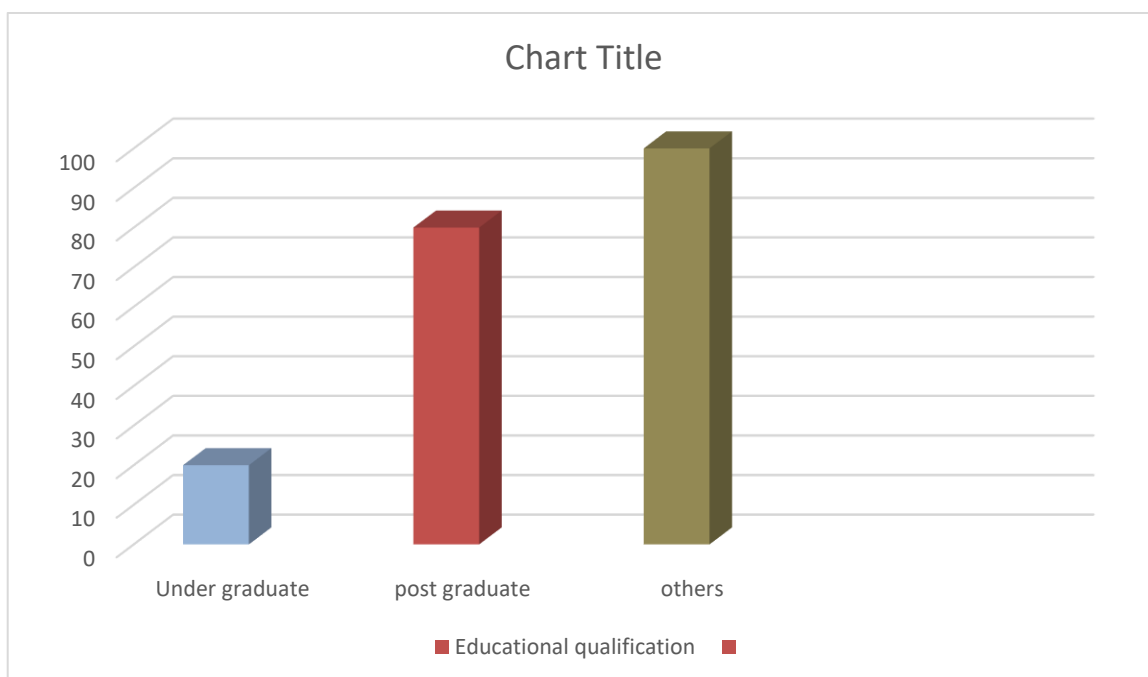
INFERENCE

From the above statement 155% of the people are unmarried.

Table no 4.3: **EDUCATIONAL QUALIFICATION**

PARTICULAR	FREQUENCY	PERCENTAGE
Under graduate	20	20.0
Post graduate	80	80.0
Others	100	100.0
TOTAL	200	200.0

Chart no 4.3



INTREPRETATION

From the survey and from the above table 20% of the people are under graduate and 80% of the are post graduate and 100% of the people are others

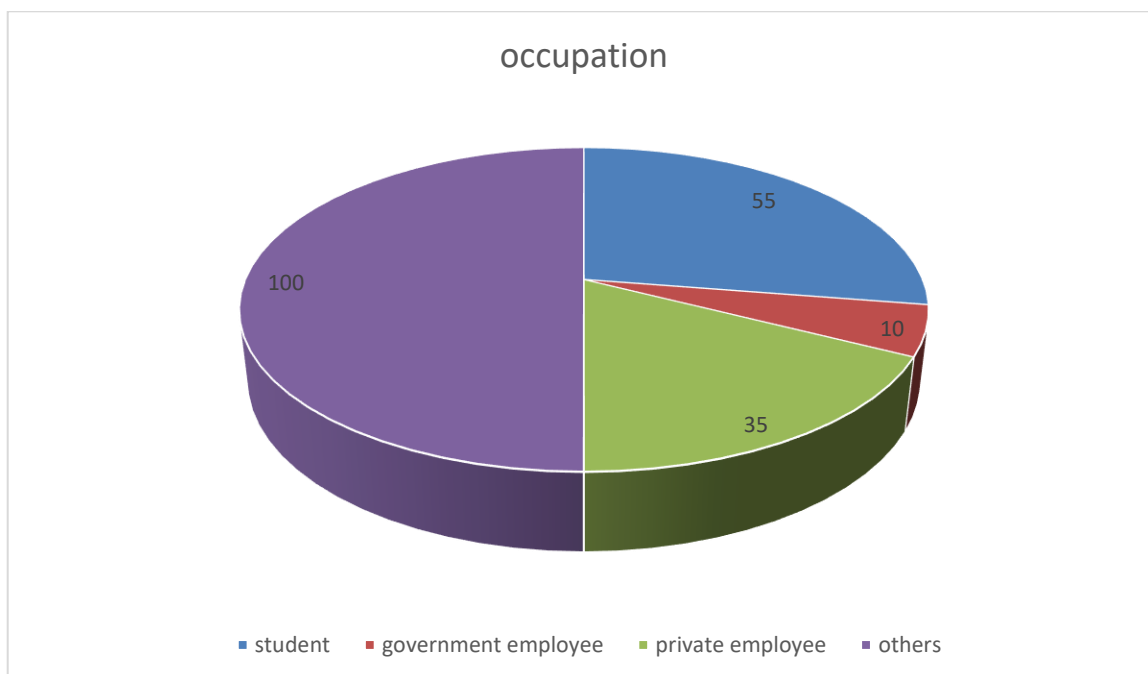
INFERENCE

From the above statement 100% of the people are others.

Table no 4.4: **OCCUPATION**

PARTICULAR	FREQUENCY	PERCENTAGE
Student	55	55.0
Government employee	10	10.0
Private employee	35	35.0
Others	100	100.0
TOTAL	200	200.0

Chart no 4.4



INTREPRETATION

From the survey and from the above table occupation 55% of the people are student and 10% of the people are government employee and 35 % of the people are private employee and 100% are others

INFERENCE

From the above statement 100% of the people are others.

