

“A Study on Customer purchase intention related to sales promotion mix with reference to organized retail outlets (Ramya Supermarket)”

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

by

Madhumitha.T (39280067)

DEPARTMENT OF BBA SCHOOL OF MANAGEMENT



SATHYABAMA

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

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY – 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Madhumitha T (39280067) who carried out the project entitled "A Study on Customer Purchase Intention related to Sales Promotion Mix with reference to organized retail outlets (Ramya Supermarket)" under our supervision from 01/01/2022 to 01/02/2022.

Internal Guide
(MS.SHANTINI.S)

External Guide
(MS.RAMYA)

(Dr.BHUVANESHWARI.G, MBA., Ph.D.)

**DEAN – SCHOOL OF MANAGEMENT
STUDIES**

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **MADHUMITHA.T (39280067)** hereby declare that the Professional Training done by me under the guidance of **MS.S.SHANTHINI M.COM, NET** (Internal) and, **MS. RAMYA**, (External) at **Ramya Supermarket** is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

DATE: 19-03-2022

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

A handwritten signature in blue ink, appearing to read 'mad', with a long horizontal stroke extending to the right.

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. Bhuvaneshwari, MBA., Ph.D., Dean – school of Management Studies** and **Dr. A. Palani, M.COM., M.Phil., MBA., Ph.D., Head of Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep gratitude to my Professional Training Guide **Ms.S.Shanthini M.com, NET** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the training.

MADHUMITHA.T

Abstract

This report contains the work done during the research period at Ramya Supermarket. It helped to get an in-depth knowledge about customer preferences and how a retail shop can input sales promotion methods effectively as possible. Bonus, Offers, Discounts are some of the most important techniques used to increase sales volume and make the customers interested in a particular shop. It shows that not only it helps the shop to gain customers but also retain them and maintain healthy rapport with them for long time. This research also helped to know that retail shops play an important role in the Indian economy i.e., it increases the standard of living of the people.

The report shows a view of all the work done during the period of research in detail. The project aims to increase the knowledge of the students regarding various aspects. This project helps us hope that it has helped everyone to gain more business knowledge, which can be used in the future.

CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1.	INTRODUCTION OF THE STUDY	1
	1.1 INTRODUCTION	2
	1.2 RETAIL INDUSTRY AND SALES PROMOTION	2
	1.3 STATEMENT OF THE PROBLEM	3
	1.4 COMPANY PROFILE	4
	1.5 PRODUCT PROFILE	5-7
2.	LITERATURE SURVEY	8
	2.1 REVIEW OF LITERATURE	8-13
3.	AIM AND SCOPE OF THE PRESENT INVESTIGATION	14
	3.1 NEED FOR THE STUDY	14
	3.2 OBJECTIVE OF THE STUDY	14
	3.3 SCOPE OF THE STUDY	14
4.	RESEARCH METHODOLOGY	15
	4.1 MEANING AND DEFINITION	15

	4.2 QUESTIONNAIRE FRAMEWORK	15
	4.3 DATA REQUIREMENTS	15
	4.4 HYPOTHESIS FRAMED	16
	4.5 TOOLS FOR ANALYSIS	16
5.	ANALYSIS AND INTERPRETATION	17
	5.1 PERCENTAGE ANALYSIS	17-33
	5.2 HYPOTHESIS 1 USING PEARSON CORRELATION COEFFICIENT METHOD	34-35
	5.3 HYPOTHESIS 2 USING CHI-SQUARE TEST METHOD	36-38
	5.4 HYPOTHESIS 3 USING CHI-SQUARE TEST METHOD	39-40
	5.5 FINDINGS OF THE STUDY	41-42
	5.6 SUGGESTIONS	43
	5.7 LIMITATIONS OF THE STUDY	43
6.	CONCLUSION	44
	REFERENCES & APPENDIX	45-50

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
5.1	GENDER OF THE RESPONDENTS	17
5.2	AGE OF THE RESPONDENTS	19
5.3	VISITATION OF RAMYA SUPERMARKET	20
5.4	ATTENTION TO SALES ACTIVITIES	21
5.5	IMPULSIVE BUYING	22
5.6	STRENGTH OF SALES PROMOTION	23
5.7	PREFERRED SALES PROMOTION TECHNIQUE	24
5.8	RELEVANCY OF OTHER FACTORS OF SHOPPING	25
5.9	PRODUCT BOUGHT ON SALE	26
5.10	INFORMATION SOURCE OF DISCOUNT/OFFERS	27
5.11	QUALITY CONCERN	28
5.12	IMAGE OF SUPERMARKET	29
5.13	IMMEDIATELY BUYING A PRODUCT DUE TO A 50% SALE	30
5.14	QUANTITY OF PRODUCT ON SALE	31
5.15	BRAND NAME	32
5.16	EXCEEDING THE BUDGET DUE TO SALES PROMOTION ACTIVITIES	33

5.17	CORRELATION BETWEEN AGE AND PROMOTIONAL MIX	34
5.18	ASSOCIATION BETWEEN PEOPLE LOOKING FOR PROMOTION AND FREQUENCY OF SHOPPING.	35
5.19	TABLE OF OBSERVED VALUES AND EXPECTED VALUES.	36
5.20	ASSOCIATION BETWEEN QUANTITY AND PROMOTIONAL MIX	37
5.21	TABLE OF OBSERVED VALUES AND EXPECTED VALUES.	38

LIST OF FIGURES

TABLE NO.	TITLE	PAGE NO.
1.1	RAMYA SUPERMARKET LOGO	4
1.2	DAILY STAPLES	5
1.3	BREAKFAST ESSENTIALS	5
1.4	SWEETS AND SNACKS	6
1.5	BEAUTY & HYGIENE	7
5.1	GENDER OF THE RESPONDENTS	18
5.2	AGE OF THE RESPONDENTS	19
5.3	VISITATION OF RAMYA SUPERMARKET	20
5.4	ATTENTION TO SALES ACTIVITIES	21
5.5	IMPULSIVE BUYING	22
5.6	STRENGTH OF SALES PROMOTION	23
5.7	PREFERRED SALES PROMOTION TECHNIQUE	24
5.8	RELEVANCY OF OTHER FACTORS OF SHOPPING	25
5.9	PRODUCT BOUGHT ON SALE	26
5.10	INFORMATION SOURCE OF DISCOUNT/OFFERS	27
5.11	QUALITY CONCERN	28

5.12	IMAGE OF SUPERMARKET	29
5.13	IMMEDIATELY BUYING A PRODUCT DUE TO A 50% SALE	30
5.14	QUANTITY OF PRODUCT ON SALE	31
5.15	BRAND NAME	32
5.16	EXCEEDING THE BUDGET DUE TO SALES PROMOTION ACTIVITIES	33

CHAPTER -1

INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

Retail stores play an significant role in noteworthy revelation of businesses and widespread distribution of products. Retail stores helps retailers and customers to interact and expand opportunities. A customer may not be aware of a particular product but through retailers they come to know of its existence and usage. Retail markets have existed since ancient times. In the 18th and 19th centuries these stores were huge in numbers all over the world. The stores ranges from simple grocery product to high level electronics. The retail concept started with the barter system and has gradually changed to financial exchange of money. During those times, these retail shops were owned by many individuals who sold only two to three product but then with the introduction of paper notes they were owned by those who sold upto more than 200-300 branded and variety products.

The now existing era of retailing was from the industrial revolution to the 21st century. Many retail stores became a place not only for shopping but also for entertainment. Some stores offered extra facility shops such as café, utility consoles such as ATMs and like such facility. During this period many retailers started entering the industry, that's when they started to face their hardship. Now customers had more than one market which offered different and interesting products and facility. Then came the concept of marketing. Sales promotion techniques were introduced and used by retailers. Only those who were able to understand the importance of it succeeded in this highly competitive industry.

1.2 RETAIL INDUSTRY AND SALES PROMOTION

Retail promotion is one of the important areas in marketing. It involves product pricing/discounts, bonuses, sample etc. It also involves proper financial planning of implementing the mentioned techniques. This will help retailers to maximize the productivity of manufacturers. A good promotion will deliver a company's message in the effective and efficient way possible to its customers. Promotion in retail can be defined as a way through how a retail shop can compete in the market and build good rapport with its customers. Promotional goals include communicating a product information to its customers, retain them, identify and explore strength and weakness of the company, help in introduction of new products and increase their utility. Each retail shop uses its own unique sales promotion mix for each and every one of its products. One may choose to use only one technique and apply to all the products, On the other hand some may choose include a combination of all known techniques. The success of the techniques cannot be known immediately but it helps the retail store to keep up with the dynamic business environment. In the end all of them have one goal – to deliver the company's message.

