

A STUDY OF SALES AND PROMOTION OF BIG BAZAAR

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

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

Accredited with Grade "A" by NAAC

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BONAFIDE CERTIFICATE

CHANDRALEKHA.S (39280052) Hereby declares that the Project Report entitled "**A STUDY OF SALES AND PROMOTION OF BIG BAZAAR**" was done by me under the guidance of Dr. GANANATH KHILLA, MBA, MPhil, Ph.D. Assistant Professor, Dept. of Business Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree in Marketing.

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ABSTRACT

Sales promotions are a marketing tool for manufacturers as well as for retailers. Manufacturers use them to increase sales to retailers (trade promotions) and consumers (consumer promotions).

Our focus will be on retailer promotions, which are used by retailers to increase sales to consumers. Typical examples of retailer promotions are temporary price reductions (TPRs), features, and displays. Sales promotions have an important role in the marketing programs of retailers.

A large percentage of retailer sales is made on promotions, as illustrated by the numbers in Figure 1. Also, retailer promotions address consumers at the point of sale.

Thus, while advertising in classic media is becoming less effective, communication through promotions reaches the consumer at the place and time where most purchase decisions are made.

The Point of Purchase Advertising Institute (POPAI) finds in a study from 1999 that the in-store decision rate of consumers in Germany, for example, is 55 %, meaning that more than half of all purchase decisions are made in stores, as opposed to before the shopping trip.

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CHAPTER 1

INTRODUCTION

1.1 SALES PROMOTION

Sales Promotion can be termed as a process that drives short-term promotions to increase the demand and the subsequent sales for the said product. The sales promotions are primarily implemented for

- Launching a new product in the market
- Boost the sales in the short-term
- Get more customers for a product
- Drive sales for the existing stock

The sales promotions are designed to target and improve purchasing behavior to achieve certain goals. There could be multiple advantages of sales promotion apart from boosting the sales shortly; which we shall learn about in the next section

1.2 Advantages of Sales Promotion

Let's look at the advantages of sales promotion:

- **Learn about buying behavior**

Sales promotions are a great strategy that helps businesses learn about the purchasing pattern of their customers.

- **Enhancing Sales**

With an innovative sales promotion technique, sales teams can drive up a considerable amount of revenue by enhancing sales.

- **Earning loyalty**

An effective sales promotion technique can undoubtedly earn the brand a loyal customer base and generate enthusiasm around the product.

1.3 Disadvantages of Sales promotion

Here are the disadvantages of sales promotion:

- **Devaluation of products:** When you give away your products in too many promotions, the chances of them being perceived as products of lesser value are

- higher. It would, therefore, be wiser to not let that happen and not have too many sales promotions.
- **Compromise on Selling price:** When you decide to have a sales promotion, you may increase your short-term sales but it certainly wouldn't be good for long-term sales and revenue goals. You will have to sell your products without attaining that optimal selling price, that you want to sell them at.
- **An overdo is harmful:** It is important to realize that sales promotions are short-term techniques and are not to be used widely throughout the year. Businesses that become too dependent on this method may face consequences like losing long-term growth.
- **Lack of loyal customers:** When you run too many promotions, the customers get accustomed to it and will turn up only when a product is on promotion. They know that they can expect a discount there. This will impact the profit goals of the company, hampering its overall financial health. Moreover, this process prevents the business from setting up a loyal customer base.

1.4 Types of Sales Promotion

The sales promotions can be broadly classified into two categories based on the targets of the promotion:

- Customer Sales Promotion
- Trade Sales Promotion

Customer Sales Promotion

The customer sales promotions are targeted toward customers and here is how this can be achieved:

- **Free Samples:** These are the samples you give away to your customer free of charge to increase brand awareness. Moreover, an initial curiosity around the product is also generated through the free samples.
- **Bulk Purchase Deals:** This is about discounts for customers who are purchasing in bulk. This method facilitates selling the older stock easily.
- **Free Gifts:** This is another method that helps in attracting more customers as it creates a feeling of getting more at a lesser price.
- **Shipping Schemes:** The chances of attracting more customers increases when you include schemes where you would waive off the shipping charges or would ship the products at a lower shipping price. Shipping schemes are a great way to remove the hurdles which kept away the customers from buying only because of high shipping prices.
- **Discount Coupons:** The discount coupons will help customers purchase products that they might not purchase otherwise owing to higher prices.

- **Finance Schemes:** These include methods such as no-cost EMI, low-interest EMI, and so on. Many people find it difficult to purchase expensive products, and this scheme will help them encourage purchasing.
- **Exchange Schemes:** These schemes let the customers exchange their old products with new ones; undoubtedly, they get better products as desired.

Strategies to Make an Effective Sales Promotion

Let's look at some of the measures you can take to ascertain the success of your sales promotion technique:

Establish Clear goals

In addition to boosting sales and revenues, sales promotions may have other benefits as well. Be mindful of additional marketing objectives.

Examples include:

- Increase sales and leads
- You should have a clear and attainable goal
- Retain customers
- Set a timeframe for hitting team-wide goals
- Follow up on prospects
- A higher average purchase amount
- Increasing the frequency of purchases
- Identify hot and cold leads

1.5 Sales promotion techniques

Several sales promotion techniques have been followed by different types of organizations. As explained above, consumer sales promotion adopts techniques like samples, free trials, discount coupons, and contest prizes whereas dealer promotion has other techniques such as buying allowances, merchandise allowances, price deals, cooperative advertising, and dealer's sales contests.

The most common sales promotion techniques adopted by the overall types of business are:

- Free Samples
- Discount Coupons
- Refund policy within the trial period
- Quantity Gifts
- Lucky Draw
- Contest Prize
- Provide the finance options
- A sample packet of new product as a gift along with other product
- Loyal Customer gifts

Some examples of sales promotion

Sales promotions are of two types: internal sales promotion and external sales promotion. When the former refers to boosting the internal team to enhance sales by offering high incentives, the latter refers to encouraging customers to buy more products/services.

Here are a few external sales promotion examples:

1.6 Sales enhancement tools

With advanced technology, most organizations use automated tools to enhance their sales. It includes the different types of CRM, Ampliz Salesbuddy, Lead squared, etc.

While CRM and Lead squared help your sales team to organize the customers' data in one place which helps them to follow up or take action for the retention, **Ampliz Salesbuddy** is useful for the B2B industry. It helps your sales team to find the information about decision-makers. This information includes email addresses, LinkedIn profiles, phone numbers, and company information.

The beauty of this tool is it provides customized information about your prospects. Based on your request, this tool will provide you with more information.

Festive season sale

Though this sale is temporary and short-term, it provides way better sales than normal days. On any kind of occasion, most businesses offer something to attract customers. For example, on Black Friday or Christmas, you will find some kind of offer for a short period. This type of sales promotion is temporary.

Buy one Get one offer

Generally, every organization provides a buy one get one free offer. It is good for both parties; businesses and customers. When there is a heavy stock of products and expiry dates are near, most businesses provide this offer. Consequently, the stock will be finished soon and more customers will come to you and new customers will be aware of your brand.

Also, if you are a new brand in the market and you want to sell your product, you can run some offers like this to bring awareness and get more sales. This is the best example of sales promotion.

Customer loyalty programs

This is also another example with which most businesses get more sales and acquire new customers. Sometimes, a few customers like products or services and they continue to have the product or services for a long time. After a certain period, most the Business provide some kind of gifts to long-run customers as loyal customers.

This program not only encourages to be a loyal customers but also entices new customers to take the long-term services.

Reward programs

Reward programs or providing extra points to the customers is a successful example of sales promotion. Mostly, this program is adopted by e-commerce or the B2B industry. After close observation of the existing customers and their behavior, this program can be used aiming for retention or referral.

Generally, rewards are provided to the customers as points to the account that can only be used for their websites to purchase. This program works as bait to attract customers.

Joint promotions

Joint promotion is a good example of sales promotion when it comes to the B2B industry. It also helps to have a partnership with a similar type of industry. This may save a lot of costs if both parties agree on exchanging the products or services with each other.

Sometimes, both brands launch a product that consists of features of both brands and promote it in the market jointly for more sales and brand awareness. When two brands work together, it grabs more eyeballs. Therefore, a joint promotion is much more effective as far as promoting sales is concerned.

1.7 SCOPE OF STUDY:

- ☐ To find out the influence of advertising and sales promotion on the sales of the big bazaar
- ☐ To find the most effective tools of sales promotion technique to entire customer used by retail business
- ☐ To study various advertising and sales promotion techniques used by big bazaar
- ☐ To find out the influence of advertising and sales promotional on the sales of the big bazaar
- ☐ To find the effectiveness of the brand recall and recognition of big bazaar.

1.8 NEED FOR STUDY:

- ❑ To study the purchasing pattern of Big Bazaar consumers.
- ❑ To study the determinants of purchase decision-making.
- ❑ To know the customer's satisfaction levels regarding Big Bazaar apparel.

1.9 OBJECTIVE OF STUDY:

► PRIMARY OBJECTIVES:

- ❖ To find out the sales promotional activities carried by the big bazaar

► SECONDARY OBJECTIVES:

- ❖ To find out the tools and techniques of sales promotional that used in the big bazaar

- ❖ to know the level of satisfaction towards the sale's promotional activities

Carried by the big bazaar

- ❖ to identify the factors influencing buying the products in the big bazaar
- ❖ To suggest improves the sales promotion in the competitive market

1.10 LIMITATION OF STUDY:

- ✚ since the survey has been conducted to the customer through google form of the big bazaar, Chennai only
- ✚ 2. It's very difficult to cover the entire market.
- ✚ 3. Most of the customers showed hesitation to respond.
- ✚ 4. I collect detail through google form only.
- ✚ 5. 110 customers are taken as samples for the study.
- ✚ 6. The period of the study taken 50-60 days.

CHAPTER -2

INDUSTRY PROFILE

2.1.1 INDIAN RETAIL INDUSTRY

The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at an emerging stage of its evolution. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded with modern organized retail stores. Many semi-rural areas have also witnessed the d entry of such organized retail outlets. The Indian Retail Industry is currently estimated at US\$ 490 billion. India's retail market is expected to touch a whopping Rs 47 trillion (US\$ 782.23 billion) by 2016–17, expanding at a compounded annual growth rate (CAGR) of 15 percent, according to a study by a leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq. Ft.), witnessing a strong year-on-year (y-o-y) growth of about 78 percent over the total mall supply of 2.5 million sq. Ft. in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000–to January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population. Government Amendments In the Retail Sector The Government of India has allowed 51 percent FDI in Multi-Brand Retail Trading (MBRT) and 100 percent in Single-Brand Retail Trading (SBRT). According to the extant policy, foreign retailers investing more than 51 percent can open outlets across the country on the condition that 30 percent of their sourced sales would come from small to medium-sized domestic enterprises. Further, global chains will now need to invest only 50 percent of the initial compulsory investment of US\$ 100 million in setting up cold storage and warehouses in India. Foreign chains have been given the green signal to set up stores in cities with a population of less than one million. Earlier, supermarkets could only commence their operations in 53 cities, the ones with a population of more than a million.