Table no 4.5: **DO YOU FREQUENTLY VISIT SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	135	135.0
No	65	65.0
TOTAL	200	200.0

Chart no 4.5



INTREPRETATION

From the survey and from the above table 135% of the people are frequently visit super market and 65% of the people are not frequently visit super market

INFERENCE

From the above statement 135% of the people are frequently visit super market

Table no 4.6: **REASON FOR YOU VIST**

PARTICULAR	FREQUENCY	PERCENTAGE
Promotional offers	55	55.0
Discount offers	80	80.0
Others	65	65.0
TOTAL	200	200.0

Chart no 4.6



INTREPRETATION

From the survey and from the above table 55% of the people visit for promotional offers and 80% of the people visit for discount offers and 65% of them are others

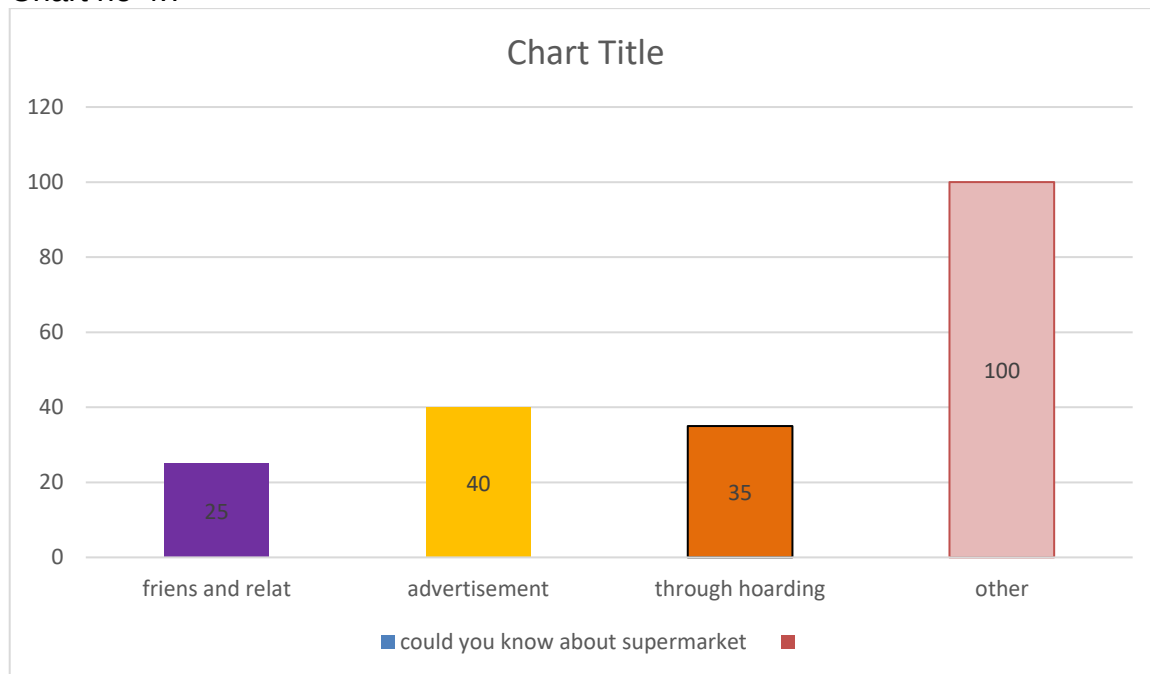
INFERENCE

From the above statement 80% of the people who visit super market for discount offers.

Table no 4.7: **COULD DO YOU KNOW ABOUT SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Friends and relatives	25	25.0
Advertisement	40	40.0
Through hoarding	35	35.0
Others	100	100.0
TOTAL	200	200.0

Chart no 4.7



INTREPRETATION

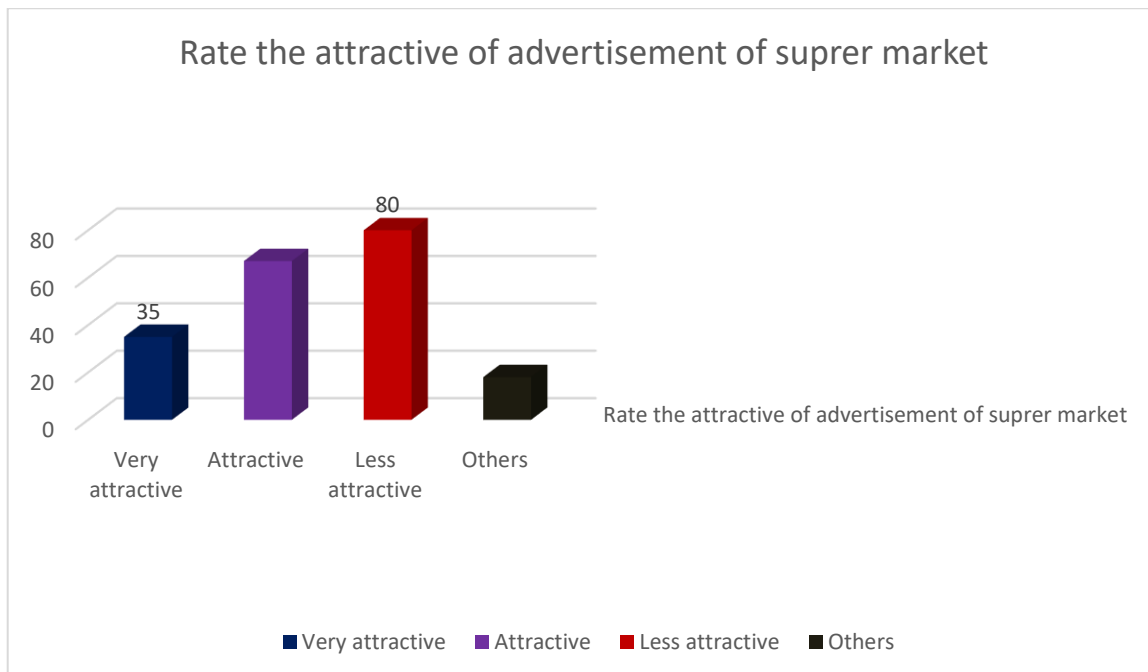
From the survey and from the above table 25% of the people know super market through friend and relatives and 40% of the people know advertisement and 35% of the people through hoardings and 100% are hoardings

INFERENCE

From the above statement 100% of them hoardings.