Customers nowadays are very scrupulous in choosing products. The main motive of sales promotion is to increase the sales of a particular product by creating demand. It acts as an immense support to other techniques such as advertisements. People started spending more on sales promotion in comparison to advertisements. The reason for this is that not all advertisement captures a customer's interest and further all advertisements are similar in nature and the focus is on forcing of a product rather than thinking whether product will be desired by customers. Sales promotion on the other hand analyses customer preferences and takes into account not only the likes but also the dislikes. This helps the retail store create a suitable environment where customers feel comfortable to shop rather than being forced to shop.

It is a part of marketing strategy. For launching of a new product or a brand, sales promotion is very essential. It is essential for the survival of a manufacturer. Advertisements influence customers purchase anytime anywhere but sales promotion influences a customer at the point of purchase hence it very important and should be handled with utmost care. In India, retailers dedicate a huge amount of budget on sales promotional activities. It has become a necessity rather than luxury. Without proper sales promotion, a retail store cannot survive for a long time. All those techniques which influences a demand of a product is known as sales promotion. It can be done by using the techniques of offering coupons, discounts, bonuses, sample etc. Retailers use it to compete in both domestic and global market. It gives an multilateral advantage that it helps to raise the sales of a product which in turn increases the income of manufacturers. Hence manufacturers start selling their products to those retails which helps to increase the sales of the product sold. It creates utility for the product and hence the resource used in creating the product does not go to waste. Some products are sold with a message behind it and it helps the customers to know a products intention and thus it creates brand awareness of the product and everyone benefits from it. The standard of living is improved.

1.3 STATEMENT OF THE PROBLEM

Retail shops need to know their customer changing taste and adapt to it in order to survive for a long time in this competitive market. Ramya supermarket uses those techniques very rarely and it is not done in the most effective way possible. Due to this customers lose their interest and turn to other supermarkets. As a result the number of customers who frequently visit their retail shop have reduced significantly. This is really detrimental to their business. With the proper study of the sales promotional techniques, customer preferences and interest could be increased.

1.4 COMPANY PROFILE



Fig:1.1 : Ramya Supermarket Logo

CEO: Ms.Ramya

Established: 2018

Location: Chennai

Timings: Mon - Sun : 08:00 AM - 08:00 PM

Ramya Supermarket is a retail shop found in 2018 in Perumbakkam, Chennai. Their supermarket is well known in Chennai, they provide services to both local and other parts of Chennai. From online shopping to home delivery, every service is provided timely. They want to increase and cater to larger client base. They offer a wide range of products from daily supplies to stationery/house-hold items. They also have an website where they take orders and deliver them all over Chennai and closest places. Customers can also enquire and give feedback on any issue they face in the website itself. In Ramya Supermarket products are arranged in such a way that customer are easily able to navigate and easily find the product they desire.

They maintain quality standards and is one of the top supermarkets in Perumbakkam.

1.5 PRODUCT PROFILE

Daily Staples



Food Items



Beverages



Atta and Flour



Oil & Other Cooking Ingredients

Fig:1.2 : Daily Staples

Breakfast Essentials



Fruits



Vegetables



Instant Foods



Cereals, Rice, Pulses and Dals

Fig:1.3 : Breakfast Essentials

Sweets and Snacks



Biscuits



Chips & Snacks



Dessert & Confectionary



Evening Special

Fig:1.4 : Sweets and Snacks

Beauty & Hygiene



Skin Care



Mens Grooming



Feminine Hygiene



Hair Care



Perfumes

Fig:1.5 : Beauty & Hygiene

Stationery & Office Supplies

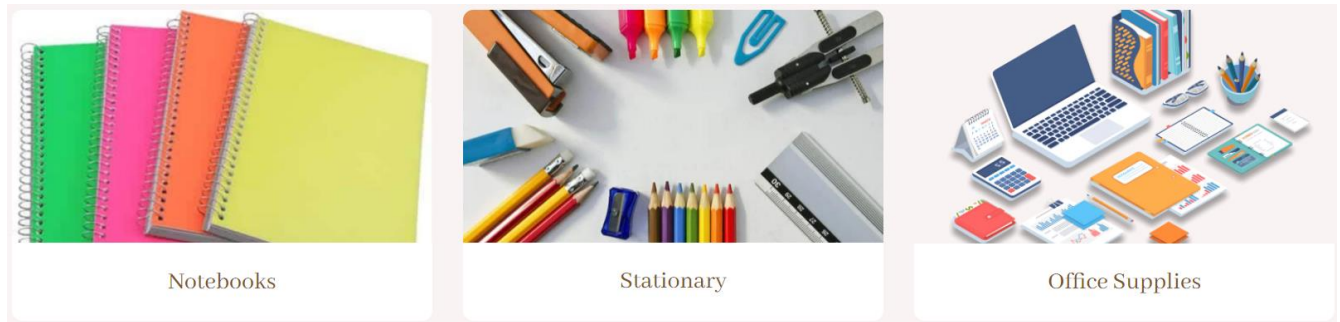


Fig:1.6 : Stationery & Office Supplies

Household Needs



Fig:1.7 : Household Needs

CHAPTER -2

LITERATURE SURVEY

2.1 REVIEW OF LITERATURE

1) Shyam Sundar B & K Nagendra Babu (2016), "Influence of Sales Promotion and Service Quality of Modern Retail Stores on Buying Behaviour of Consumers in Karnataka". This paper analyses that sales promotional tools such as discounts, and offers have changed the consumer mindset. This paper further analyzed how stores that offer shopping coupons for redemption/ repurchase attracts more consumers.

2) Ibrahim Ofosu-Boateng (2019), "Influence of Consumer Sales Promotion on Consumers' Purchasing Behaviour of the Retailing of Consumer Goods in Tema, Ghana". He examined that price discounts had a huge effect on frequency of consumer visits. He also found out that sales promotion tools have increased the utility value of the product through instigating repeated purchase by the consumers.

3) Dr. A. Ananda Kumar, Ms. S. Suganya & Mr. V. Imayavendan (2018), "An Empirical Study on Sales Promotion Techniques". This paper identifies the impact of how the profundity of a current sales coupons affects upcoming time's purchasing and moreover it further analyses how this techniques have improved consumer knowledge on certain products.

4) Laroche, Michel et al. (2005) in his study "The Effects of Price Promotions on Consumers' Price Beliefs", He developed an approach that influences dynamic loyalty program and more traditional short-term promotions. They argue that the loyalty programs under inspection changes the customer behavior and increase retention rates.

5) Shamout (2016) in the research “The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market” have analyzed price discount, sample, and bonuses, buy one get one free, coupons to find out their effects in the retail sector. This has helped to know about those areas which required deeper and intense understanding of customer mindset.

6) Bhadrappa Haralayya, “Sales Promotion at Keshva Enterprise Bidar” research was carried out in various retail brands such as Big Bazaar, Lifestyle, Globus etc in Ludhiana. Here they analyzed various factors such as store (ambience, convenience), quality and sales promotion and have found that these factors had played a major role in selection of products by customers.

7) Jung Eun Lee & Jessie H. Chen-Yu (2018) “Effects Of Price Discount On Consumers’ Perceptions Of Savings, Quality, And Value For Apparel Products” indicated that price discount has in fact helped to break into new markets and it also helped customers to increase the savings and stay within their budget and some even spent less than the budget. This increased usage of the product and enhanced its value. It helped to sell the extra stocks lying around and encouraged the customers to buy them.

8) According to Aia Jean Taguinod (2016), “The Effects of Coupon Promotion on Customer Retention” A coupon and bonuses made customers buy the products which they regularly don’t buy. It also helped customers to know about existence of those products which helped to increase their choices to choose a different and better product than the one which they usually buy. There promotion is tool that must be handled with utmost care and focus. As it influences and provides information to both manufacturers and customers.

9) Douglas and Gerad (2009) “Advertising And Promotions Budgeting And The Role Of Risk” stated that the main goal of promotion must also be focused on retaining customers rather than to attract new customers. He have estimated that budget for promotion in comparison to other marketing budget have accounted for about 65%.