2.2.1 COMPANY PROFILE

2.2.1 FUTURE GROUP

Big Bazaar is part of the retail network of Future Group. Future Group operates some of India's most popular retail chains including Pantaloons, Central, Big Bazaar, Food Bazaar, Home Town, and Ezone, and also has allied businesses in consumer finance, life, and non-life insurance, logistics infrastructure, and supply chain, and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group's retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's" core value of „Indianness. " The group's corporate credo is, „Rewrite rules, Retain values

2.2.2 Big Bazaar Completes 10 Years

Commemorates the Occasion with a Fresh Branding & New Promises

Mumbai, 17th November 2011: Big Bazaar today unveiled a new logo with a new tag line, 'Naye India Ka Bazaar' on completion of 10 years of serving Indian customers. Born out of the idea of amalgamating the look, touch, and feel of Indian bazaars with the choice, convenience, and hygiene that modern retail provides; the first three Big Bazaar stores were launched during the festive season in 2001 in the cities of Kolkata, Bangalore and Hyderabad. Since then, 151 more stores have come up in 90 cities across the country. Millions of customers, across the length and breadth of the country, have benefitted from the Big Bazaar's promise of providing affordable and quality products to everyone. Today, Big Bazaar provides a platform for over 15,000 small, medium, and large producers and manufacturers to sell their products to Indian consumers. Needless to add, during this period Big Bazaar too evolved in terms of product offerings, display, customer conveniences, and the experience it offers. The opening of the 100th Big Bazaar store in 2009 marked the fastest organic expansion of a hypermarket retail format anywhere in the world. Simultaneously, the format earned multiple awards and accolades, including being adjudged the Most Trusted Brand by two of India's leading media houses in 2011. During this time, India too has changed dramatically and so have customers who walk into Big Bazaar. Keeping in mind this evolution and to stay a step ahead, Big Bazaar unveiled a new logo that

stands for a dynamic forward movement and a more modern outlook designed for each member of the great Indian family. Big Bazaar will now present itself with a new tag line, „Naye India Ka Bazaar,” replacing the earlier one, „Isse Sasta Aur Accha Kahin Nahin.” A television, print, and social media communication initiative is also being launched to mark this event. The new logo design was developed by Bangalore-based design house, Idiom and the media campaign has been developed by Mudra Communication. The inspiration for the new ad campaign commemorating the 10 years of Big Bazaar comes from an ancient Jain custom of “Michchami Dukkadam”, which translates into colloquial language as “Bhool-chookMaaff” or “Please forgive me if I have offended you knowingly or inadvertently”. Apart from a commitment to further improve services provided to customers, a key initiative being rolled progressively across all stores are priority counters for senior citizens, pregnant women, and mothers with infants. Big Bazaar stores will also have more customer feedback sections. Stores across the country will also be rolling out signature community initiatives like Annasantharpane and Protsahan.

2.2.3 VISSION

The future group shall deliver everything, everywhere, every time, for every Indian consumer in the most profitable manner

2.2.4 MISSION

- They share the vision and brief that our customers and the stakeholder shall be served only by creating and executing future scenarios in the consumption space leading to economic development
- They will be the trendsetter in evolving delivery formats, creating retail realty, and making consumption affordable for all customer segments for classes and masses.
- They shall infuse the Indian brand with confidence and renewed ambition.
- They shall be efficient cost-conscious and committed to quality in whatever we do.
 - They shall ensure that our positive attitude sincere humility and united determination shall be the driving force to make us successful.

2.2.5 CORE VALUE:

- ✚ Indianness: confidence in ourselves
- ✚ Leadership: to be a leader, both in thought and business
- ✚ Respect and humility: to respect every individual and be humble in our conduct.
- ✚ Introspection: leading to purposeful thinking,
- ✚ Openness: to be opened and receptive to new ideas, knowledge, and information
- ✚ Valuing and nurturing relationships: to build long-term relationships.
- ✚ Simplicity and positivity: simplicity and positivity in our thought, business, and action.
- ✚ Flow: to respect and understand the universal law of nature.
- ✚ Adaptability: to be flexible and adaptable to my challenge

2.2.6 MAJOR MILESTONE:

2019

- ✚ Amazon acquires 49% stake in Future Coupons
- ✚ 7-Eleven signs a master franchise agreement with Future Group
- ✚ Fbb's fashion brand Buffalo achieves the 40-year milestone

2018

- ✚ Future Group opens the largest and most iconic Foodhall store with first of its kind cookery studio, in-house bakery, cafes, restaurants, hydroponics wall, farmer's market, tea, salon, and much more.
- ✚ Future Group acquires Food world Business of FSPL, a supermarket chain with a presence in Bangalore and Hyderabad
- ✚ Future Retail Ltd. acquired Travel News Services India which holds the license of the global retail brand "WH Smith" in India
- ✚ Big Bazaar organized one of the world's first 24hrs of Facebook Live Shopping Carnival to celebrate the 12th anniversary of Sabse Sasta Din
- ✚ Big Bazaar for the first time created a mobile game 'Deal Skyfall – Sabse Saste 5 Din' that has transformed the shopping experience in India
- ✚ Fbb launched ' Watch Now Buy Now', India's first-ever LIVE online fashion event
- ✚ Big Bazaar dropped prices of 1,500 Everyday Items with the 'Har Din Lowest Price' Promise

2017

- ✚ Central and SBI Card launched a unique co-branded credit card designed for the aspirational urban shopper
- ✚ Future Group launched New Retail 3.0, a digital strategy aimed at making the group Asia's largest leading integrated consumer company with a trillion dollars in revenue by 2047

2016

- ✚ Big Bazaar Direct tied up with Oxygen Services to sell the wide assortment of franchisees.
- ✚ Little Foodhall launched in Gurgaon
- ✚ Future Group associated with Bajaj FinServ to launch India's first retail EMI card
- ✚ Fbb created the Guinness World record for the world's largest photo book of 18 feet in height and 27 feet in width
- ✚ Future Retail Limited approved a proposed consolidation of the retail and allied businesses of Heritage Foods Limited. The retail business of Heritage Foods includes the popular Heritage store chain of 124 stores in the three key southern cities of Hyderabad, Bangalore, and Chennai.

2015

- ✚ Fbb became style partner of Asia's largest music festival, Sunburn
- ✚ Big Bazaar & Ezone made to the Brand Equity's Top Retailer's List
- ✚ Future Group partnered with India's fastest growing ayurvedic company, Patanjali Ayurved.
- ✚ The Miss Universe from Columbia, Paulina Vega launched Jealous 21's limited edition Miss Universe Collection at Taj Land's End in Mumbai
- ✚ First Big Bazaar GEN NXT store designed for smart and easy shopping experience opened in Infinity Mall, Malad, Mumbai
- ✚ Big Bazaar announced an exclusive tie-up with a leading mobile wallet company, MobiKwik
- ✚ The UK based Plymouth City College awarded Future Sharp with the title of 'The Best International Business Partner'
- ✚ T24, Future Group's unique telecom service and loyalty program and India's first unpaid GSM mobile service completed 5 eventful years
- ✚ The most affordable fashion destination, Fbb signed youth style icons Katrina Kaif and Varun Dhawan as its brand ambassadors
- ✚ Bharti Retail joins hands with Future Retail
- ✚ Future Group forays into M-Commerce with the T24 Mobile App

- ✚ Big Bazaar redefines weekends with the launch of a never-seen-before campaign, 'Crazy Weekend'.
- ✚ Future Group launched the new age convenience store format, KB's Conveniently Yours.

2014

- ✚ Future Group partnered with the Fortune 500 company and one of the largest online shopping destinations, Amazon
- ✚ Future Group partnered with the world's leading customer science company, dunnhumby for data analytics services
- ✚ Future Group announced its strategic tie-up with SAP company hybris, which delivers Omni Commerce™: state-of-the-art master data management for commerce and unified commerce processes to its clients.
- ✚ India's First Mega Food Park was inaugurated by India's Honourable PM Shri Narendra Modi at Tumkur Karnataka
- ✚ Hometown underwent a complete makeover with a new tagline, 'The Art of Better Living', logo, and in-store branding.
- ✚ Future Group's premium food destination Foodhall launched in Saket, New Delhi.
- ✚ Big Bazaar and Ezone were voted as one of the Top 50 Most Trusted Brands in the country in the Brand Equity Survey 2013 conducted by Nielson. The survey also revealed that Big Bazaar is the 4th Most Trusted Service Brand in the country
- ✚ fbb ties up with India's largest Beauty Pageant Femina Miss India 2014
- ✚ A New Generation Big Bazaar, Big Bazaar Family Centre was launched at Alcove in Kolkata on January 6, 2014

2013

- ✚ Foodhall, the premium lifestyle food destination launched in Pune.
- ✚ The First batch of the Future India Fellowship program started with 5 selected fellows across the country. The fellowship aims to create thought leaders of tomorrow.
- ✚ Future Group successfully introduced 'Big Bazaar Direct' an assisted shopping concept where franchises will sell Big Bazaar products through a catalog on a 'tablet'.
- ✚ Big Bazaar introduced an exciting occasion for shopping 'April Utsav'.
- ✚ Future Group officially launched India's largest State of the Art Logistical Distribution Hub at Nagpur.

- ✚ Big Bazaar introduced a unique customer membership program 'Big Bazaar Profit Club.'
- ✚ Foodhall, the premium lifestyle food destination launched in New Delhi.
- ✚ Future Sharp, the Future Group arm that trains and develops the skills of youth opened its new skill center in Nashik.