Table no 4.8: RATE THE ATTRACTIVENESS OF THE ADVERTISEMENT OF SUPER MARKET

PAERTICULAR	FREQUENCY	PERCENTAGE
Very attractive	35	35.0
Attractive	67	67.0
Less attractive	80	80.0
Others	18	18.0
TOTAL	200	200.0



INTREPRETATION

From the survey and from the above table 35% of the people are attractive for advertisement and 67% of the people are attractive and 80% of the people are less attractive and 18% of the people are others

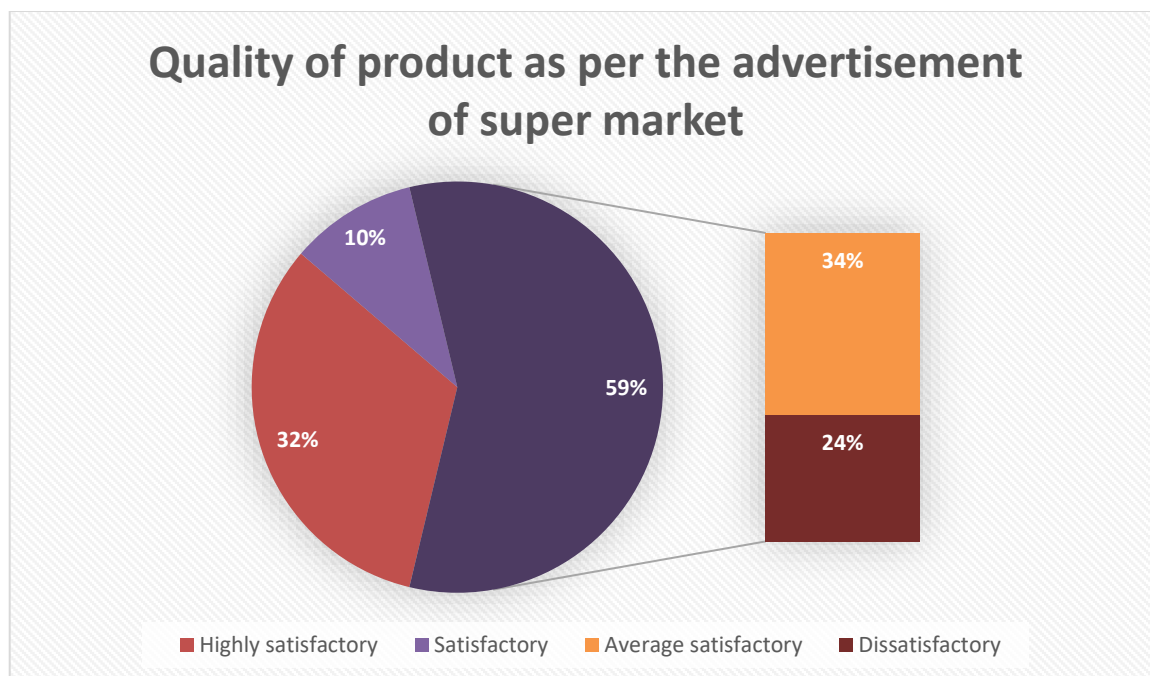
INFERENCE

From the above statement 80% of the people are less attractive

Table no 4.9: RATE THE QUALITY OF PRODUCT AS PER THE ADVERSTISEMENT OF SUPER MARKET

PARTICULAR	FREQUENCY	PERCENTAGE
Highly satisfactory	65	65.0
Satisfactory	20	20.0
Average satisfactory	68	68.0
Dissatisfactory	47	47.0
TOTAL	200	200.0

Chart no 4.9



INTREPRETATION

From the survey and from the above table 65% of the people are highly satisfactory and 20% of the people are satisfactory and 68% of the people are average satisfactory and 47% of the people are dissatisfactory

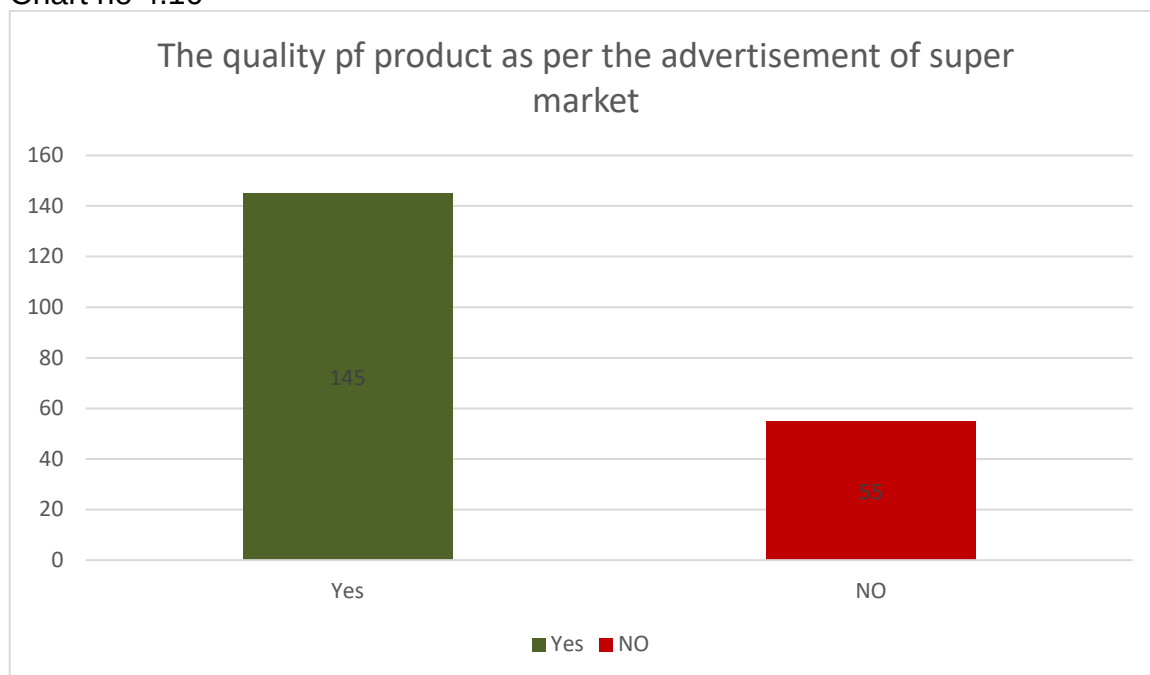
INFERENCE

From the above statement 65% of the people are highly satisfactory

Table no 4.10: **DOES THE QUALITY OF PRODUCT AS PER THE ADVERTISEMENT OF SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	145	145.0
No	55	55.0
TOTAL	200	200.0

Chart no 4.10



INTREPRETATION

From the survey and from the above table 145% of the people are quality of the product as per the advertisement of super market and 55% of the people are no

INFERENCE

From the above statement 145% of the people are yes.