10) Dodson, Tybout & Sternthal (1978) "Impact of Deals and Deal Retraction on Brand Switching" stated the repeat purchase characteristics were more in coupon than the price sales promotion. They also examined that sales promotion along with advertisement have yielded a higher return of repurchase factor. revealed that coupon on the package had higher repeat purchase behavior than price sales promotion and coupon.

11) Arindam Banerjee and Bibek Banerjee (2000), "Effective Retail Promotion Management: Use of Point of Sales Information Resources" revealed that the problem of unsold stocks can be solved by sales promotion. He believed that it emerged when producers were bothered by excess stocks which were not demanded by customers. Sales promotion in retail is very affordable compared to other forms of marketing methods. It can be easily analyzed and customer preferences can be viewed clearly which helps in stocking only those products which are in high demand.

12) S.Deepa and P.Chitramani (2012) "Influence Of Loyalty Programmes On Satisfaction And Retail Store Loyalty" investigated that sales promotion must not only include the general discount and coupons but also loyalty programs. It helps to increase the interest of customers and stimulate them to buy the product which is on sale. He indicated that customers only react to those which are different so various sales promotion techniques must be used in combo.

13) Kalwani and Yim (1992) in their study "Consumer Price and Promotion Expectations: An Experimental Study" conducted an experiment with 200 undergraduate students as respondents and found that the intensity of discounts and frequency of promotion had a huge impact on customers to select a brand of their choice.

14) Nana Wei (2010) "Investigating Factors That Can Have An Impact On Customer Loyalty -An Empirical Study Of IKEA" stated that customer satisfaction and customer loyalty had a huge impact in modern retailing where the competition cannot be overlooked. Due to increase in competition among retail outlets, sales promotion

becomes a tool for survival in this tough battle.

15) B Kamaladevi (2010), "Customer Experience Management in Retailing" indicated that customer experience must be the focus in order to survive in this era of retailing. Those can be increased by introducing different rates of discounts and product bonuses. As these two are more preferred they can be further enhanced according to each retail store.

16) Dr. V. Sai Prasanth and Sriramneni Chudaman (2021), "An Influence Of Sales Promotion On Customer In Organized Retail" found that if a product in specific category was sold with intense promotion it affected that sales of the entire category. This shows that sales promotion is effective in boosting the sales of desired category of products. Even when done little, the results are immense.

17) Francesca M, Fabio C & Marta U (2014) "Local vs. Global social-couponsing sites: A Study Of Merchants' Satisfaction" studied different sales promotion types and their effects. They concluded that structure of sales promotion was comprised of three factors namely characteristics of benefit, time of benefit and precondition for benefit where monetary and immediate benefit were most common and effective factors.

18) Damir and Sonja (2006) "The Consumer In-Store Purchasing Behavior Associated With Deal-Proneness for a Hypermarket Retailer in Croatia" investigated that multi-item discounts were most chosen by customers compared to coupons and samples. Moreover Multi-item discounts helped customers to stay within their shopping budget and were proven to be useful to them.

19) Lee Seung-Hee & Lee Eun-Ok (2006) studied "The Effects of Various Sales Promotions on Sales Promotion Attitudes". He identified both monetary and non-monetary promotions had helped customers by giving them unlimited benefits. They were categorized as hedonic benefits and utilitarian.

20) According to Devon, Henard & Freling (2005), "The Effect Of Sales Promotion On Post-Promotion Brand Preference" have found out that new products can be introduced through sales promotion and get their existence known to customers. It gives the product an early advantage of advertisement through sales promotion. Customers may come to know about the product and they will buy more in future once the product is sold regularly.

21) According to Mariana, Anna, Josef & Michal (2020), "Product Sampling Effect on Purchase Decision Also by Social Aspects. Marketing and Management of Innovations" . He stated that free samples have helped the company to test out the products popularity and attractiveness when given for free. Customers prefer only those samples which are in high-quality and provide unlimited advantage and utility for them. Free sample also helps to get immediate feedback from customers so that the feedback can be applied when selling the product as regular one.

22) S.Kumar (2015) "A Study On Consumer Buying Behavior Towards Organized Retail Stores In Erode District" Though there are factors such as quality, price etc which influences customer's choice, sales promotion also have the ability to affect in large-scale. Customer's mindset can be changes through sales promotion techniques.

23) Nina M, Arief H, Asep M and Meydia H (2020), "In-store promotion and customer value on private label product purchase intention " studied sales promotion helps the customers to remain in contact with the business for a long term. It enables successful trade and more producers start selling their products with the relevant retail store. It helps the store to build good rapport with customers.

24) Rizwan, Idrees, Abdul, Urooj, Hafsa, Waheed, Shoaib (2003), "Impact of Brand Switching, Brand Credibility, Customer Satisfaction and Service Quality on Brand Loyalty " Promotion instigates brand switching so that more brand does discount and offers through the help of retail stores so that the customers choose something different and better than the one which they are using.

25) Allaham (2015) "The Effect Of Sales Promotion Tools On Brand Image" It can eliminate idle cycles and reduce the need for excess storage. Hence a good amount of focus can be given to supply factor and boost the sales which increases the brand image as domino effect.

26) Syuhaily Osman, Benjamin Chan Yin Fah, Yeoh Sok Foon (2011) "Simulation of Sales Promotions towards Buying Behavior among University Students" Many techniques of sales promotion encourage customers to test new products. Sales It helps to raise the desire in consumers to go for promotion product with more quantity. This generates demand for the product.

27) Anuraj Nakarmi (2018) report the results of the study "Effect Of Sales Promotion On Consumer Behavior", Sale promotion when done in excess can have a counter effect, i.e. it can damage the quality of the product. They argue that over discounts might make customers to doubt the quality of the products which leads to decreased demand for the product.

CHAPTER -3

AIM AND SCOPE OF THE PRESENT INVESTIGATION

3.1 NEED FOR THE STUDY

Sales promotion is an important tool that not only increases the sale volume but also increases a firm's profit and enhances goodwill in the long-run. This study helps to know about the relation about these tools and customer's purchase intention. It helps the business to gain more knowledge on these aspects such as buying behaviour.

3.2 OBJECTIVE OF THE STUDY (AIM)

- To analyze the demographic profile of consumers and their buying behavior in modern retail outlets
- To study the perception of customers towards different sales promotion techniques
- To know the existing techniques of sales promotion used by the company
- To determine the most inflectional sales promotion technique.

3.3 SCOPE OF THE STUDY

This study focuses on the influence of customer sales promotion on customer purchasing behavior related to Ramya Supermarket. The data would be collected from 120 customers who buy products from Ramya Supermarket located in Perumbakkam, Chennai.

CHAPTER -4

RESEARCH METHODOLOGY

4.1 MEANING AND DEFINITION

The process of systematically solving a research problem is said to be research methodology. It is science of studying how research can be done scientifically and the various steps that are generally adopted by the researcher in studying the research problem.

4.2 QUESTIONNAIRE FRAMEWORK

The questionnaire focuses on the following key points:-

- Knowing the most preferred tool by customers
- Comparing demographics with the sales promotion mix
- Product choice when it's on sale with respect to discount, coupons and bonuses.

4.3 DATA REQUIREMENTS

Primary data is collected from respondents through survey in the form of questionnaire.

Research Instrument : Questionnaire

Sample Size : 120

Sample type : Convenience Sampling

4.4 HYPOTHESIS FRAMED

Hypothesis 1

Null hypothesis - There is no significant relationship between age and promotional mix.

Alternative hypothesis - There is significant relationship between age and promotional mix.

Hypothesis 2

Null hypothesis - There is no significant association between people looking for promotion and frequency of shopping.

Alternative hypothesis - There is significant association between people looking for promotion and frequency of shopping.

Hypothesis 3

Null hypothesis - There is no significant association between quantity and offers

Alternative hypothesis - There is significant association between quantity and offers

4.5 TOOLS FOR ANALYSIS

a) Simple Percentage

$$(value/total\ value) \times 100\%$$

b) Chi – Square

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

c) Pearson Correlation

$$\sqrt{\frac{\sum XY}{\sum Y^2} \times \frac{\sum XY}{\sum X^2}}$$

CHAPTER -5

ANALYSIS AND INTERPRETATION

According to LeCompte and Schensul, research data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense.

The analyzed data helps the researcher to interpret his work properly and to be able to make the right deductions and reach the right conclusion about the work, it is important to do it well. The data gotten must be well analyzed and interpreted, that will enable the researcher while putting the paper together to do it correctly and others that will eventually check the paper can be able to have reliable information to work with. Data analysis is important in research because it makes studying data a lot simpler and more accurate. It helps the researchers straightforwardly interpret the data so that researchers don't leave anything out that could help them derive insights from it.