2012

- ✚ On 1st May 2012, the company introduced a new retail initiative – the Public Holiday Sale
- ✚ Foodhall the premium lifestyle food destination launched its second store in Bengaluru on 4th May 2012
- ✚ Big Bazaar redefined the concept of customer service with the launch of the Rajajinagar Family Centre in Bengaluru with its unique Seva initiative on 24th February 2012
- ✚ Future Sharp Skills Ltd. launched its first skill center in Kolkata with a vision to train and provide sustainable livelihood to five lakh youth of West Bengal by 2022
- ✚ Pantaloons became the first retailer to introduce a real hunt as it set out on a countrywide search for their next Fresh Face
- ✚ Pantaloons launched its first store in Ludhiana, Visakhapatnam, Bilaspur
- ✚ Future Group started Aadhaar Franchise
- ✚ Future Supply Chains Express Logistics business became the fastest profitable Express Business in India
- ✚ Keeping pace with the ongoing trends Fashion@ Big Bazaar decided to reposition itself as fbb
- ✚ Pantaloons joined hands with PAYBACK. Being India's largest and one of the strongest loyalty programs in Europe, PAYBACK offers were made available to all Pantaloons customers
- ✚ Big Bazaar launched its home delivery services in Mumbai

2011

- ✚ Future Group entered elite gourmet retailing with the launch of its first gourmet food chain Foodhall in Mumbai on 26th May 2011
- ✚ Future Innoversity introduced MBA in Supply chain Management
- ✚ Pantaloons launched its revamped Green Card Loyalty Programme
- ✚ Pantaloons forayed in Coimbatore, Durgapur and Vizag
- ✚ Big Bazaar completed 10 glorious years and came up with a new brand identity and tagline Naye India ka bazaar
- ✚ Big Bazaar celebrated its 10 years of existence

- ✚ Big Bazaar opened its first store in Himachal Pradesh on 21st May 2011

2010

- ✚ Future Value Retail Limited is formed as a specialized subsidiary to spearhead the group's value retail business through Big Bazaar, Food Bazaar, and other formats
- ✚ Pantaloons opened its 50th flagship store in New Delhi on 27th November 2010
- ✚ Pantaloons embarked on its "next-gen" journey with the launch of its new 'avatar' stores
- ✚ Big Bazaar introduced Family Centre in Kolkata on 27th March 2010
- ✚ Big Bazaar opened its first store in Jalandhar and Amravati
- ✚ Pantaloons forayed in Allahabad, Bhopal and Aurangabad
- ✚ Future Group launched 'The Great Indian Shopping Festival'
- ✚ Future Group announced the launch of mobile telephony services under the brand name T24 on the GSM platform

2009

- ✚ Big Bazaar initiated the Maha Annasantarpane program at its stores in South India – a unique initiative to offer meals to visitors and support local social organizations
- ✚ Big Bazaar captured almost one-third share in food and grocery products sold through modern retail in India
- ✚ Pantaloon Retail celebrates its first Shopping Festival across all retail formats in key Indian cities.

2008

- ✚ Big Bazaar dons a new look with a fresh new section, Fashion@Big Bazaar
- ✚ Big Bazaar crosses the 100-store mark, marking one of the fastest expansions of the hypermarket format anywhere in the world.

2007

- ✚ Big Bazaar launched its 50th store in Kanpur
- ✚ Big Bazaar partnered with Futurebazaar.com to launch India's most popular shopping portal
- ✚ Big Bazaar initiated the Power of One campaign to help raise funds for the Save The Children India Fund
- ✚ Pantaloon Retail wins the International Retailer of the Year award at the US-based National Retail Federation convention in New York, the and Emerging Retailer of the Year award at the World Retail Congress held in Barcelona.

2006

- Big Bazaar launched India's most popular shopping festival: Sabse Sasta Din on 26th January
- Big Bazaar launched Shakti, India's first credit card program tailored for housewives
- Navaras – the jewelry store launched within Big Bazaar stores
- Home Town, the home building and improvement products retail chain, is launched along with consumer durables format Ezone and furniture chain Furniture Bazaar.

2005

- Big Bazaar launched a unique shopping program: the Big Bazaar Exchange Offer, inviting customers to exchange household junk

2004

- Pantaloon Retail launches India's first seamless mall, Central, in Bangalore.

2003

- Big Bazaar entered Tier-II cities with the launch of its store in Nagpur

2002

- Food Bazaar, the supermarket chain is launched.

2001

- Pantaloon Retail launches three Big Bazaar stores within 22 days in Kolkata, Bangalore, and Hyderabad.

2.2.7 BIG BAZAAR

Big Bazaar makes your shopping more affordable with exciting offers and Show More coupons to let you save money on all your orders.

Kishore Biyani, the owner of Big Bazaar, had big dreams for his business as he was from a business family. The company aimed to provide good quality products at affordable prices. He took the retail industry by storm. He had gone through various breakthroughs and setbacks. Big Bazaar brought a major difference in his life. In 2001, the first store was founded in Kolkata, and within the next 22 days, he opened more

than 2 stores. Since that day he has opened more than 100 stores in India. The idea of Big Bazaar came from 'Saravana'. This store was a part of the Biyani family business.

Kishore Biyani is an Indian businessman, an organizer, trader, and also a failed filmmaker. But eventually, he became the Founder and the CEO of the Future Group, which is one of India's biggest retail chains. Kishore Biyani is also the founder of companies like Big Bazaar and Pantaloons. He was born on 9th August 1961, in Mumbai in a family that has been involved in the business since the period of his grandfather. His grandfather had a clothes shop when it used to be known as Bombay. Kishore is currently a man of 59 years.

The Future Group is one of the biggest names in the Indian business sector. Kishore Biyani, the founder and CEO of Future Group, is widely known as Sam Walton of India. Retail King of India Kishore Biyani took the retail industry by storm. The Future Group has over 70 million square feet of retail space in over 90 cities and 60 rural locations all over India.

2.2.8 VARIOUS DEPARTMENTS IN THE STORE ARE AS FOLLOWS:

- Food bazaar department
- Cash department
- Appliances
- Plastics, utensils, and crockery
- Footwear
- New business development
- Furniture
- Human resources
- Visual merchandise
- Administration
- Warehouse
- Luggage
- Customer service department
- Maintenance.

CHAPTER-3

REVIEW OF LITERATURE

3.1 SALES PROMOTION AND CONSUMER RESPONSE \ PREFERENCE:

Sales Promotion is a tool that is used by retailers or manufacturers to attract consumers to purchase more of their products. The outcome of sales promotion always results in the use of a high amount of reserve, which attracts a lot of new customers and thereby results in an additional increase in sales. In as much as all the marketing activities are linked with sales promotions, which results in to increase in consumers' purchases and thereby improves intermediaries or retailers' efficiency and co-operation. According to Withier and Moore (2007), sales promotion remains indispensable in any marketing activity. Many purchase situations are so usual that shoppers conduct a very minor cognitive activity. It is hard to stimulate behavior such as brand switching or an increase in the number of units purchased. The increasing interest in the use of sales promotion as a marketing tactic has resulted in an unusual growth of research in this area. Sales promotions consist of a huge variety of temporary planned promotion tools which is generating a preferred response from the consumer (Gilbert and Jackaria, 2002).

Sales promotion has become an integral part of the promotion schemes of both manufacturers and retailers of durable as well as non-durable consumer goods. It consumes a very significant portion of the promotional expenses of marketers. In some developed countries allocation of the promotion budget to sales, the promotion has far exceeded spending on advertisement. Brand managers are now relying heavily on sales promotion because its impact on sales is more direct, immediate, and quantifiable as compared to an advertisement. Marketers use both price and non-price promotions either independently or in association with each other. Price promotions allow buyers to make some savings of money whereas non-price promotions like premium add value to the offer. Point-of-Purchase promotions like feature advertisements and displays lead to impulse buying. The dynamic nature of sales promotion has inspired many researchers to turn their attention to studying the various issues related to this element of the promotion mix. Studies have been conducted on the planning, implementation, and evaluation aspect of sales promotion worldwide. These studies are reviewed and presented briefly under suitable titles or headings like Studies on Consumer Promotion, Studies on SalesForce Promotion, Studies on Trade Promotion, and Other Studies on Promotion. Sales promotion is a marketing activity that adds to the basic value proposition behind a product (getting more for less) for a limited time to stimulate consumer purchasing, selling effectiveness, or the effort of the sales force (Aderemi, 2003). This implies that sales promotion may be directed either at the end consumers or at selling intermediaries such as retailers or sales crews.

Sales promotion can be an effective tool in a highly competitive market when the objective is to convince retailers to carry a new product or influence consumers to select it over those of competitors. More so, sales promotion tends to work best when it is applied to items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands of demonstration (Kotler and Keller, 2006). Sales promotion includes communication activities that provide extra value or incentives to ultimate customers, wholesalers, retailers, or other organizational customers. It also stimulates sales of product trials (Kotler and Keller, 2006). However, according to Keller (2003), consumer preference is the process by which the individual search for, selects, purchase, use and dispose of goods and services, in satisfaction with their needs and wants. The consumers' behavior has a direct effect on the success of the firm and therefore must ensure that they create a marketing mix that satisfies consumers. The consumer mostly goes through about five steps in taking one purchase decision. These include Problem recognition, Information search, Evaluating alternatives, Purchase decisions, and Purchase and Post Purchase evaluation. Actual purchasing is only one stage of the process and not all decision processes lead to a purchase. Also, not all consumer decisions will include all the stages but will depend on the degree of complexity and risk involved. Instant noodles have become a common kitchen item in most Far East countries since their introduction in 1958. Noodles have a history of more than 2000 years in China and from there it has spread to Japan and Europe. However, it was not until 1958 that Nissin Foods of Japan introduced the first instant "Chicken Ramen" which was intended to be eaten anywhere. Instant noodle is called "Raumen" in Japan. "Raumen" is a noodle soup loved by all Japanese. The four components of raumen noodles, sauce, broth, and toppings can create countless variations. The key ingredients in the sauce include salt soy sauce and miso. The history of Raumen had not appeared by 1900. Since this year, Chinese cooks have started to make Chinese noodles all over Japan and Japanese people re-make those noodles for the Japanese climate and favorite taste. In 1958 Raumen rapidly became popular among the Japanese people, this year; the first instant noodle in the world was sold. After that, invented Miso Raumen in 1961 and cup noodle in 1971. In the late 1980's Tonkotsu or pork broth, marked an epoch in Tokyo. After that, people started searching for local varieties with new tastes. Among the cities spotlighted were Asahikawa in Hokkaido, Wakayama, and Tokushima. Since the mid-1990, however, the focus has shifted from localities to individual chefs. And now there are over 200 thousand raumen restaurants in Japan. Raumen became the Japanese national food.