Table no 4.11: **OVERALL SHOPPING EXPERIENCE DUE TO OFFERS AND DISCOUNTS IN SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Good	65	65.0
Average	37	37.0
Poor	98	98
TOTAL	200	200.0

Chart no 4.11



INTREPRETATION

From the survey and from the above table 65% of the good overall shopping experience due to offers and discounts in super market and 37% of the people are average and 98% of the people are poor

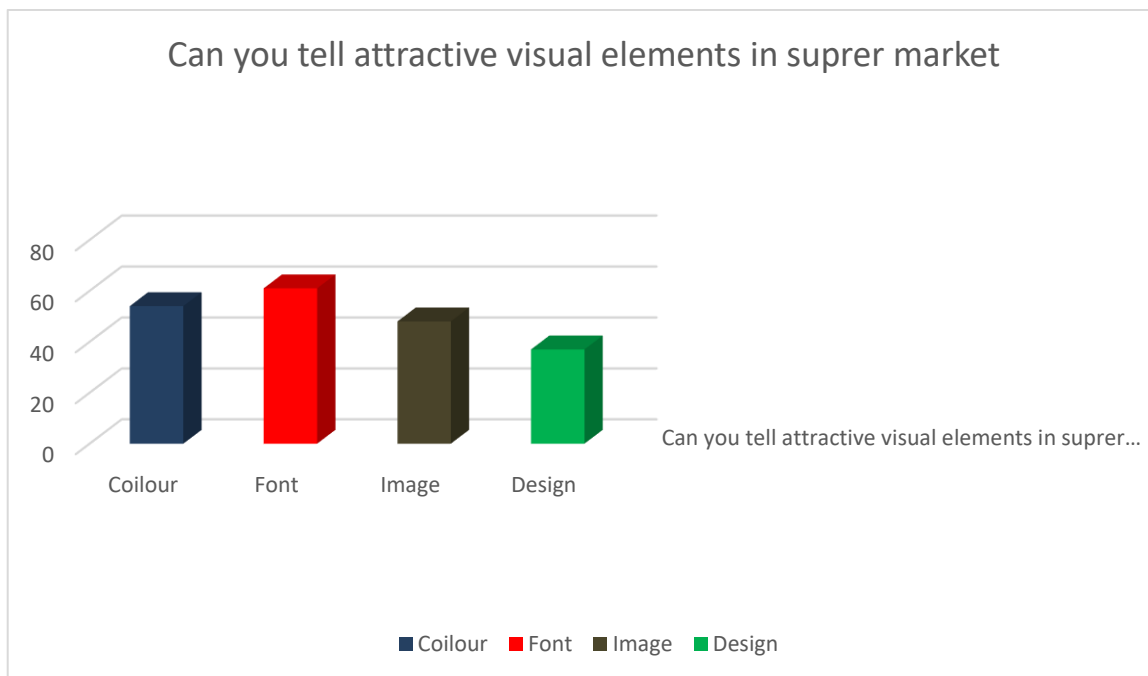
INFERENCE

From the above statement 98% of the people is not like super market

Table no 4.12: **CAN YOU TELL WHICH IS THE MOST ATTRACTIVE VISUAL ELEMENTS IN SUPER MARKET**

PAETICULAR	FREQUENCY	PERCENTAGE
Colour	54	54.0
Font	61	61.0
Image	48	48.0
Design	37	37.0
TOTAL	200	200.0

Chart no 4.12



INTREPRETATION

From the survey and from the above table 54% of the people like colour and 61% of the people like font and 48% of the people like image and 37% of the like design

INFERENCE

From the above statement 61% of the people like font

4.13 : PRICING CLEARLY WRITTEN ON THE SHELF

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	155	155.0
No	45	45.0
TOTAL	200	200.0

Chart no 4.13



INTREPRETATION

From the survey and from the above table 155% of the people said yes pricing clearly written on the shelf and 45% of the people said no