5.1 PERCENTAGE ANALYSIS

Percentages help in making comparison between two or series data. It is used to compare one quantity against another and with the help of the result, diagrams and graphs can be formed for the analysis.

5.1.1 Gender

The table 5.1 describes gender wise distribution of respondents. The gender of the respondent is classified as male, female and transgender.

Table 5.1
Gender of the respondents

Gender	Frequency	Percentage
Male	36	30
Female	83	69.2
Transgender	1	0.8
Total	120	100

Interpretation:

It is found from the above table that 69.2 percent respondents are female, 30 percent respondents are male and 0.8 percent respondents are transgender.

It is inferred that majority (69.2 per cent) of the respondents are female.

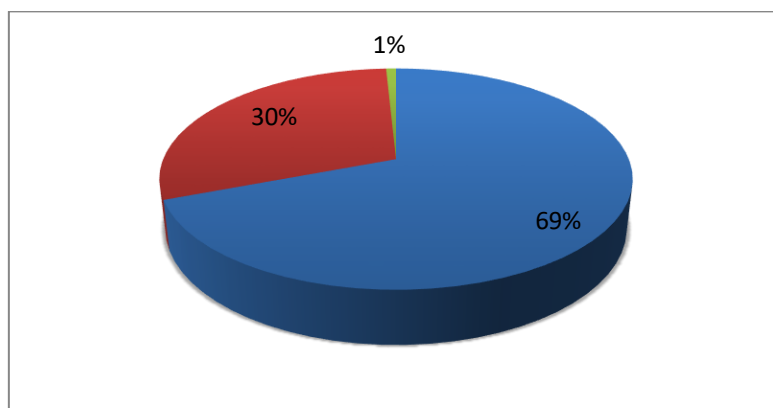


Fig:5.1 : Gender

5.1.2 Age

The table 5.2 describes age wise distribution of respondents. The age of the respondent is categorized as under 20, 20-30, 31-50 and over 50.

Table 5.2
Age of the respondents

Age	Frequency	Percentage
Under 20	9	7.5
20-30	26	21.7
31-50	67	55.8
Over 50	18	15
Total	120	100

Interpretation:

It is found from the above table that 7.5 percent respondents are under 20, 21.7 percent respondents are in the age group 20-30, 55.8 percent respondents are in the age group 31-50 and 15 percent respondents are over 50.

It is inferred that majority (55.8 per cent) of the respondents belong to the age group 31-50.

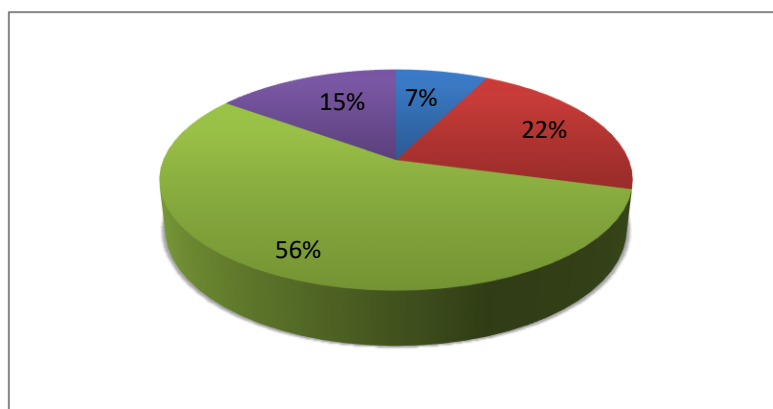


Fig:5.2 : Age

5.1.3 Visitation of Ramya Supermarket

The table 5.3 describes how often the respondents visit Ramya Supermarket in general. It is classified as often, monthly and rarely.

Table 5.3
Visitation of Ramya Supermarket

Gender	Frequency	Percentage
Often	42	35
Monthly	48	40
Rarely	30	25
Total	120	100

Interpretation:

The above table shows that 35 percent respondents visit the supermarket often while 40 percent respondents visit the supermarket monthly and the remaining 25 percent respondents visit the supermarket rarely.

It is inferred that majority (40 per cent) of the respondents visit Ramya Supermarket monthly.

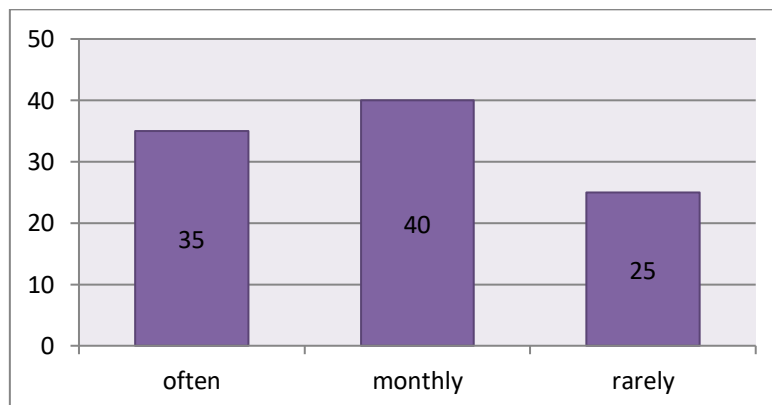


Fig:5.3 : Visitation of Ramya Supermarket

5.1.4 Attention to Sales Activities

The table 5.4 describes how often respondents pay attention to the sales activities done in the supermarket. The options are classified as everytime, sometime and rarely.

Table 5.4
Attention to Sales Activities

Attentiveness	Frequency	Percentage
Everytime	24	20
Sometime	88	73.3
Rarely	8	6.7
Total	120	100

Interpretation:

The above table shows that 20 percent respondents pay attention to the sales activities everytime whereas 73.3 respondents pay attention sometimes and 6.7 percent of the respondents rarely pay attention. This is because the sales promotion are not done on the products that customers buy often. Hence, that's why the respondents aren't able to find offers, discounts and so on.

It is inferred that majority (73.3 per cent) of the respondents pay attention to the sales activities sometimes.

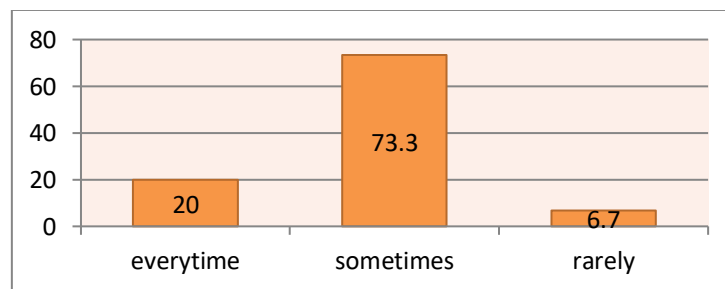


Fig:5.4 : Attention to Sales Activities

5.1.5 Impulsive buying

The table 5.5 describes the frequency of impulsive buying done by the respondents. The options are classified as everytime, sometimes and rarely

Table 5.5
Impulsive Buying

Gender	Frequency	Percentage
Everytime	11	9.2
Sometimes	89	74.2
Rarely	20	16.7
Total	120	100

Interpretation:

The above table shows that 9.2 percent respondents buy things everytime on impulse whereas a huge number of respondents i.e. 74.2 percent buy things sometimes on impulse and the remaining 16.7 percent of respondents buy things rarely on impulse.

It is inferred that majority (74.2 per cent) of the respondents sometimes buy things on impulse.

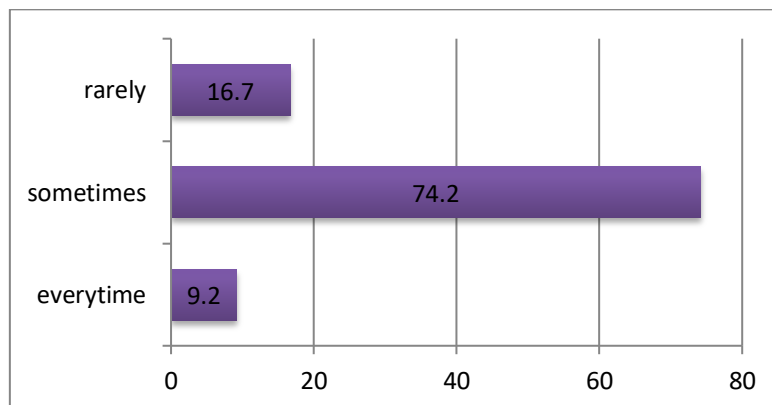


Fig:5.5 : Impulsive Buying

5.1.6 Strength of Sales promotion

The table 5.6 describes the respondents' mindset that whether they think the supermarket has done strong sales promotion or not.