In Nigeria, Noodles are popular among most of the citizens of the country. Noodles have become a common and popular category among the young and old as it identifies them with quick satisfaction (Adeleke & Aminu, 2012). This has prompted Indomie noodles to become a household name. However the Indomie market is among the turbulent markets due to increased competition, environment, quality, promotion, and brand name among others and all these factors affect brand loyalty. Noodles like Dangote noodles, Cherie noodles, and Golden Penny noodles are some of the other Noodles we have in Nigeria yet the common name attached to all Indomie Noodles thus making Indomie noodles have the competitive edge over others.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

► TABLE 4.1.1

classification based on age

S.no	particulars	No of respondents	% of respondents
1	Less than 25	75	68.2
2	25-40	30	27.3
3	More than 40	5	4.5
4	Total	110	100

- Source data : primary data
inference :

majority (68.2%) of the respondents are in age of less than 25
27.3% of the respondents are age of 25-40 ,4.5% of the respondents are more than 40

CHART 4.1.1
Classification of respondents

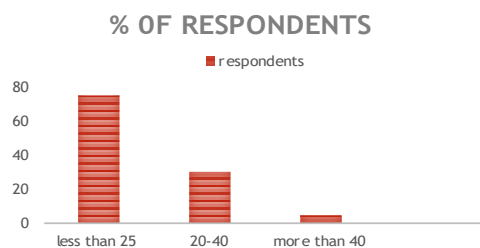


TABLE 4.1.2
CLASSIFICATION OF RESPONDENTS BASED ON GENDER

S.NO	particulars	No of respondents	% of respondents
1	female	65	59.1
2	male	45	40.9
3	total	110	100

Source : primary data

inference

from the survey ,59.15 % of the respondents are female and 40.9%
Respondents are male

CHART 4.1.2

Chart 4.1.2

CLASSIFICATION OF RESPONDENTS BASED ON GENDER

% OF RESPONDENTS

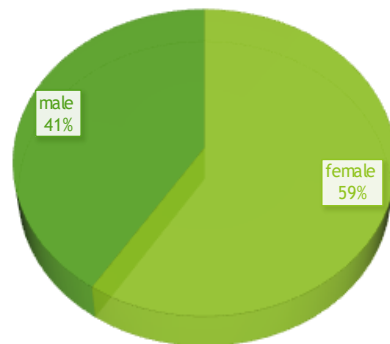


TABLE 4.1.3
CLASSIFICATION OF RESPONDENTS BASED ON MARITAL STATUS

S NO	PARTICULARS	NO OF RESPONDENT S	% OF RSPONDENTS
1	Married	38	34.5%
2	Un married	72	65.5%
3	Total	110	100

source: primary data

Inference:

from the survey ,34.5% of the respondents are married and 65.5% Respondents are un married

CHART 4.1.3

CLASSIFICATION OF RESPONDENTS BASED ON MARITAL STATUS

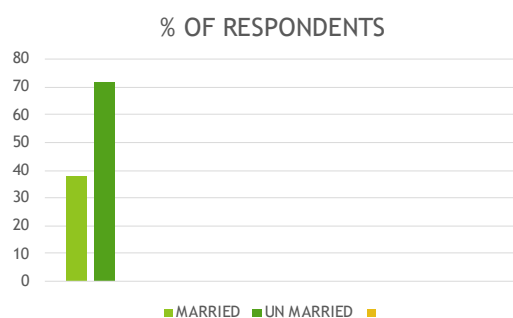


TABLE 4.1.4
OCCUPATION OF RESPONDENTS

SNO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Student	44	47.3%
2	Working	40	40%
3	Home maker	14	12.7%
4	total	110	100

source :primary data

inference :

47.3% of the respondents are student ,40% of the respondents are working
12.7% of respondents are home maker

chart 4.1.4
occupation of respondents

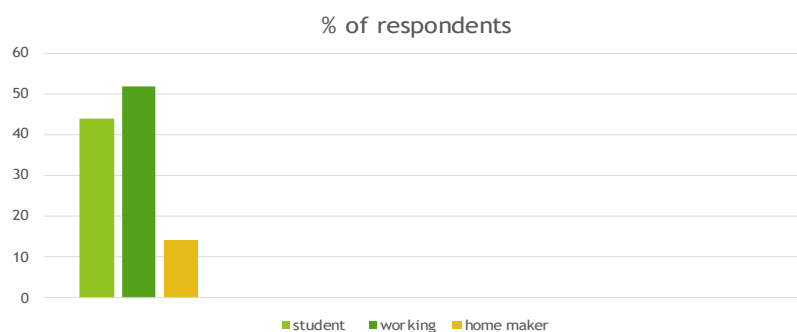


TABLE 4.1.5
THOUGHT ABOUT PRICE OF THE PRODUCT

S no	particulars	No of respondents	% of respondents
1	Highly satisfied	35	31.8
2	Satisfied	58	52.7
3	Moderate	15	13.6
4	Dissatisfied	2	1.8
5	total	110	100

► Source :primary data

From the survey it is the evidence that 31.8% of the respondents are highly satisfied 52.7% of respondent are satisfied ,13.6% are moderate ,1.8 %of respondent are dissatisfied regarding the price of big bazaar

CHART 4.1.5
THOUGHT ABOUT PRICE OF THE PRODUCT

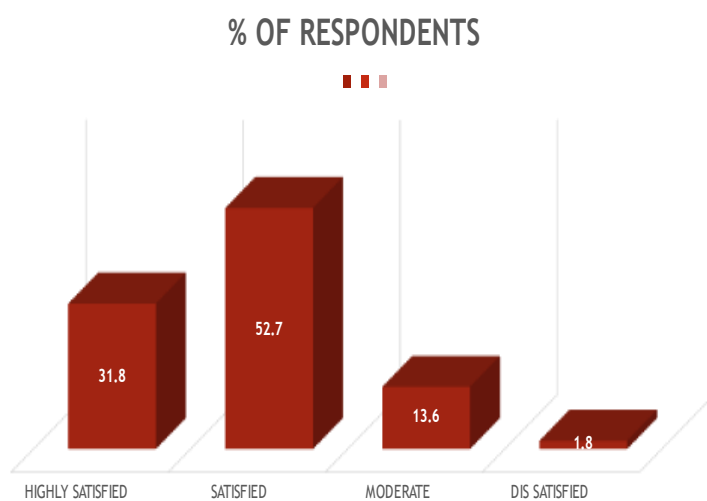


TABLE 4.1.6
SALES AND PROMOTIONAL ACTIVITIES THE CUSTOMER SATISFIED
MORE IN BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Pay back offers	20	18.2
2	Monthly saving offers	36	32.7
3	Gift voucher	25	22.7
4	Big day offers	29	26.4
5	TOTAL	110	100

SOURCE : PRIMARY DATA
INFERENCE

From the survey it is the evidence that 18.2% of the respondents are pay back offers 32.7% of respondent are monthly saving offers ,22.7% are gift voucher,26.4%of respondent are big day offers regarding the sales and promotion activities of big bazaar

chart 4.1.6
sales and promotional activities the customer satisfied
more in big bazaar

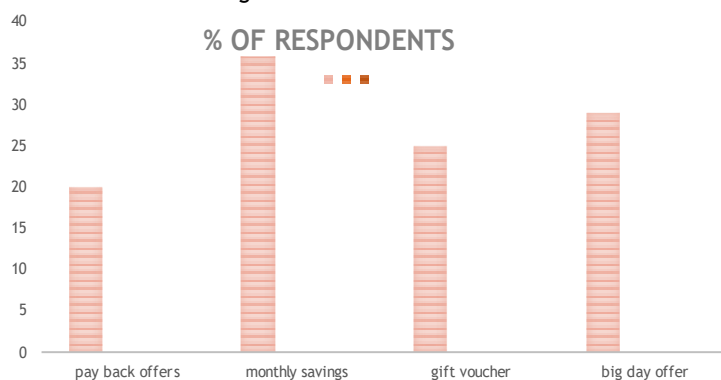


TABLE 4.1.7
DEPARTMENT THAT CUSTOMER PREFER TO BUY MORE PRODUCTS
IN BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Food	42	38
2	Home appliance	14	13
3	Toys and sports	21	19
4	Non food	26	24
5	Others	7	6
6	total	110	100

source: primary data
inference

From the survey it is the evidence that 38% of the respondents are food 13% of respondent are home appliance ,19% are toys and sports,24 %of respondent are non foods,6% of respondent are prefer other that above shown

CHART 4.1.7
DEPARTMENT THAT CUSTOMER PREFER TO BUY MORE PRODUCTS
IN BIG BAZAAR

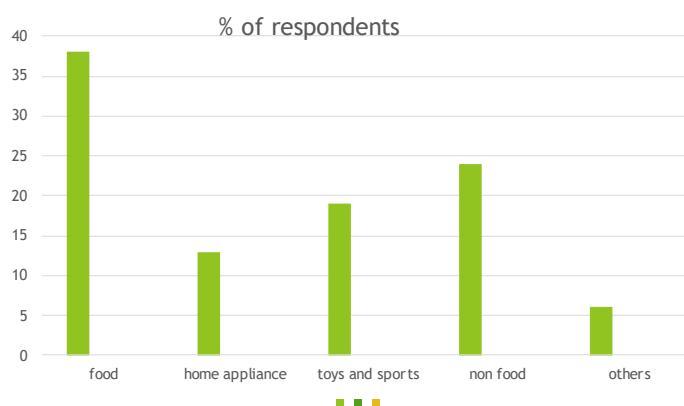


TABLE 4.1.8
THE APPROACH OF A SALES REPRESENTATIVE IN BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Excellent	44	40
2	Good	54	49.1
3	Fair	9	8.2
4	Poor	2	1.8
5	Option	1	0.9
6	total	110	100

source : primary data
inference

From the survey it is the evidence that 40% of the respondents are excellent 49.1% of respondent are good ,8.2% are fair,1.8%of respondent are poor,0.9% are respondent are option regarding approach of sales representative big bazaar