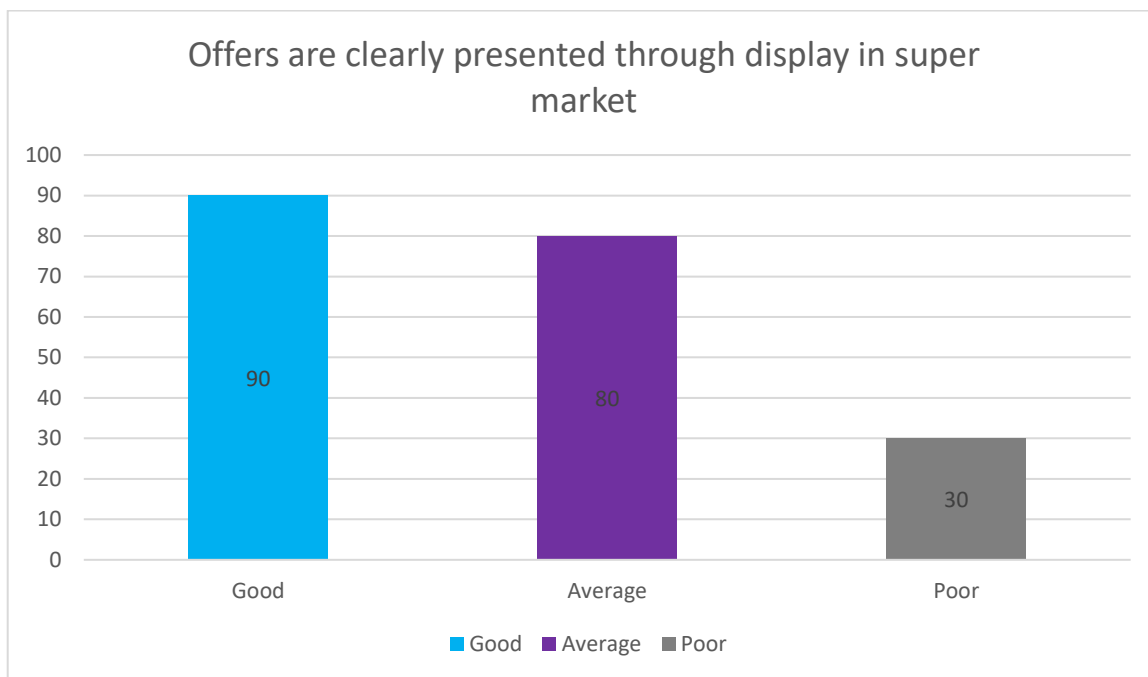
INFERENCE

From the above statement 155% of the people said yes

Table no 4.14: **OFFERS ARE CLEARLY PRESENTED THROUGH DISPLAY IN SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Good	90	90.0
Average	80	80.0
Poor	30	30.0
TOTAL	200	200.0

Chart no 4.14



INTREPRETATION

From the survey and from the above table 90% of the people said offers are clearly presented through display in super market and 80% of the people said average and 30% of the people said poor

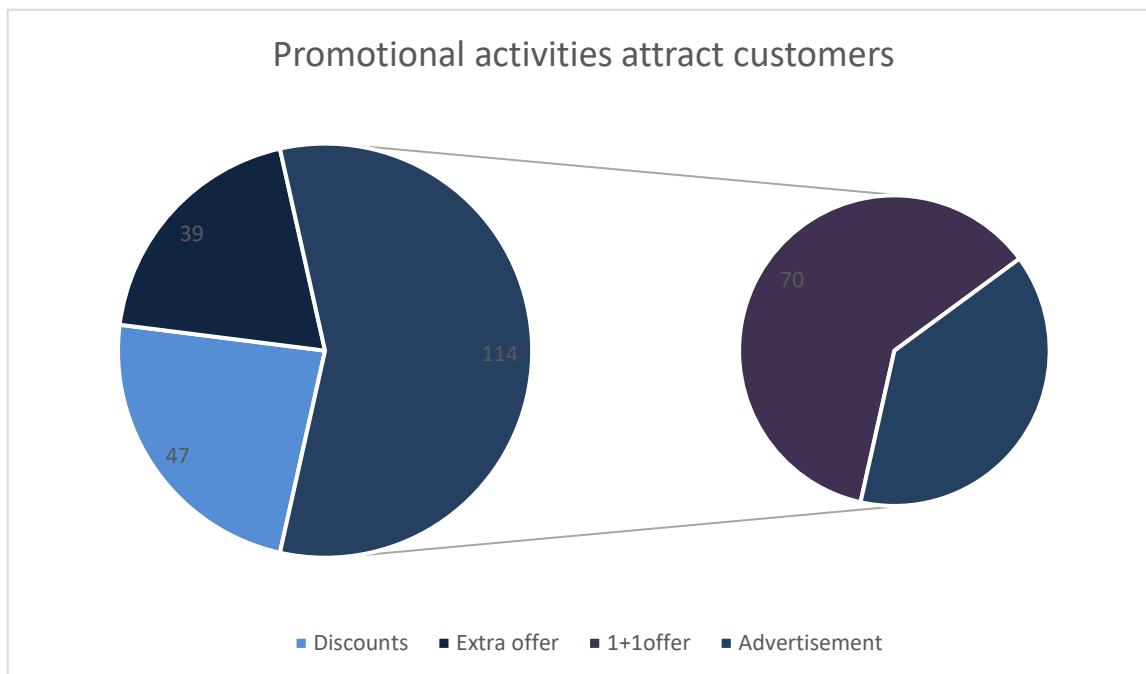
INFERENCE

From the above statement 90% of the said good.

Table no 4.15: **PROMOTIONAL ACTIVITIES ATTRACT CUSTOMERS**

PARTICULAR	FREQUENCY	PERCENTAGE
Discounts	47	47.0
Extra offer	39	39.0
1+1 Offer	70	70.0
Advertisement	44	44.0
TOTAL	200	200.0

Chart no 4.15



INTREPRETATION

From the survey and from the above table 47% of the people like discounts and 39% of the people like extra offer and 70% of the people like 1+1 offer and 44% of the like advertisement