Table 5.6
Strength of Sales promotion

Strength	Frequency	Percentage
Yes	111	92.5
No	9	7.5
Total	120	100

Interpretation:

It is found from the above table that about 92.5 percent respondents agree that Ramya supermarket have done sales promotion strongly while the remaining 7.5 percent respondents disagree.

It is inferred that majority (92.5 per cent) of the respondents agree that Ramya Supermarket have done strong sales promotion.

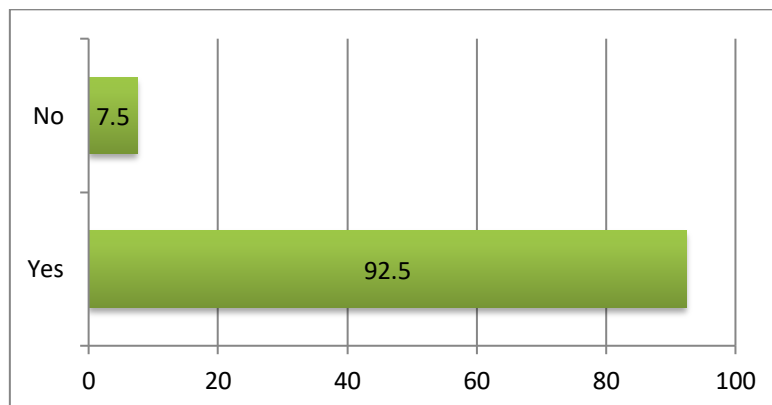


Fig:5.6 : Strength of Sales Promotion

5.1.7 Preferred Sales promotion technique

The table 5.7 depicts which sales technique is most preferred by the respondents. The sales techniques are classified as discount, coupons and bonus.

Table 5.7
Preferred Sales promotion technique

Technique	Frequency	Percentage
Discount	57	47.5
Coupons	47	39.2
Bonus	16	13.3
Total	120	100

Interpretation:

The above table shows that 47.5 percent respondents chose discount as their most preferred sales promotion technique and 47 percent respondents chose coupons while the remaining 16 per cent respondents chose bonus. This is because most of the respondents want to pay less price (discount) for the product rather than buying the product at a high price and getting the same product again (bonus).

It is inferred that majority (47.5 per cent) of the respondents chose discount.

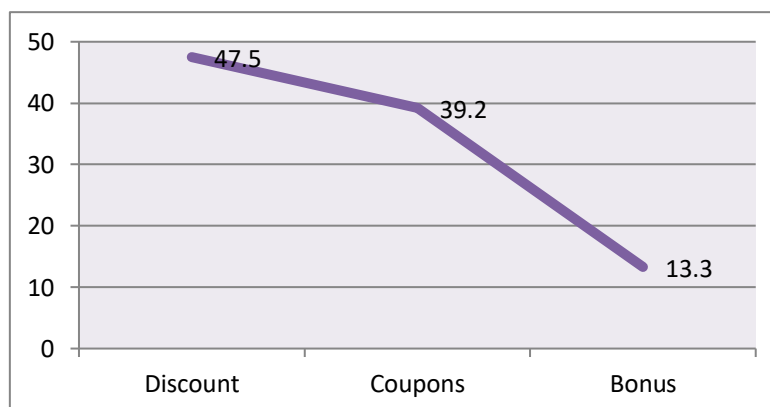


Fig:5.7 : Preferred Sales promotion technique

5.1.8 Relevancy of Other factors of Shopping

The table 5.8 describes which factor of shopping the respondents gives more importance. The factors are divided into price, quality and coupons/offers.

Table 5.8
Relevancy of Other factors of Shopping

Factors	Frequency	Percentage
Price	17	14.2
Quality	94	78.3
Coupons/offers	9	7.5
Total	120	100

Interpretation:

It is found from the above table that 78.3 percent respondents prefer quality, 14.2 percent respondents prefer price and 7.5 percent prefer coupons/offers.

It is inferred that majority (78.3 per cent) of the respondents prefer quality

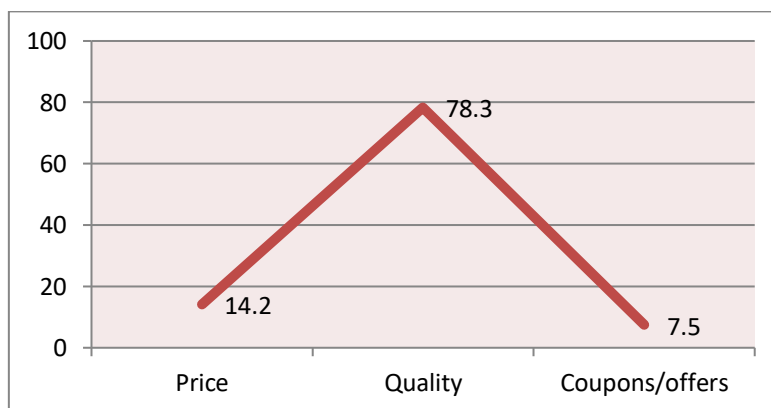


Fig:5.8 : Relevancy of Other factors of Shopping

5.1.9 Product bought on sale

The table 5.9 shows which product is bought more when it is on offer. The products are classified as electronics, fresh food, health & beauty and household products.

Table 5.9
Product bought on sale

On sale products	Frequency	Percentage
Electronics	74	61.7
Fresh Food	18	15
Health & Beauty	16	13.3
Household	12	10
Total	120	100

Interpretation:

The above table shows that 61.7 percent respondents buy electronics more if they were on offers, 15 per cent respondents chose fresh food, 13.3 percent respondents chose health & beauty and remaining 10 percent respondents chose household.

It is inferred that majority (61.7 per cent) of the respondents chose electronics.

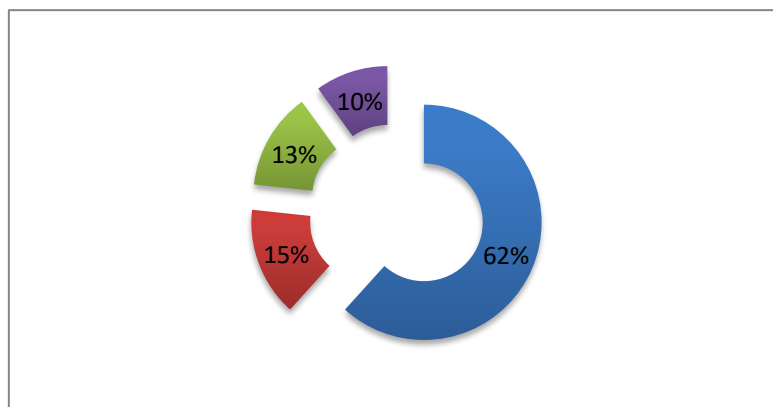


Fig:5.9 : Product bought on sale

5.1.10 Information source of Discount/Offers

The table 5.10 describes through which source does the respondents come to know about the discount/offers.

Table 5.10
Information source of Discount/Offers

Source	Frequency	Percentage
Brochures	12	10
Through people	99	82.5
In store	9	7.5
Total	120	100

Interpretation:

It is found from the above table that 10 percent respondents come to know about discount/offers through brochures, 82.5 percent respondents through people and 9 percent people from in store.

It is inferred that majority (82.5 per cent) of the respondents come to know about discount/offers through people.

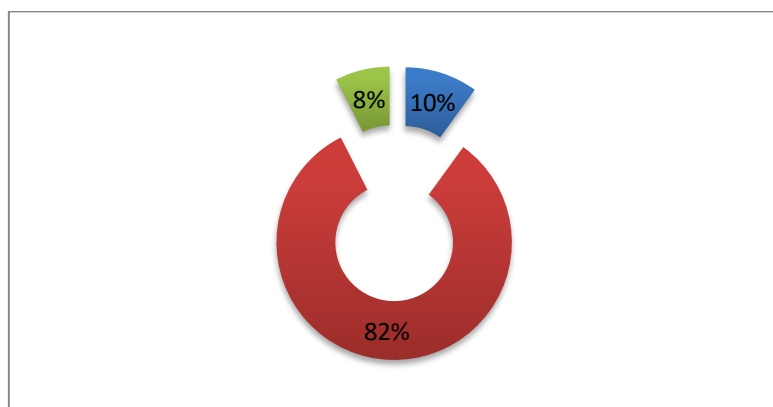


Fig:5.10 : Information source of Discount/Offers

5.1.11 Quality Concern

The table 5.11 shows whether discount on products makes respondents doubt on the quality of the products.