CHART 4.1.8
THE APPROACH OF A SALES REPRESENTATIVE IN BIG BAZAAR

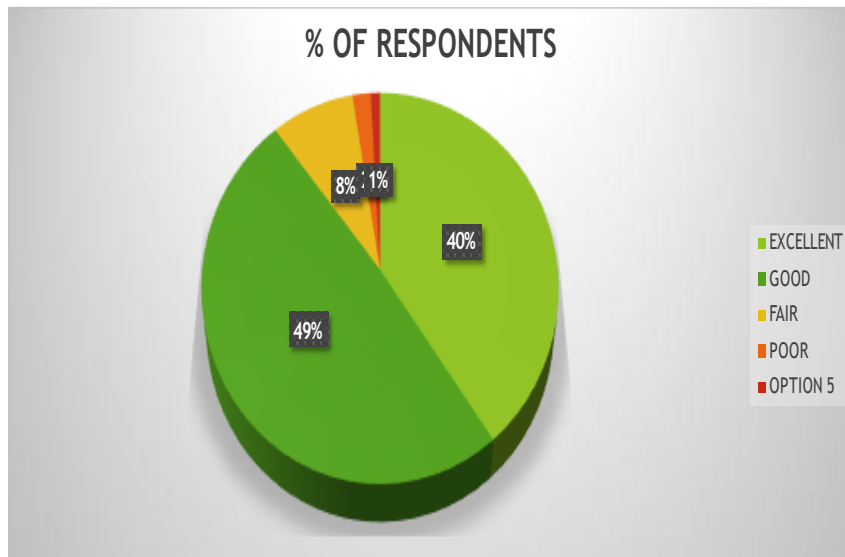


TABLE 4.1.9
CUSTOMER OPINION ABOUT THE ADVERTISEMENT

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Highly satisfied	34	30.9
2	Satisfied	63	57.3
3	Average	11	10
4	Dis satisfied	2	1.8
5	total	110	100

source : primary data
inference

From the survey it is the evidence that 30.9% of the respondents are highly satisfied 57.3% of respondent are satisfied ,10% are moderate ,1.2 %of respondent are dissatisfied regarding the advertisement of big bazaar

CHART 4.1.9
CUSTOMER OPINION ABOUT THE ADVERTISEMENT

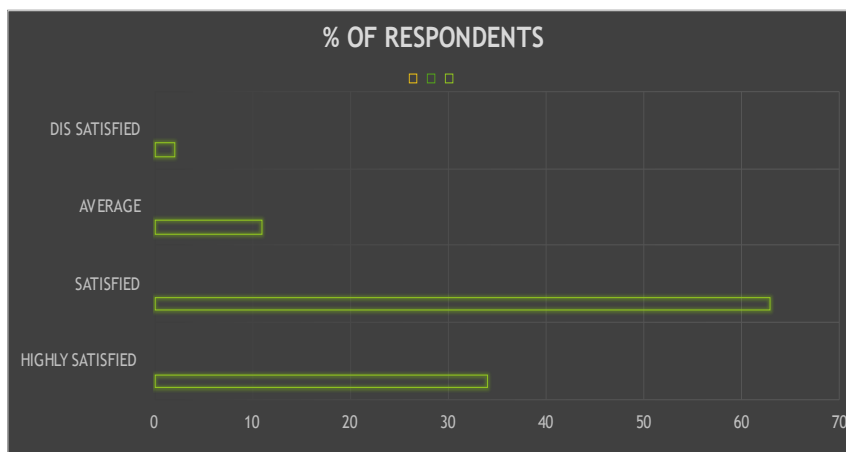


TABLE .4.1.10
OPINION ABOUT THE BIG BAZAAR ON THE AVAILABILITY OF PRODUCTS

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Excellent	60	54.5
2	Good	41	37.3
3	Average	7	6.4
4	poor	2	1.8
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE :

From the survey it is the evidence that 54.5% of the respondents are excellent 37.3% of respondent are good ,6.4% are average,1.8%of respondent are poor, regarding approach of availability of product big bazaar

CHART 4.1.10
OPINION ABOUT THE BIG BAZAAR ON THE AVAILABILITY OF PRODUCTS

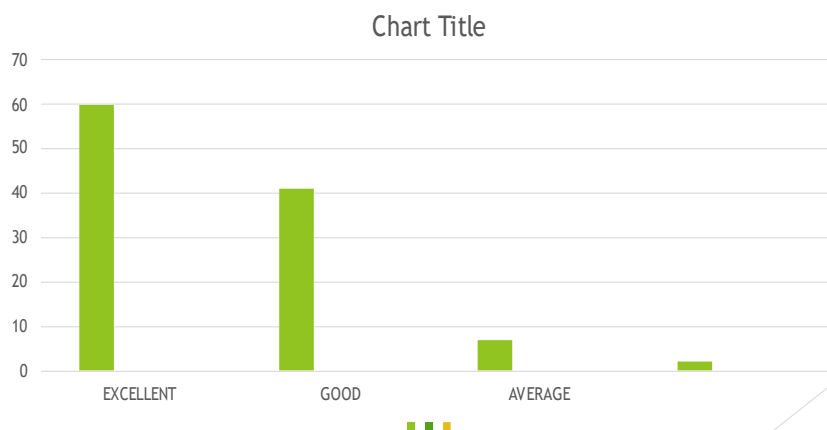


TABLE 4.1.11

MEDIUM DO YOU FEEL IS SUITABLE TO PROMOTE THE VARIOUS PROMOTIONAL SCHEMES

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Radio	9	8.2
2	tv	56	50.9
3	News paper	16	14.5
4	others	29	26.4
5	TOTAL	110	100

SOURCE:PRIMARY DATA

INFERENCE

From the survey it is the evidence that 8.2% of the respondents are radio 50.9% of respondent are tv,% a14.5re news paper,26.4%of respondent are others, regarding approach of promotional scheme big bazaar

TABLE 4.1.12
THROUGHT ABOUT THE SALES SERVICES OF A BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENT	% OF RESPONDENT
1	Excellent	40	36
2	Good	34	31
3	Fair	27	25
4	poor	8	7
5	very Poor	1	1
6	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE :

From the survey it is the evidence that 36% of the respondents are excellent 31% of respondent are good ,25% are fair, 7% of respondent are poor regarding approach of sales service of big bazaar

CHART 4.1.12
THROUGHT ABOUT THE SALES SERVICES OF A BIG BAZAAR

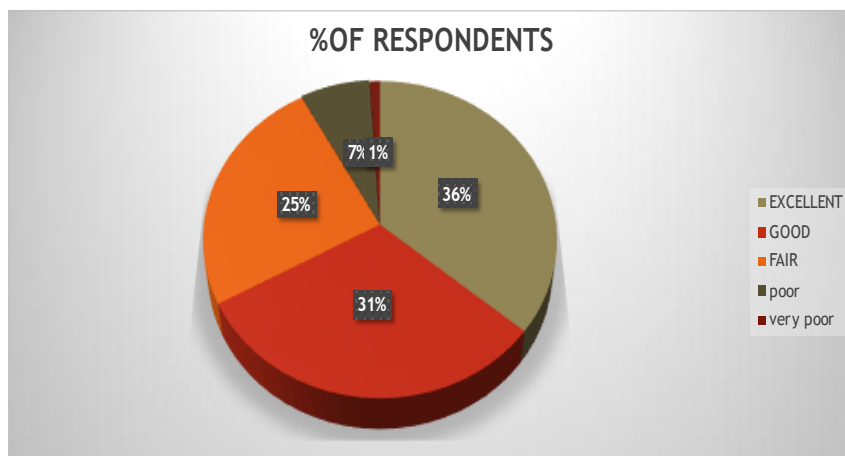


TABLE 4.1.13

PROMOTIONAL ACTIVITIES NEED BETTER IMPROVEMENT IN THE BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENT	%OF RESPONDENT
1	Offer	32	29.1
2	Discount	47	42.5
3	Gift	16	14.5
4	Prices	12	10.9
5	Other	3	2.7
6	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey it is evidence that 29.1% of the respondent are says need to improvement in the offers, t 42.5 % of respondent are says in discount, 14.5% of are says in gifts, 10.9 are respondents are in prices , 2.7% are in the other than the above the shown

chart 4.1.13

PROMOTIONAL ACTIVITIES NEED BETTER IMPROVEMENT IN THE BIG BAZAAR

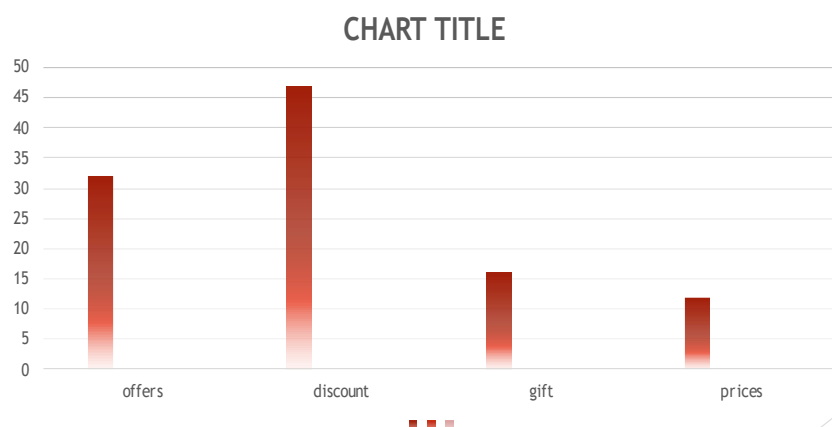


TABLE 3.1.14
FACTORS DO YOU NORMALLY CONSIDER WHILE PURCHASING A PRODUCT IN
THE BIG BAZAAR

S NO	PARICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	ambiance	13	11.8
2	Quality	53	48.2
3	Company image	11	10
4	Price	25	22.7
5	Others	8	7.3
6	TOTAL	110	100

SOURCE : PRIMARY DATA
INFERENCE

from the survey its is evidence that 11.8% of the respondent are considered ambiance,48.2% of the respondent are quality,10% of respondent are company image , 22.7% of respondent are price ,7.3% of respondent are choosing other

CHART 4.1.14
FACTORS DO YOU NORMALLY CONSIDER WHILE PURCHASING A PRODUCT IN
THE BIG BAZAAR

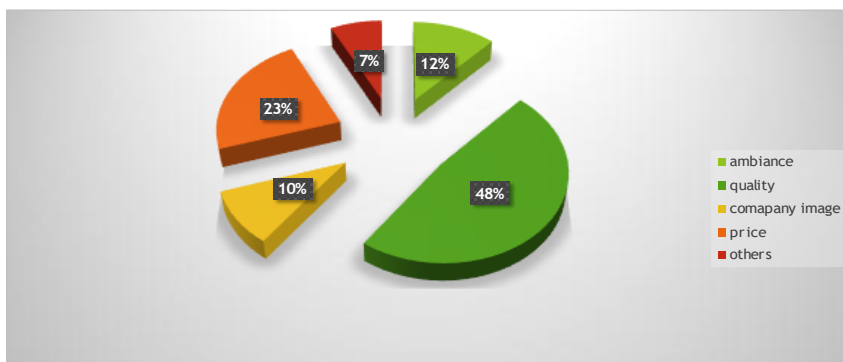


TABLE 4.1.15
SALES PROMOTIONAL ACTIVITY ATTRACTS YOU MORE

SNO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Others	50	50
2	Discount on every articles	33	30
3	Gift purchase	10	9.1
4	Price off	12	10.9
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey its is evidences that 50% of the respondent are considered others, 30% of respondent are discount on every articles , 9.1% of respondent are gift purchase , 10.9% of respondent are choosing price off