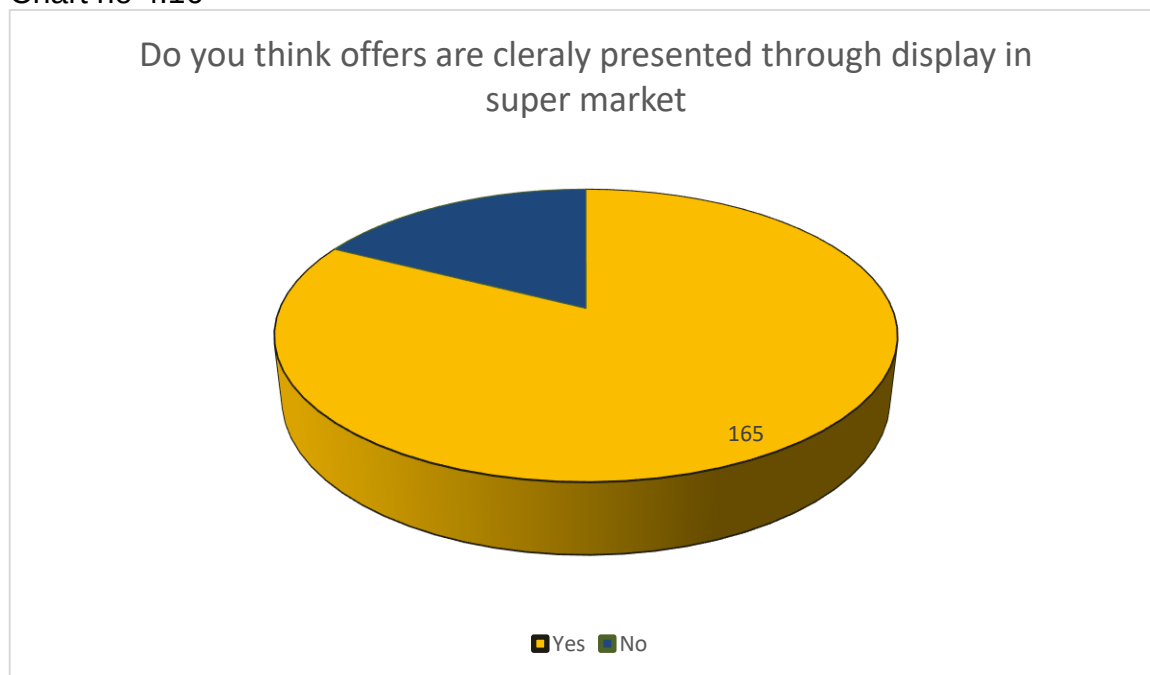
INFERENCE

From the above statement 70% of the people like one plus one offer

Table no 4.16: **DO YOU THINK OFFERS ARE CLERALLY PRESENTED THROUGH DISPLAY IN SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	165	165.0
No	35	35.0
TOTAL	200	200.0

Chart no 4.16



INTREPRETATION

From the survey and from the above table 165% of the people are think offers are clearly presented through display in super market and 35% of the people said no

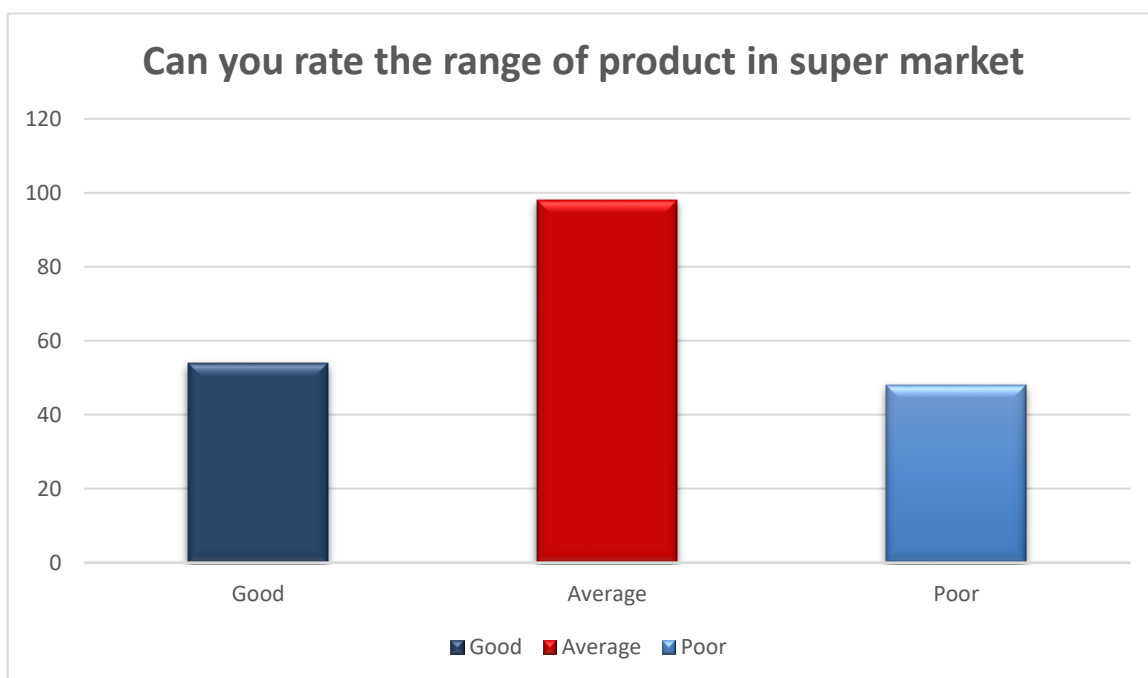
INFERENCE

From the above statement 165% of the people said yes

Table no 4.17: **CAN YOU RATE THE RANGE OF PRODUCTS IN SUPER MARKET**

PARTICULAR	FREQUENCY	PERCENTAGE
Good	54	54.0
Average	98	98.0
Poor	48	48.0
TOTAL	200	200.0

Chart no 4.17



INTREPRETATION

From the survey and from the above table 54% of the people said good for range of the product in super market and 98% of the people said average and 48% of the people said poor