Table 5.11
Quality Concern

Quality Concern	Frequency	Percentage
Yes	86	71.7
No	34	28.3
Total	120	100

Interpretation:

The above table shows that 71.7 percent respondents agree that discount on products increases the doubt on the quality of the related product and 28.3 percent respondents disagree.

It is inferred that majority (71.7 per cent) of the respondents agree that discount on products raises their concern on quality.

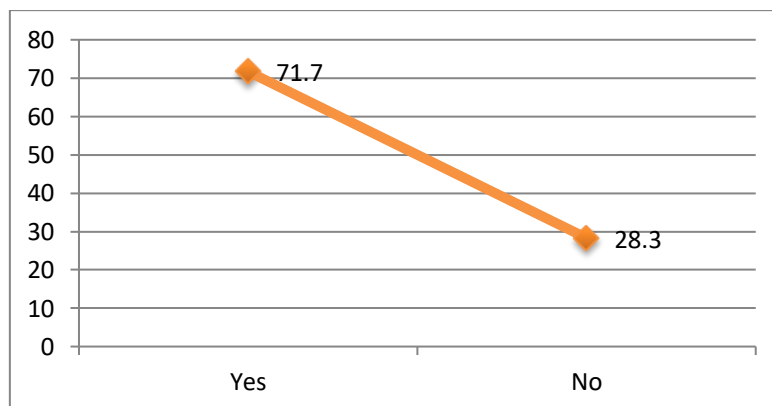


Fig:5.11 : Quality Concern

5.1.12 Image of the Supermarket

The table 5.12 displays whether the respondents think that sales promotion activities strengthen the image of the supermarket.

Table 5.12
Image of Supermarket

Image	Frequency	Percentage
Strongly agree	113	94.2
Strongly disagree	7	5.8
Total	120	100

Interpretation:

It is found from the above table that 94.2 percent respondents agree that sales promotion activities strengthen the image of the ramya supermarket while 5.8 percent respondents disagree.

It is inferred that majority (94.2 per cent) of the respondents agree that sales promotion activities strengthen the image of the market.

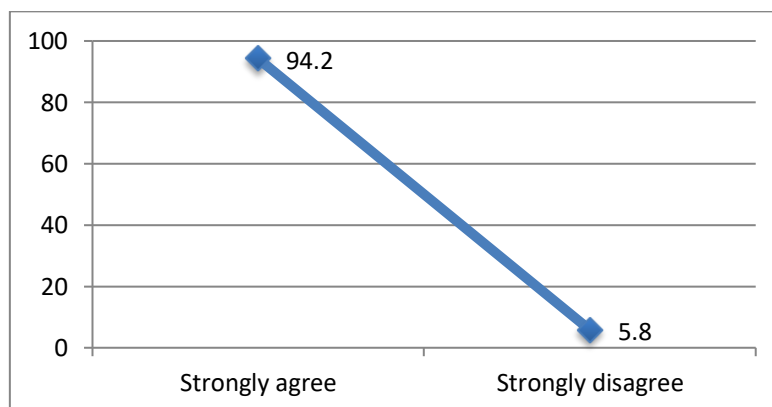


Fig:5.12 : Image of Supermarket

5.1.13 Immediately buying a product due to a 50% sale

The table 5.13 shows whether the product on 50% sale is bought immediately or not.

Table 5.13
Immediately buying a product due to a 50% sale

50% sale	Frequency	Percentage
Yes	90	75
No	30	25
Total	120	100

Interpretation:

The above table shows that 75 percent respondents immediately buy a product on sale (50%) and about 25 percent respondents don't buy them.

It is inferred that majority (75 per cent) of the respondents buy the product immediately.

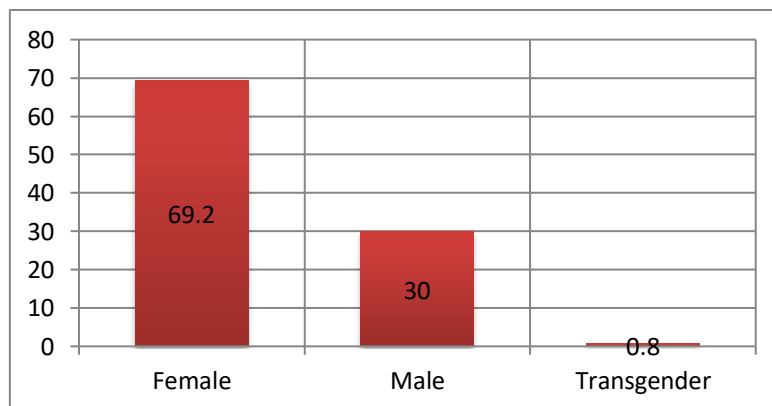


Fig:5.13 : Immediately buying a product due to a 50% sale

5.1.14 Quantity of product on sale

The table 5.14 describes whether the quantity of product is bought more if it was on discount or offers.

Table 5.14
Quantity of product on sale

Quantity	Frequency	Percentage
Yes	84	70
No	36	30
Total	120	100

Interpretation:

It is found from the above table that 70 percent respondents buy more quantity of the product if it was on sale and 30 percent respondents don't buy.

It is inferred that majority (70 per cent) of the respondents buy more quantity.

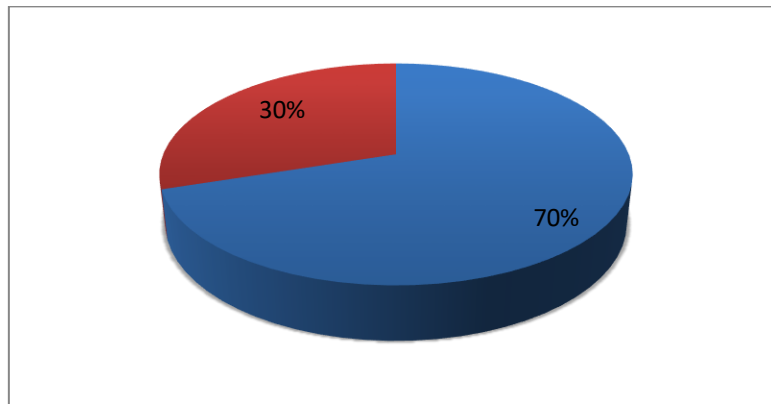


Fig:5.14 : Quantity of product on sale

5.1.15 Brand Name

The table 5.15 depicts whether the respondents care about the brand even if it was on offer/discount.

Table 5.15
Brand Name

Brand Name	Frequency	Percentage
Yes	105	87.5
No	15	12.5
Total	120	100

Interpretation:

The above table shows that 87.5 percent respondents care about the brand of the product even if it was on offer/discount and 12.5 percent respondents don't.

It is inferred that majority (87.5 per cent) of the respondents care about the brand.

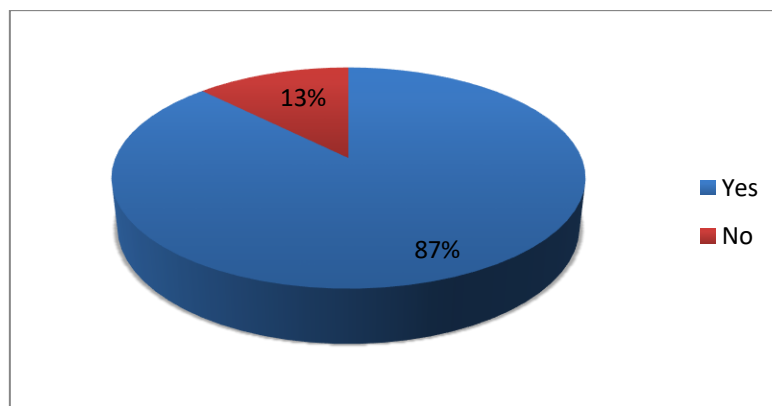


Fig:5.15 : Brand Name

5.1.16 Exceeding the Budget due to sales promotion activities.

The table 5.16 describes whether the respondents exceed their budget of shopping when buying things due to sales promotion activities.