CHART 4.1.15

SALES PROMOTIONAL ACTIVITY ATTRACTS YOU MORE

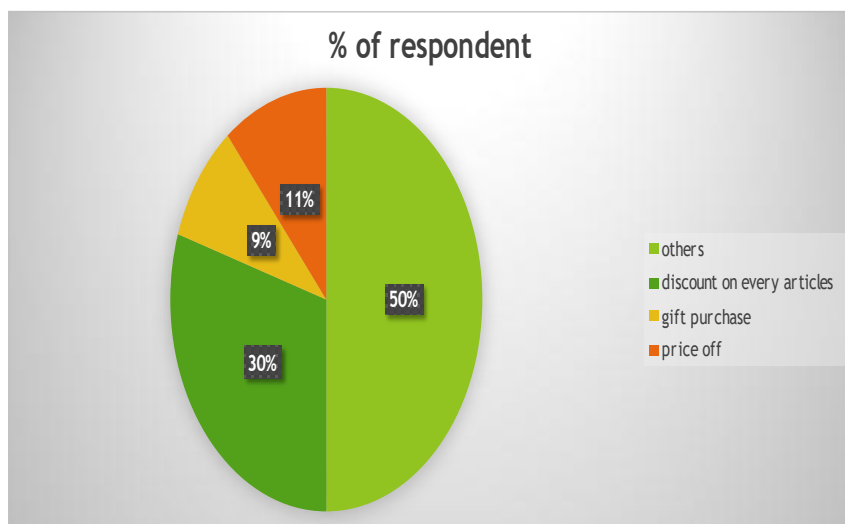


TABLE 4.1.16
THE SALES PROMOTION ACTIVITIES CARRIED BY THE COMPANY

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Excellent	29	26
2	Good	22	20
3	Fair	42	38
4	Poor	10	9
5	Very poor	7	6
6	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE :

From the survey it is the evidence that 26% of the respondents are excellent 20% of respondent are good ,38% are fair,38% of are respondent ,9% of respondent are poor .6% of respondent are very poor

CHART 4.1.16
THE SALES PROMOTION ACTIVITIES CARRIED BY THE COMPANY

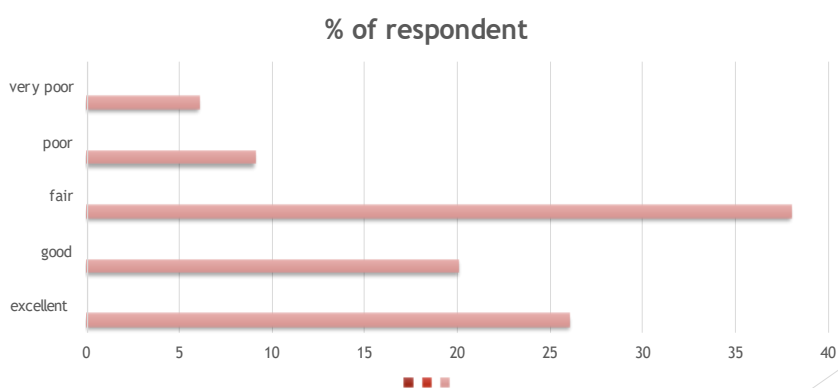


TABLE 4.1.117
THROUGHT ABOUT THE BIG DAY OFFER

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENT
1	Excellent	42	38.2
2	Good	54	49.1
3	Fair	9	8.2
4	Poor	2	1.8
5	Average	3	2.1
6	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE :

From the survey it is the evidence that 38.2% of the respondents are excellent 49.1% of respondent are good ,8.2% are fair,1.8% of are respondent poor ,2.1of respondent are average.

CHART 4.1.117
THROUGHT ABOUT THE BIG DAY OFFER

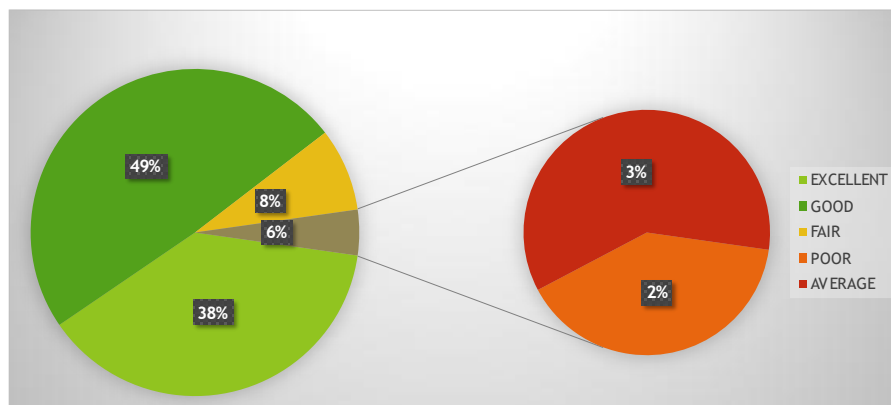


TABLE 4.1.18
CUSTOMER CHOOSING A BIG BAZAAR CHENNAI

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Near by home town	35	31.8
2	Customer service	29	26.4
3	Company image	13	11.8
4	Low price	33	30
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey evidence that 31.8% of respondent are near by home town, 26.4% of respondent are customer service, 11.8% of respondent are company image, 30% of respondent are low price.

CHART 4.1.18
CUSTOMER CHOOSING A BIG BAZAAR CHENNAI

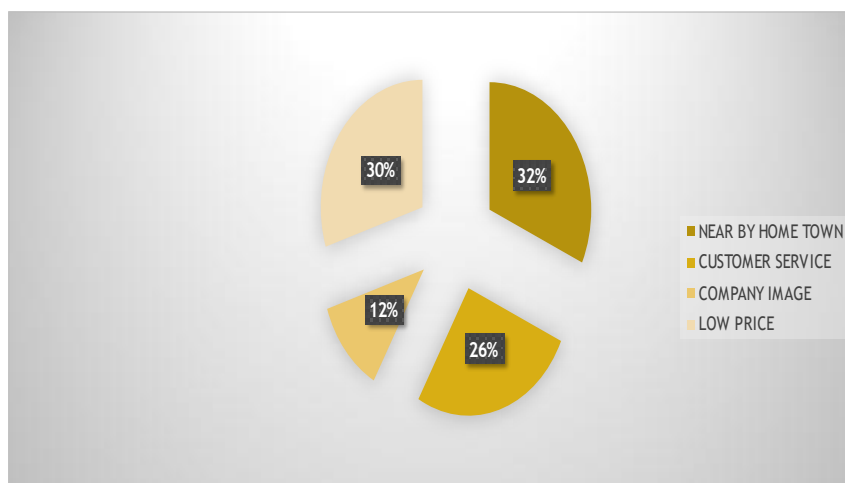


TABLE 4.1.19
SINAAGE OR DISPLAY CONVEY ABOUT THE PRODUCT

S NO	PARTICULARS	NO OF RESPONDENT	% OF RESPONDENT
1	YES	89	80.9
2	NO	21	19.1

SOURCE : PRIMARY DATA
INFERENCE

from the survey it is evidence that 80.9% of the customer can understand by signage or display and remaining 19.1% are not considering it

CHART 4.1.19
SINAAGE OR DISPLAY CONVEY ABOUT THE PRODUCT

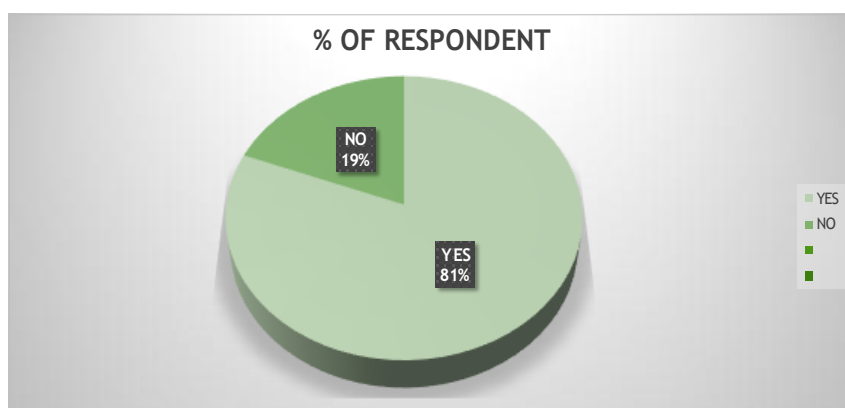


TABLE 4.1.20
THOUGHT ABOUT EXCHANGING MELA

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Excellent	49	44.5
2	Good	45	40.9
3	Fair	12	10.9
4	Poor	2	1.8
5	Very poor	2	1.8
6	TOTAL	110	100

SOURCE : PRIMARY DATA
INFERENCE

from the survey its evidence that 44.5% of respondent are excellent ,40.9% of respondent are good ,10.9 % of respondent are fair ,2% of respondent are poor and very poor

CHART 4.1.20
THOUGHT ABOUT EXCHANGING MELA

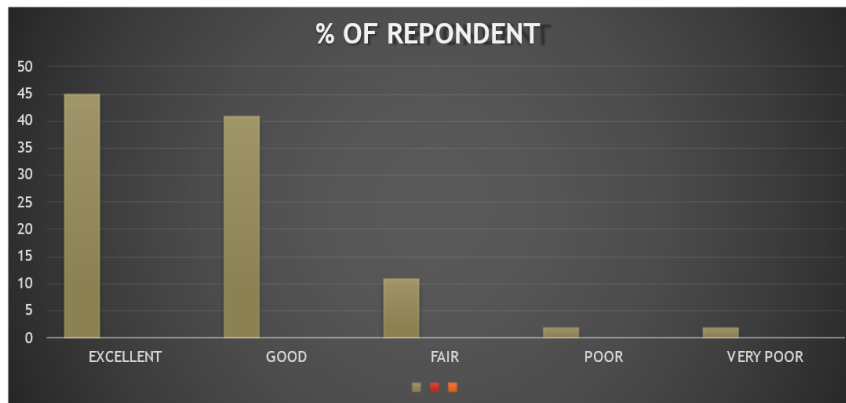


TABLE 4.1.21
THROUGHT T24 free recharge (Big Bazaar's telecom service)

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Excellent	41	37.3
2	Good	54	49.1
3	Average	15	13.6
4	poor	-	-
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