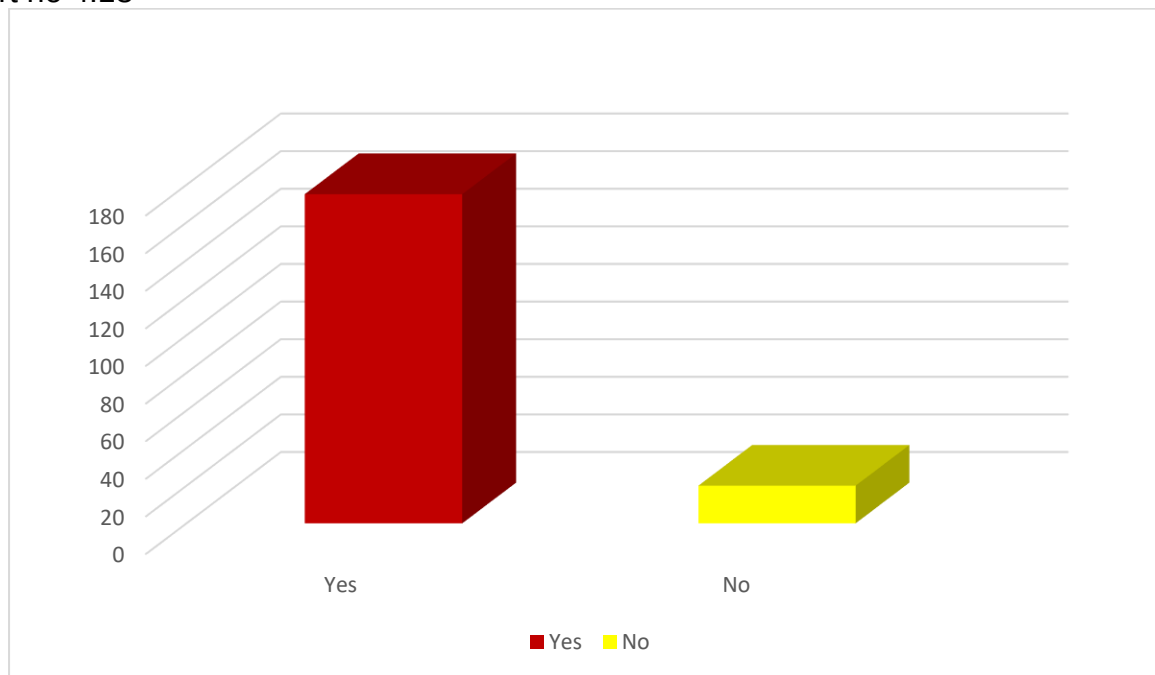
INFERENCE

From the above statement 98% of the people said average

Table no 4.18: DOES THE SALES PROMOTION ACTIVITIES OF SUPER MARKET MADE YOU TO VISIT SUPER MARKET AGAIN

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	175	175.0
No	25	25.0
TOTAL	200	200.0

Chart no 4.18



INTREPRETATION

From the survey and from the above table 175% of the said yes for sales promotion activities of super market made you to visit super market and 25% of the people said no

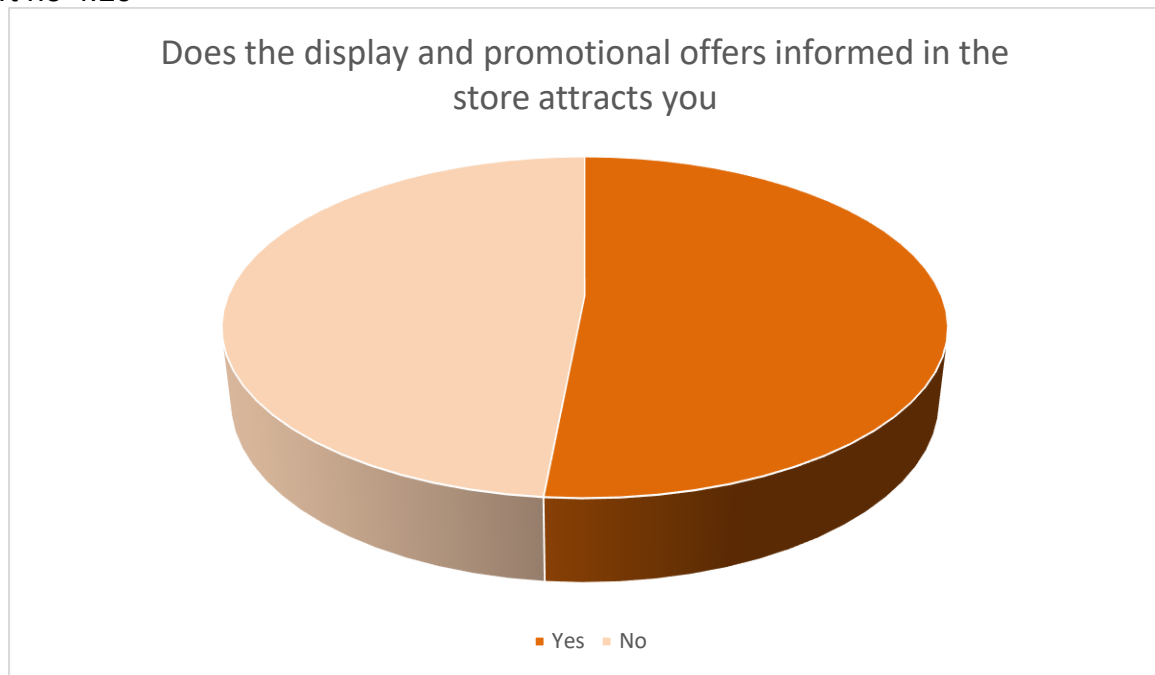
INFERENCE

From the above statement 175% of the people said yes

Table no 4.19 : DOES THE DISPLAY AND PROMOTIONAL OFFERS INFORMED IN THE STORE ATTRACTS YOU

PARTICULAR	FREQUENCY	PERCENTAGE
Yes	103	103.0
No	97	97.0
TOTAL	200	200.0

Chart no 4.19



INTERPRETATION

From the survey and from the above table 103% of the people said yes and 97 % of the said no