Table 5.16
Exceeding the Budget due to sales promotion activities

Budget	Frequency	Percentage
Male	10	8.3
Female	110	91.7
Total	120	100

Interpretation:

It is found from the above table that 8.3 percent respondents exceed their budget while 91.7 percent respondents don't exceed.

It is inferred that majority (91.7 per cent) of the respondents don't exceed their budget

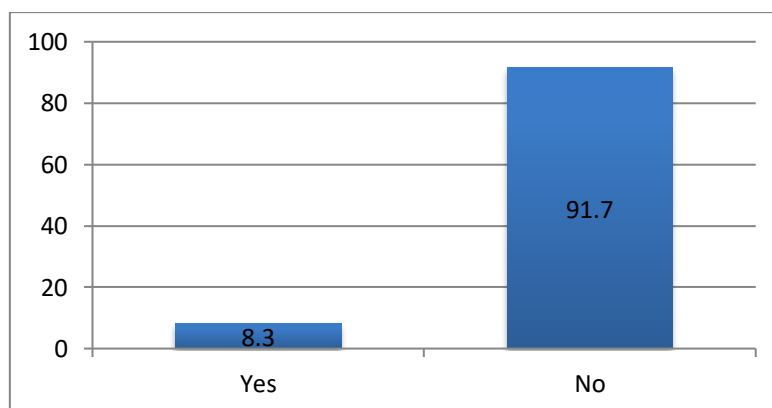


Fig:5.16 : Exceeding the Budget due to sales promotion activities

5.2 HYPOTHESIS 1 USING PEARSON CORRELATION COEFFICIENT METHOD

5.2.1 MEANING AND DEFINITION

The Pearson coefficient helps to identify the relationship between two variables that are measured on the same interval or ratio scale. The Pearson coefficient is a measure of the strength of the association between two continuous variables.

5.2.2 FORMULA

$$\sqrt{\frac{\sum XY}{\sum Y^2} \times \frac{\sum XY}{\sum X^2}}$$

5.2.3 BENEFITS OF THE METHOD

- Helps in knowing the direction of correlation, whether it is positive or negative.
- To determine whether two different variables are correlated to one another and also gives an exact degree of correlation.
- It is applicable to most of the problems and comparisons, hence its universally applicable.

5.2.4 RELATIONSHIP BETWEEN AGE AND PROMOTIONAL MIX

Table 5.17 has revealed the correlation between two variables that is the age and promotional mix. Null and Alternative hypothesis have been framed to determine the association existing between the two variables.

Null hypothesis - There is no significant relationship between age and promotional mix.

Alternative hypothesis - There is a significant relationship between age and promotional mix.

Table 5.17
Correlation between age and promotional mix

AGE/Pmix	Discount (X)	Coupons (Y)	XY	X ²	Y ²
Under 20	2	2	4	4	4
20 - 30	15	10	150	225	100
31 - 50	33	26	858	1089	676
Over 50	7	9	63	49	81
	57	47	1075	1367	861
	$\sum x$	$\sum y$	$\sum xy$	$\sum x^2$	$\sum y^2$

$$\sqrt{\frac{\sum XY}{\sum Y^2} \times \frac{\sum XY}{\sum X^2}} = \sqrt{\frac{1075}{861} \times \frac{1075}{1367}} = 0.98$$

Here $r (0.98) > 0.75$
 $\therefore$ there is a high positive correlation

Result : Null hypothesis rejected, alternative hypothesis accepted

There is a very strong connection between the two components. It shows a particular age group prefers one type of tool while the other prefers another. About 33 people belonging to this age group category 31-50 prefers discount more than coupons, while people over 50 prefer coupons.

5.3 HYPOTHESIS 2 USING CHI-SQUARE TEST METHOD

5.3.1 MEANING AND DEFINITION

A chi-square test measures actual expected value to actual observed value. (χ^2) statistic is a test that measures how a model compares to actual observed data. Here, degrees of freedom are used to determine if a certain null hypothesis can be rejected or accepted based on the total number of variables and samples within the experiment.

5.3.2 FORMULA

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

5.3.3 BENEFITS OF THE METHOD

- Can test association between variables
- Identifies differences between observed and expected values
- Can also be applied to a complex contingency table with several classes and as such is a very useful test in research work

5.3.4 ASSOCIATION BETWEEN PEOPLE LOOKING FOR PROMOTION AND FREQUENCY OF SHOPPING.

Table 5.19 has revealed the association between two models that is the people looking for promotion and frequency of shopping. Null and Alternative hypothesis have been framed to determine the association existing between the two variables.

Null hypothesis - There is no significant association between people looking for promotion and frequency of shopping.

Alternative hypothesis - There is significant association between people looking for promotion and frequency of shopping.

Table 5.18

Association between people looking for promotion and frequency of shopping.

Promotional mix / Frequency of shopping	Discounts	Coupons	Bonus	Total
Often (Once/Twice a week)	12	27	3	42
Monthly (end/start/end of a month)	30	14	4	48
Rarely (2 or 3 month once)	15	6	9	30
TOTAL	57	47	16	120

The above table 5.18 shows that about 12 and 30 people who prefers discount visit the market often whereas about 9 and 4 people who prefers bonus visit rarely. It is concluded that specific type of sales promotion tool attracts more customers than the other.

Table 5.19
Table of observed values and expected values.

Observed Values	Expected Values	(O-E)	(O-E) ²	(O-E) ² /E
12	19.95	-7.95	63.2025	3.168045113
27	16.45	10.55	111.3025	6.766109422
3	5.6	-2.6	6.76	1.207142857
30	22.8	7.2	51.84	2.273684211
14	18.8	-4.8	23.04	1.225531915
4	6.4	-2.4	5.76	0.9
15	14.25	0.75	0.5625	0.039473684
6	11.75	-5.75	33.0625	2.813829787
9	4	5	25	6.25

DEGREES of Freedom = 4
Significance Level = 0.05

χ^2 tabular = 9.49
 χ^2 calculated = 24.64381

Result : Null hypothesis rejected, alternative hypothesis accepted

It is concluded that the promotional tools benefits the retail store by making the customers visit more often. Interesting offers, Useful coupons and budget-saving bonuses does a great help to both the store and its customers. Hence, in this supermarket people prefer discounts more, then it should be used for good benefits.

5.4 HYPOTHESIS 3 USING CHI-SQUARE TEST METHOD

ASSOCIATION BETWEEN QUANTITY AND PROMOTIONAL MIX

Table 5.21 has revealed the association between two models that is the quantity and promotional mix. Null and Alternative hypothesis have been framed to determine the association existing between the two variables.

Null hypothesis - There is no significant association between quantity and promotional mix.

Alternative hypothesis - There is significant association between quantity and promotional mix.

Table 5.20
Association between quantity and promotional mix

Promotional mix / Quantity	Discounts	Coupons	Bonus	TOTAL
Agree	41	34	9	84
Disagree	16	13	7	36
TOTAL	57	47	16	120

The above table 5.20 shows that out of 57 people who chose discounts, 16 people disagree that they buy extra quantity and out of 47 people who chose coupons, 13 people disagree they buy extra quantity. It is inferred that irrespective of the promotional tool, quantity is neither bought more nor less.

Table 5.21
Table of observed values and expected values.

Observed Values	Expected Values	(O-E)	(O-E) ²	(O-E) ² /E
41	39.9	1.1	1.21	0.03032581
34	32.9	1.1	1.21	0.03677812
9	11.2	-2.2	4.84	0.43214286
16	17.1	-1.1	1.21	0.07076023
13	14.7	-1.7	2.89	0.19659864
7	4.8	2.2	4.84	1.00833333

DEGREES of Freedom = 2
Significance Level = 0.05

χ^2 tabular = 5.99
 χ^2 calculated = 1.77

Result : Null hypothesis accepted, alternative hypothesis rejected

Here in table 5.21 two components aren't associated with each other. Customers mainly look for discounts/offers/coupons to decrease the purchase price. Buying one more quantity might completely rule this aim out. Hence there is no significant association between quantity and offers.

5.5 FINDINGS OF THE STUDY

The following are the findings of the study on purchase intention related to sales promotion mix with reference to organized retail outlets.