From the survey it is the evidence that 37.3% of the respondents are excellent 49.1% of respondent are good ,13.6% are respondent average

CHART 4.1.21
THROUGHT T24 free recharge (Big Bazaar's telecom service)

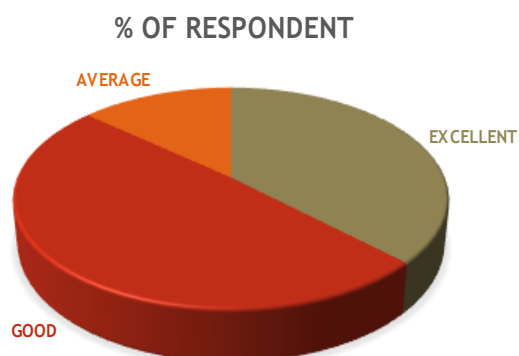


TABLE 4.1.22
PROMOTIONAL SCHEMES WHILE PURCHASING A PRODUCT IN THE BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENT
1	yes	99	90
2	No	11	10
3	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey it's the evidence 90% of customer considering the promotional scheme ,10% of customer are not considering the promotional scheme

CHART 4.1.22
PROMOTIONAL SCHEMES WHILE PURCHASING A PRODUCT IN THE BIG BAZAAR

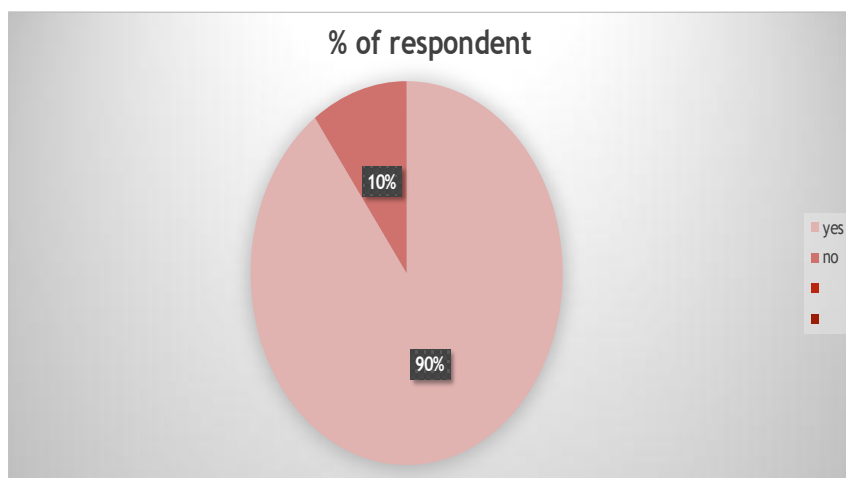


TABLE 4.1.23
AVERAGE BILLING RANGE IN BIG BAZAAR, CHENNAI

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	BELOW 5000	19	17.3
2	1000-3000	30	27.3
3	3001-5000	7	6.4
4	ABOVE 5000	12	10.9
5	502-1000	42	38.2
6	TOTAL	110	100

SOURCE : PRIMARY DATA
INFERENCE

from the survey its evidence that 17.3% of the respondents are doing the billing range below 5000,27.3% of the respondents are doing the billing range 1000-3000 ,6.4% of the respondents are doing the billing range 3000- 5000,10.9% of the respondents are doing the billing range above 5000, 38.2% of the respondents the billing 502-1000.

CHART 4.1.23
AVERAGE BILLING RANGE IN BIG BAZAAR, CHENNAI

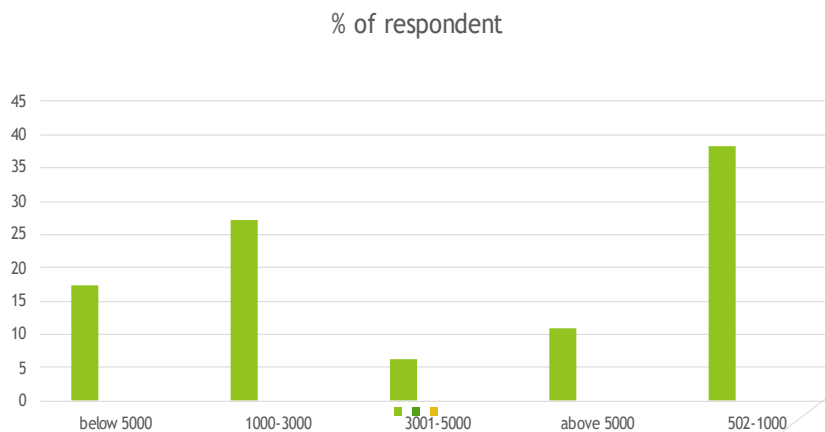


TABLE 4.1.224
the reason behind purchasing the big bazaar

S NO	PARTICULARS	NO OF RESPONDENTS	5% OF RESPONDENTS
1	Good satisfaction over the product	52	47.3
2	Reasonable price	44	40
3	More offers	9	8.2
4	Any other	5	4.5
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey it's the evidence is 47.3% of respondent are good satisfaction over the product 40% of respondent are reasonable price, 8.2% of respondent are more offers, 4.5% of respondent are any other

CHART 4.1.24
THE REASON BEHIND PURCHASING THE BIG BAZAAR

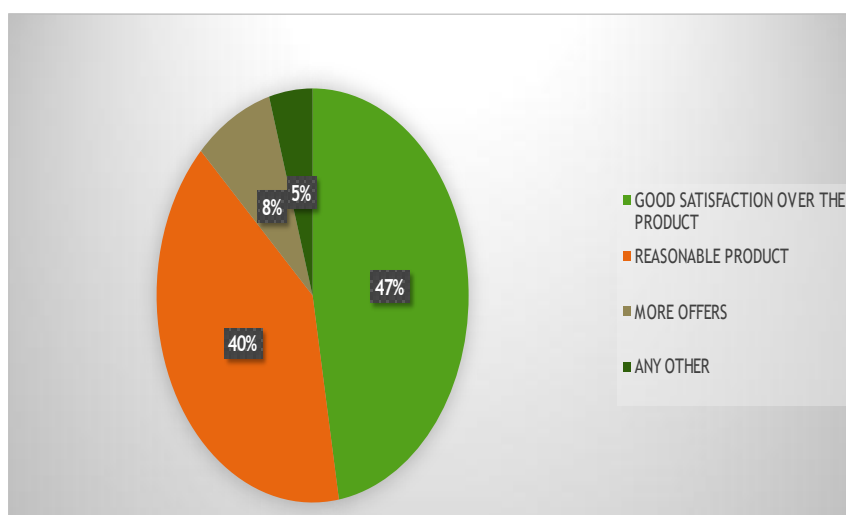


TABLE 4.1.25
YOU PREFER TO GO IN BIG BAZAAR WITH

S NO	PARTICULARS	NO OF RESPONDENT	% OF RESPONDENTS
1	Family member	58	52.7
2	friends	45	40.9
3	others	7	6.4
4	TOTAL	110	100

SOURCE : PRIMARY DATA
INFERENCE

from the survey it's the evidence 52.7% of respondent are family members, 40.9% of respondents are friends, 6.4% of respondents are others

CHART 4.1.25
YOU PREFER TO GO IN BIG BAZAAR WITH

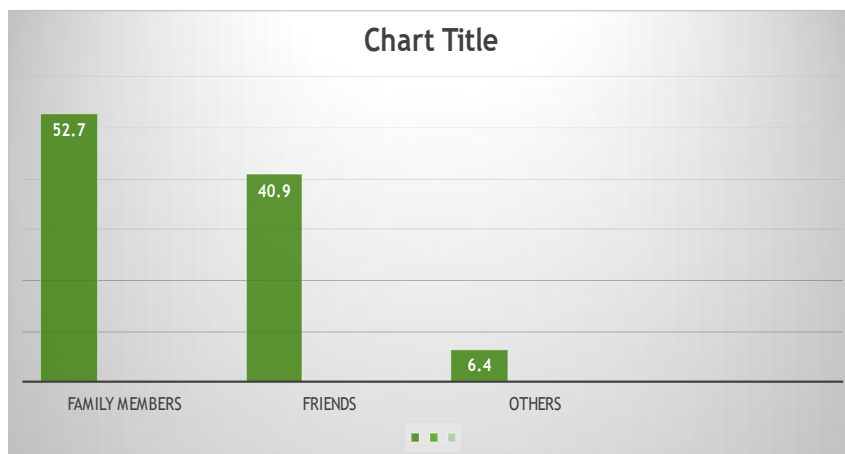


TABLE 4.1.26
HOW IS YOUR OVERALL EXPERIENCE IN BIG BAZAAR

S NO	PARTICULARS	NO OF RESPONDENRS	% OF RESPONDENTS
1	Excellent	60	54.5
2	Good	38	34.5
3	Average	11	10
4	Poor	1	0.9
5	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

From the survey it is the evidence that 54.5% of the respondents are excellent 34.5% of respondent are good ,10% are respondent average, 0.9%of respondent are poor.

CHART 4.1.26
HOW IS YOUR OVERALL EXPERIENCE IN BIG BAZAAR

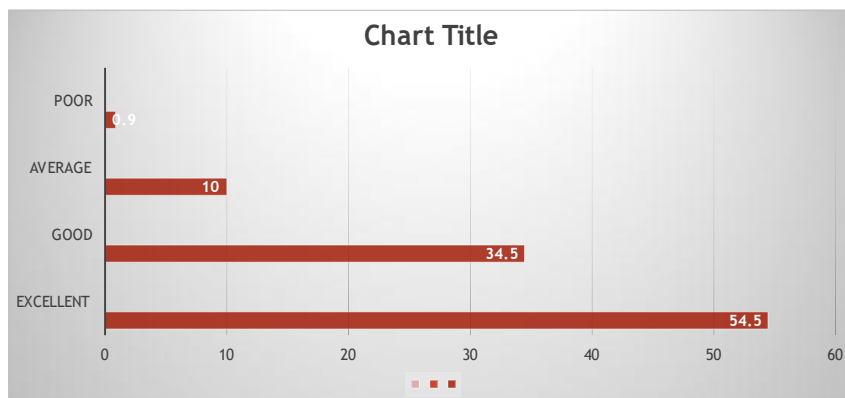


TABLE 4.1.27
WOULD YOU VISIT BIG BAZAAR AGAIN

S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	sure	76	69.1
2	May be	31	28.2
3	never	3	2.7
4	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey it's the evidence 69.1% of respondent are again visit the big bazaar
28.2% of respondent are may be ,2.7% of respondent are never visit the big bazaar