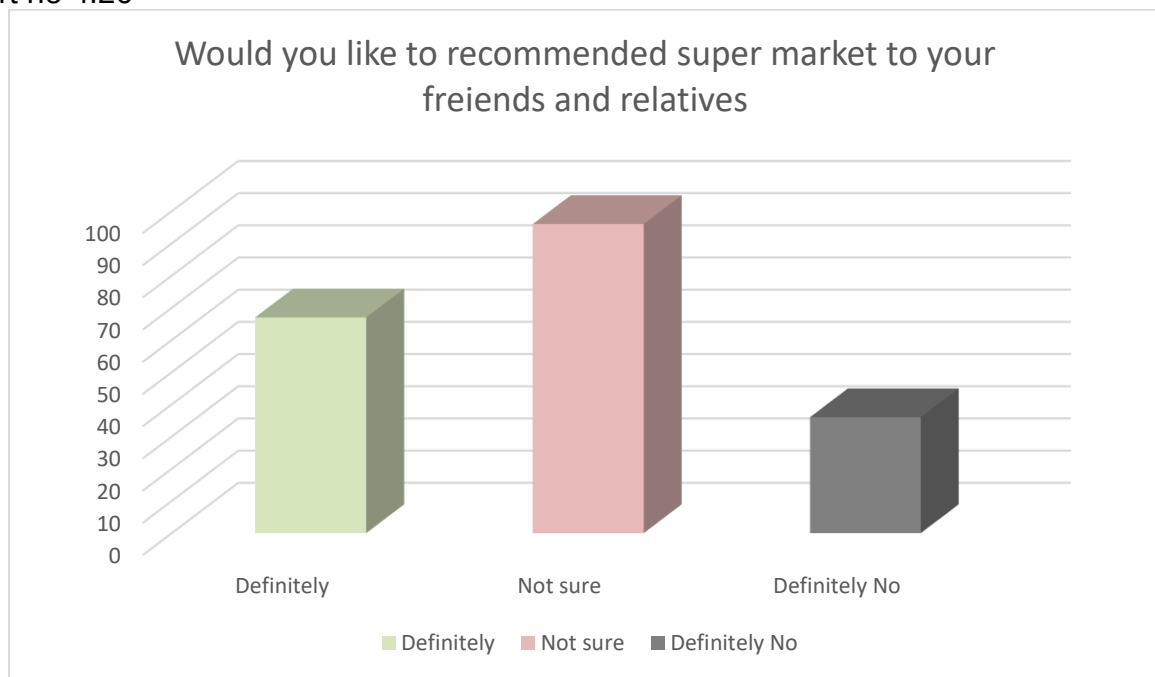
INFERENCE

From the above statement 103% of the people said no

Table no 4.20: **WOULD YOU LIKE TO RECOMMENDED SUPER MARKET TO YOUR FRIENDS AND RELATIVES**

PARTICULAR	FREQUENCY	PERCENTAGE
Definitely	67	67.0
Not sure	96	96.0
Definitely No	36	36.0
TOTAL	200	200.0

Chart no 4.20



INTREPRETATION

From the survey and from the above table 67% of the people definitely and 96% of the said not sure and 36% of the people said not sure

INFERENCE

From the above statement 96% of the said not sure

Hypothesis

NULL HYPOTHESIS Ho. There is no significant relationship between attractiveness of the Advertisement and Type of offers in super market

ALTERNATIVE HYPOTHESIS H1: There is a significant relationship between attractiveness of the Advertisement and Type of offers in super market.

ADVERTISEMENT ATTRACTIVENESS * QUALITY OF PRODUCTS AS PER ADVERTISEMENT Crosstabulation							
	QUALITY OF PRODUCTS AS PER ADVERTISEMENT						Total
			Highly satisfactory	Satisfactory	Average satisfactory	Dis satisfactory	
ADVERTISEMENT ATTRACTIVENESS	Very attractive	Count	23	15	5	4	47
		Expected Count	12.2	16.1	11.3	7.4	47.0
	Attractive	Count	11	26	5	4	46
		Expected Count	11.9	15.8	11.1	7.2	46.0
	Less attractive	Count	6	12	23	3	44
		Expected Count	11.4	15.1	10.6	6.9	44.0
	Not at all attractive	Count	3	4	7	15	29
		Expected Count	7.5	10.0	7.0	4.5	29.0
Total		Count	43	57	40	26	166
		Expected Count	43.0	57.0	40.0	26.0	166.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	76.445 ^a	9	0.000
Likelihood Ratio	65.965	9	0.000
Linear-by-Linear Association	36.399	1	0.000
N of Valid Cases	166		

Descriptives								
ATTRACTIVE VISUAL ELEMENTS IN SUPERMARKET								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Good	62	2.7742	1.09274	0.13878	2.4967	3.0517	1.00	4.00
Average	71	2.8451	1.19101	0.14135	2.5632	3.1270	1.00	4.00
Poor	33	2.3333	1.10868	0.19300	1.9402	2.7265	1.00	4.00
Total	166	2.7169	1.14863	0.08915	2.5408	2.8929	1.00	4.00

ANOVA					
ATTRACTIVE VISUAL ELEMENTS IN SUPERMARKET					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.225	2	3.112	2.399	0.094
Within Groups	211.468	163	1.297		
Total	217.693	165			

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSIONS

5.1 FINDINGS

- ❖ Majority respondents are of 18-25 age (37.8)
- ❖ Majority of the respondents are female .
- ❖ Majority of the respondents are unmarried.
- ❖ Majority of the respondents are completing their UG studies(67.7)
- ❖ Majority of the respondents are Arts and science.
- ❖ Majority of the respondents are having 0-2 years of experience(38.3)
- ❖ Majority of the respondents are getting the monthly salary above 15000(74.6)
- ❖ Majority of the respondents come to know super market through advertisement provided by super market
- ❖ Majority of the respondents super market also helpful as effectively influence to visit store and helps to recognize super market as departmental store
- ❖ Majority of the respondents survey most attracted visual elements are the image and the design at advertisement
- ❖ Majority of the respondents consumers survey most attracted visuals elements are the image and the design at advertisement
- ❖ Majority of the respondents survey most attracted visual elements are the image and the design displays are helpful for the customers to shop easily
- ❖ Majority of the respondents survey most of the consumers influence by television media and print media
- ❖ Majority of the respondents survey out of 200 per cent 70 percent customers said super market attract and induced them to purchase.
- ❖ Super market mainly deals with middle income group who want qualitative product with reasonable cost.

5.2 SUGGESTIONS

- ❖ From last few years tv advertisement is playing major role so super market concentrating more on it and make advertisement as simply as well it should understandable to common people and it inform specific offers.
- ❖ Since the super market internet advertisement not influence on customer internet advertisement also of the leading advertisement source so it should concentrate on internet advertisement.
- ❖ Now competitions also increasing and they also providing more promotional offers so super market has to increase more promotional offers .
- ❖ Super market should increase the duration of the promotional offers.
- ❖ During offers day most of the customers would like to by clothing and food items super market should try to concentrate on customers towards electronic items and furniture.
- ❖ Many consumers dissatisfied from exchange offers and Wednesday offers so it should concentrate on these things .
- ❖ Super market should show the tv advertisement ads and promotional offers in regional language also.

CONCLUSION

The advertisement creates a great impact on customers mind about super market .Tv advertisement directly effect more on customers .company generally conduct advertisement for facing the competition .The advertisement activity is the one of the major leading activity compare to others .It is directly influence on customer.

The promotional offers helpful to company for increasing the short term sales and also customers walk towards super market promotional offers because buying patterns is changing ,customers leave stores and walk towards retail store of super market is enchasing this benefit.

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