Percentage Analysis:

- Majority (69.2 per cent) of the respondents are female.
- Most (55.8 per cent) of the respondents belong to the age group 31-50.
- Majority (40 per cent) of the respondents visit Ramya Supermarket monthly.
- Most (47.5 per cent) of the respondents chose discount.
- Majority (74.2 per cent) of the respondents sometimes buy things on impulse.
- Most (92.5 per cent) of the respondents agree that Ramya Supermarket have done strong sales promotion.
- Most (73.3 per cent) of the respondents pay attention to the sales activities sometimes.
- Most (91.7 per cent) of the respondents don't exceed their budget
- Majority (61.7 per cent) of the respondents chose electronics.
- Most (82.5 per cent) of the respondents come to know about discount/offers through people.
- Most (71.7 per cent) of the respondents agree that discount on products raises their concern on quality.
- Majority (94.2 per cent) of the respondents agree that sales promotion activities strengthen the image of the market.
- Majority (75 per cent) of the respondents buy the product immediately.
- Most (70 per cent) of the respondents buy more quantity.
- Majority (87.5 per cent) of the respondents care about the brand.
- Most (78.3 per cent) of the respondents prefer quality

CHI-SQUARE Test Analysis:

- There is significant relationship between age and promotional mix
- There is significant association between people looking for promotion and frequency of shopping
- There is no significant association between quantity and promotional mix.

5.6 SUGGESTIONS

1. Displaying all variety of branded products might give customers more choice that they can choose more than one product and in turn it increases their interest.
2. Review, test and improve – After implementing a particular sales promotional mix tool. Their ability to attract customers and dealers must be tested and then if there are any changes needed. It must be improved. This process will help the business to know more about customer preferences and their mindset.
3. Loyalty programs must be conducted to promote exclusive offers or discounts. It will help customers to know about the existence of those products which they are unaware of.
4. Free shipping and returns can be given to customers.
5. The supermarket must keep in-touch with various global markets to know about the current trend in the market. It helps to keep up with dynamic business environment.

5.7 LIMITATIONS OF THE STUDY

The study has covered only the perception of consumers but not retailer's perspective. The present study focused on a narrow demographic representation of consumers who visited only one supermarket (Ramya). This could limit the generalization of finding and inferences to whole consumers. Although the study focused mainly on supermarket consumers, it was not specific on any particular products that are likely to be mainly bought on impulse as a result of the in-store environment.

CHAPTER -6

CONCLUSION

Retail outlets help in widespread distribution of products among diverse customers. Their importance cannot be ruled out. The lifestyle of the people is shaped by retailing. That is why proper promotion is necessary. Discounts, Coupons, Vouchers, Samples also help domestic producers by making their product known to many. New products can also get consumers through proper sales mix tools. It is also important to note that other aspects such quality/warranty also influences a purchaser's mindset. All these aspects, when put together will prove to be a great help towards Indian economy. It can be said that Retailing is a driving force of the economy and its ambition is to encourage sustained growth.

The gap between producers and consumers can be filled by retail outlets through proper promotional tools. Promotions also allow to make use of the available data and create more useful data from it. As the business continues, it collect information of thousands and millions of customers. By using the right database software we can know the trends, patterns and inclinations of your customers. Hence, both customers and producers needs are satisfied.

It can be concluded that sales promotion changes the lifestyle of customers (increases their standard of living) and helps domestic producers to gain relevancy in global markets.

REFERENCES

- Shyam Sundar B & K Nagendra Babu (2016), "Influence of Sales Promotion and Service Quality of Modern Retail Stores on Buying Behaviour of Consumers in Karnataka" Department of Studies in Commerce . Vol 1 state 570006.
- Ibrahim Ofosu-Boateng (2019), Influence of Consumer Sales Promotion on Consumers' Purchasing Behaviour of the Retailing of Consumer Goods in Tema, Ghana, Journal of Marketing Management. Vol. 8, Issue 1, ISSN 2333-6080.
- Dr. A. Ananda Kumar, Ms. S. Suganya & Mr. V. Imayavendan (2018), An Empirical Study on Sales Promotion Techniques, Global Journal of Management and Business Research: G Interdisciplinary. Vol 18 Issue 2 ISSN 2249-4588.
- Shamout (2016), The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market, International Journal of Business and Social Science. Vol 7 Issue 1 ISSN 2219-1933.
- Bhadrappa Haralayya, Sales Promotion at Keshva Enterprise Bidar, IRE Journals Volume 5 Issue 9 ISSN 2456-8880.
- Jung Eun Lee & Jessie H. Chen-Yu (2018) Effects Of Price Discount On Consumers' Perceptions Of Savings, Quality, And Value For Apparel Products, Department of Apparel, Housing, and Resource Management. Vol 5.
- According to Mariana, Anna, Josef & Michal (2020), Product Sampling Effect on Purchase Decision Also by Social Aspects. Marketing and Management of Innovations, Marketing and Management of Innovations. ISSN 2227-6718

- Douglas West, Gerard P. Prendergast, (2009) Advertising and promotions budgeting and the role of risk, European Journal of Marketing, Vol.43 ISSN 0309-0566, Issue 11/12.
- Francesca M, Fabio C & Marta U (2014) Local vs. Global social-couponing sites: A Study Of Merchants' Satisfaction, Sinergie, Italian Journal of Management. Vol 95 ISSN 0393-5108.
- Dr. V. Sai Prasanth and Sriramneni Chudaman (2021), An Influence Of Sales Promotion On Customer In Organized Retail, International Journal of Education, Modern Management, Applied Science & Social Science (IJEMMASSS). Vol 3 Issue 3 ISSN 2581-9925.
- S.Kumar (2015) A Study On Consumer Buying Behavior Towards Organized Retail Stores In Erode District, International Journal of Management Research & Review. Vol 5 Issue 12 ISSN 2249-7196.
- Dodson, Tybout & Sternthal (1978) Impact of Deals and Deal Retraction on Brand Switching, Vol 15 Issue 1.
- Arindam Banerjee and Bibek Banerjee (2000), Effective Retail Promotion Management: Use of Point of Sales Information Resources, Vol 25 Issue 4.
- Lee Seung-Hee & Lee Eun-Ok (2006) studied The Effects of Various Sales Promotions on Sales Promotion Attitudes, Journal of Fashion Business Vol. 10, No. 3.
- B Kamaladevi (2010), Customer Experience Management in Retailing, Business Intelligence Journal. Vol 3.

- Sales Promotion (2012) by Robert C. Blattberg and Richard Briesch
- Sales Promotion: How to Create, Implement and Integrate Campaigns that Really Work (2010) by Julian Cummins
- www.google.com

APPENDIX

A Study on Customer purchase intention related to sales promotion mix with reference to organized retail outlets (Ramya Supermarket)”

1. What is your age?

a) Under 20 b) 20 – 30 c) 31 – 50 d) Over 50

2. What is your gender?

a) Female b) Male c) Transgender

3. What is your monthly income?

a) Under ₹50,000 b) ₹50,000 - ₹1,00,000 c) Over ₹1,00,000

4. On average, how often do you visit Ramya Supermarket?

a) Often (Once/Twice a week) b) Monthly (end/start/mid of a month) c) Rarely (2 or 3 months once etc)

5. Do you often pay attention to sales promotion activities done in Ramya?

a) Everytime b) Sometimes c) Rarely

6) How often will you buy on sale goods that you were not planning to buy?

a) Everytime b) Sometimes c) Rarely

7) Do you think Ramya Supermarket has done strong sales promotion (discounts, coupons, samples, free gift)?

a) Yes b) No

8) Which sales promotion technique done by Ramya Supermarket do you prefer?

a) Discounts b) Coupons c) Bonus (Buy 1 get 1 free)

9) Which one do you think is most important while shopping?

a) Price b) Quality c) Coupons/Free gifts

10) Do you search for good offers/discounts while buying?

a) Yes b) No

11) What type of goods you are more willing to buy if they are on sale (discounts)?

a) Electronics b) Fresh Food c) Health & Beauty d) Household e) Other:

12) How do you come to know about these discounts/offers?

a) Brochures b) Through people c) In Store d) Other:

13) If there is discount on products, does it make you doubt the quality?

a) Yes b) No

14) Do you agree that sales promotion strengthen the image of Ramya Supermarket?

a) Strongly agree b) Strongly disagree

15) Does the Sales Promotion activities of Ramya Supermarket make you visit it again?

a) Yes b) No

16) If a product you really wanted was available on a 50% OFF sale today, would you buy the product today?

a) Yes b) No

17) Do you buy more quantity of the same product if it was on offer?

a) Yes b) No

18) When you buy a product on offer, do you care about the brand name too?

a) Yes b) No

19) When buying things on offer, do you often exceed your fixed budget?

a) Yes b) No

20) Any suggestions