TABLE 4.1.28
DO YOU SUGGEST ANY ONE TO SHOP AT BIG BAZAAR

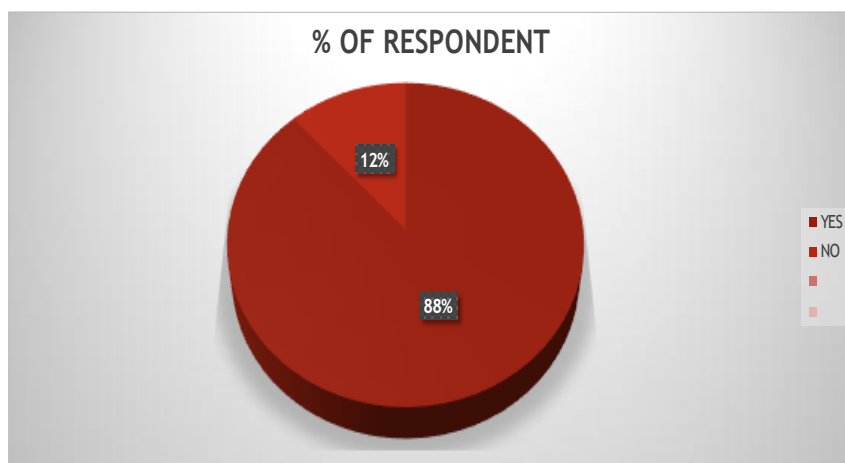
S NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	YES	97	88.2
2	NO	13	11.8
3	TOTAL	110	100

SOURCE : PRIMARY DATA

INFERENCE

from the survey it's the evidence 88.2% of respondent are suggest the people to visit the big bazaar , 11.8% of respondent are not prefer to go big bazaar

CHART 4.1.28
DO YOU SUGGEST ANY ONE TO SHOP AT BIG BAZAAR



CHAPTER-5

RESEARCH METHODOLOGY

overview of research methodology

RESEARCH TYPE	DESCRIPTIVE RESEARCH
POPULATION SIZE	CUSTOMER OF BIG BAZAAR CHENNAI
SAMPLING TECHNIQUES	CONVENIENCE SAMPLING
SAMPLING AREA	CHENNAI
SAMPLING SIZE	STILL IN PROGRESS
DATA COLLECTION INSTRUMENT	QUESTIONNAIRE

5.1 DESCRIPTIVE RESEARCH:

The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens. Gather research insights

5.2 RESEARCH DESIGN:

A research design is a **step-by-step approach** used by a researcher to conduct a scientific study. It includes various methods and techniques to research so that a research problem can be handled efficiently. A researcher has a series of questions that he needs to find answers to by conducting research.

5.3 SAMPLING TECHNIQUE:

The sampling technique was used in convenience sampling.

SOURCE DATA:

The two main data for the present study been used are primary and secondary data.

PRIMARY DATA:

This data was collected from the respondents.

SECONDARY DATA :

Under this, the sources were taken from the internet or study.

SAMPLING DESIGN:

A sample design is a framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well. In a broad context, survey researchers are interested in obtaining some type of information through a survey for some population, or universe, of interest.

SAMPLE POPULATION:

My sample population is a customer of the big bazaar, Chennai,

SAMPLE SIZE:

Considering the nature and extent of the study and the time constraint a sample size of 110 respondent have been taken

5.4 METHODOLOGY AND FRAMEWORK

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

The following tools were used for data analysis and interpretation

- 1 . Percentage method analysis
2. Chi-square analysis
- 3 .Simple correlations

5.5 PERCENTAGE METHOD:

The percentage formula is used to find the amount or share of something in terms of 100. In its simplest form, percent means per hundred. To express a number between zero and one, a percentage formula is used. It is defined as a number represented as a fraction of 100. It is denoted by the symbol % and is majorly used to compare and find out ratios.

5.6 CHI-SQUARE:

Chi-Square Test for Association/Independence. The second type of chi-square test is Pearson's chi-square test of association. This test is used when we have categorical data for two independent variables and we want to see if there is any relationship between the variables.

5.7 SIMPLE CORRELATION:

Simple correlation is a measure used to determine the strength and the direction of the relationship between two variables, X and Y. A simple correlation coefficient can range from -1 to 1 . However, maximum (or minimum) values of some simple correlations

CHAPTER-6

FINDINGS, SUGGESTIONS, AND CONCLUSION

6.1 FINDINGS:

1. Majority 68.2% of the respondent are aged below 252.
2. From the survey it's the evidence 40.9% of the respondent are male and 59.1% of respondents are female
3. From the survey it's the evidence 34.5% of the respondent are married and 65.5% of respondents are unmarried
4. From the survey it is the evidence that 50% are attracted by the offers
5. From the survey it is the evidence that the 57.3% are satisfied 18% of people are dissatisfied
6. From the survey it is the evidence that is 47.3% of students and 405 respondents are working
7. From the survey it's the evidence that 50.9% of respondents are feeling tv is suitable to promote the various promotional scheme.
8. From the survey is the evidence that 32.7% of the respondent are says need to improve the monthly saving offers provided to customers to promote
9. From the survey it's the evidence 49.1% of respondents are good through the big day offers
10. 80.9% of the customer can understand the signage or display and remain 19.1% are not considering
11. From the survey it's the evidence 40.9% of respondents are says average regarding are says good regarding exchange mela
12. Only 1.8% are dissatisfied with the price of the product in big bazaar
13. From the survey is the evidence that 26.4% of respondents are satisfied big day offer
14. Many 13.6% of respondents are says average t24 free recharge

15. 31.8% of the customer choose a big bazaar for their coinvent nearby town
16. From the survey it is evident that 38.2% of respondents are doing the billing range 502-1000
17. 90% of customers considered the promotion scheme and the remaining 10% Are not consider it
18. 46.4% of the respondent prefers to food department to purchase In the big bazaar
19. 48.2% of respondents are considering quality while purchasing the product in a big bazaar
20. From the calculation I found that there is no significant relationship between gender and the department That prefer to buy the product.

6.2 SUGGESTIONS AND RECOMMENDATIONS OF THE STUDY

1. The company should focus on t24 free recharge (big bazaar Telcom service) because this scheme was not reached for many customers are said to need better improvement, so the employee from the t24 department should clearly explain that.
2. The payback is also one of the promotional schemes which need better improvement, so the company appoints an employee to convey the details about the payback offers
3. The ambiance in the company is average for the customer because of the unwanted background music and creating sound from the external and the smell from the bakery are also be rectified in future.
- 4 . The advertisement about the company is also on average for most of the Customer so have to give it a better way of advertisement like frequent telecast about the product and offers of the company.
5. Do a better way of the exchange mela for the customer like instead of giving the discount coupons give any product which worth for the old one.

6.3 CONCLUSION

In my study on the sales promotional activities and their effectiveness at a big bazaar, I have concluded the following most of the customer buying decisions are depending on the quality and Lowest price of the product. Most of the customers walk-in-to buy the product from the food department of a big bazaar. Only monthly savings and big day (ss5d) offers are very good schemes to promote sales. It was found that the company has a very good image in customer's mind.

QUESTIONNAIRE FRAMEWORK

Demographic Details:

NAME:

QUALIFICATIONS:

AGE:

OCCUPATIONS:

GENDER:

1. Which factors do you normally consider while purchasing a product in the big bazaar?

- A. Ambiance
- B. Quality
- C. Company image
- D. Price
- E. Others

2. Which sales promotional activity attracts you more?

- A. Offer
- B. Discount on every article
- C. Gift on purchase
- D. Prices off

Others

3. What do you think about the price of the products?

- A. Highly satisfied
- B. Satisfied
- C. Moderate
- D. Dissatisfied

E. Highly Dissatisfied

4. In which sales promotional activities are you satisfied more in the big bazaar?

A. Payback offer

B. Monthly saving offer

C. Gift voucher

D. Big day offer

E. Others

5. In which department do you prefer to buy more products in a big bazaar in Chennai?

A. Food

B. Home appliances

C. Toys and sports

D. Non-food (soap, men grooming)

E. Others

6. What do you think about the approach of a sales representative?

A. Excellent

B. Good

C. Average

D. Bad

E. Very bad

7. Opinion about the sales promotion activities carried out by the company?

A. Excellent

B. Good

C. Average

D. Bad

E. Very poor

8. What is your opinion about the advertisement?
- A. Highly satisfied
 - B. Satisfied
 - C. Average
 - D. Dissatisfied
 - E. Highly dissatisfied
9. What is your opinion about the big bazaar on the availability of products?
- A. Excellent
 - B. Good
 - C. Average
 - D. Poor
 - E. Very poor
10. Which medium do you feel is suitable to promote the various promotional schemes?
- A. Radio
 - B. Tv
 - C. Newspaper
 - D. Hoarding
 - E. Others
11. What do you think about the sales services of a big bazaar?
- A. Excellent
 - B. Good
 - C. Average
 - D. Bad
 - E. Very bad

12. Which promotional activities need better improvement in the big bazaar?

- A. Offer
- B. Discount
- C. Gift
- D. Prices
- E. Others

13. What do you think about the big day offer?

- A. Excellent
- B. Good
- C. Average
- D. Poor
- E. Very poor

14. Why are you choosing a big bazaar?

- A. Nearby hometown
- B. Customer service
- C. Company image
- D. Low price
- E. Others

15. Do you understand the products by signage (or) display?

- A. Yes
- B. No

16. What do you think about exchanging mela?

- A. Excellent
- B. Good
- C. Average

- D. Poor
- E. Very poor

17. What do you think about T24 free recharge (Big Bazaar's telecom service)?

- A. Excellent
- B. Good
- C. Average
- D. Poor

18. Do you consider promotional schemes while purchasing a product in the big bazaar?

- A. Yes
- B. No

19. May I know your average billing range in big bazaar, Chennai?

- A. Below 5000
- B. 501-1000
- C. 1000-3000
- D. 3001-5000
- E. Above 5000

20. Any suggestions to improve the sales promotional activities in a big bazaar.

21. what is the reason behind purchasing the big bazaar?

- A . good satisfaction over the good
- B. reasonable price
- C. more offers
- D. any others
- E. Option 5

22. Do you prefer to go to the big bazaar with me?

A.family members

B.friends

C.others

23. how is your overall experience in the big bazaar?

A. Excellent

B. Good

C. Average

D. Poor

24 . would you visit the big bazaar again?

A. Sure

B. maybe

C.never

25. do you suggest anyone shop at the big bazaar?

A.yes

B. NO

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-  Impotantance of big bazaar etc.....