



A Study on Effective Promotional Strategy Influences Customer for the Product of D-Mart

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INTRODUCTION

Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the hearts of customer who is 'God' said by the business tycoons. There is always a 'first mover advantage' in an upcoming sector. Here, that advantage goes to "D-Mart". It has brought about many changes in the buying habits of people. It has created formats, which provides all items under one roof at low rates, or so it claims! In this project, we have studied its marketing strategies and promotional activities. The project titled **A Study on the effective promotional strategy Influences customer for the product of D-Mart** helps us to understand the effect of promotional strategy which is responsible for attracting customers towards d-mart This study is helpful to top level management to improve the present promotional strategy of D-Mart.

STATEMENT OF PROBLEM

In this competitive world lot of multi level marketing companies are there in market and they have variety of products and services lineup as well. Some of them are going successful and few of them are not doing well. Many marketing practitioners (companies) have not developed and understood an effective promotional strategy that will create the required awareness about their product and to ascertain consumers the effect it has purchase decision on in accepting their product is a problem. There are too many companies that are involved in the product of similar in the minds of consumers on how to differentiate these products. It is a problem. D-Mart is a really successful branch of future group. But some of the people are unsatisfied with navigation problem of D-Mart. So the main aim of the study is to Analysis the effect of the company's promotional strategies influencing there customers.

SCOPE OF STUDY

The success and failure of a company is purely based on customer's satisfaction. Globalization and liberalization has opened up high competition among the sector. In order to retain the customers and also to attract the new customer the company has to concentrate more in service provided to the customer. It is through adviser that the customers are being highly influenced. It is an important aspect in ensuring customer satisfaction and customer retention .there arises the need for D-Mart to find out the customer satisfaction it is this context that the present study is undertaken Each DMart store stocks home utility products – including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more – available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value

OBJECTIVE OF STUDY

1. To know customer buying behavior
2. To know the promotional strategy of D-Mart.
3. To comprehend the determinants of customer satisfaction.
4. How D-Mart establish and maintain the retailing through promotion.

RESEARCH METHODOLOGY

Since the study is on retail sector first the detail study of the store is been conducted about its Management team its structure the number of departments which all brands does the store has, who are its suppliers about its warehouses. Based on the topic objectives were set and to arrive at the opinion on objectives a set of 100 questionnaire and response is collected from the customers who are visiting the store

Sample size: 100 respondents

Sampling Method: Random Convenience sampling Method

Sample Unit: Customer of D-Mart

Measuring Tools: Questionnaire.

STATISTICAL TOOLS

Data collected through Questionnaire was prepared in master table. In order to Analysis and Interpret the Data

- Percentage Analysis
- Chi square Test
- Rank Analysis

LIMITATIONS OF STUDY

1. This research is conducted on a sample size, so it might be possible that the information Given by such respondents may not match with the replay of total customer available In the store that time
2. The study was restricted to only the customers of D-Mart.
3. The time constrain was a limiting factor, as more time was required to carry out study On other aspects of the topic.
4. The result and analysis based on the customer survey method and small sample size
5. Findings are related to particular areas.
6. It might be possible that the answers given by the respondents are of business

REVIEW OF LITERATURE

1. Avinash and B.V Sangvikar (2019)

Their objective is to provide insight about D-Mart success of in India and their Conclusion is D-mart techniques and strategies it uses for cost efficiency and higher Sales and D-mart has restricted segmentation, this made D-Mart more profitable.

2. Mr. Ansari Arbaz (2019)

It has positioned itself in the market as discounted store. Youth likes shopping and Moving around D-mart. It has emerged as a hub of shopping specially for middle class People. He used Hypothesis Test to choose factor for most while purchasing in his Study.

3. M. Guruprasad (2018)

Director research, Universal Business School, Concluded there was 50-50 opinion From customers of Badalpur and Karjat about online offering D-Mart products and D-Marts mainly faces the competition from small shop which deal in single variety of Commodity.

4. Muhammad Sabbir Rahman (2012)

There is a strong relationship between consumer perception and behavior in selecting a super market when age, gender and income play a mediating role. In addition it is also found that consumers age differences have the highest influence on their buying behavior.

5. Amit & Kameshwari (2012)

The origin of word "retail" comes from the French "retailer", that means to cut a piece Off or to break bulk. In other words, it shows a first hand-transaction with the customer The retailer is a person or agent or agency or company or organization who sends the Products or services to the ultimate consumer Thus, the customer and the fulfilment of Customer desires and needs which are the key points of retailing are the retailing focus.

6. Zikmud (2011)

Purchase decision of customers is promotion. States that sale is communication Function of company which has responsible to informtion

7. Bijapurkar (2008)

He explained that the reduction indicates the increase in the number of middle class Populations who can manage to pay for food, beverage and entertainment in addition To their basic needs. In India a great increase in family income has been observed .

8. Nair Suja (2008)

In her book Retail Management has tried to explain the growth of retailing in India Context especially in the context of new economic policy, global economic Development, changes in the marketing and economic system as well as changing Pattern and classification of economic activity.

9. C.S VenkataRatnam (2007)

This study have detailed changing consumer behaviors in retail trade in India in his Paper entitled "Changing Consumer Behavior and Emerging Challenges to the Retail Trade In India" The author has highlighted that sustained and rapid growth of China And India, which together provide home to over a fifth of the humanity, are creating tremendous surge in consumerism on a scale which is unprecedented Both the countries are attractive destinations for investment and production as well as sales and marketing.

ANALISIS

Particular	No of respondents	Percentage
Gender		
Male	46	46%
Female	54	54%
Age		
18-20	60	60%
21-26	27	27%
27-30	6	6%
More then 30	7	7%
Occupation		
Student	68	68%
Employee	20	20%
Self employee	7	7%
Other	5	5%
Family member		
2	11	11%
3-5	77	77%
More than 5	12	12%
Monthly expenses		
Below 1000 rs	32	32%
1001Rs-2000Rs	34	34%
2001Rs-5000Rs	27	27%
More than 5000Rs	7	7%

INTERPRETATION

Gender

The above exhibit indicates that 46% of male respondents and 54% of female Respondents.

Age

The above exhibit indicates that 60% belongs to 18 – 20, 27% belongs to 21 – 26 and Remaining 7% belongs to more then 30.

Occupation

The above exhibit indicates that 68% were student, 20% were employed, 7% were self Employed and remaining 6% were other occupations.

Family members

The above exhibit indicates that 11% of the respondents are 2, 77% of the respondents Are 3-5 and 12% of the respondents are more then 5 .

Salary expenses for purchase

The above exhibit indicates that 32% of the respondents are below 1,000, 34% of the Respondents are between 1,001 – 2,000, 27% of the respondents are between 2,001 – 5,000 And 7% of the respondents are above 5000

EXHIBIT MAIN REASON FOR COMING TO THE STORE OF RESPONDENTS

Particular	No of respondents	Percentage
Value of money	27	27%
Discount	23	23%
Saving of time	10	10%
Wide product range available	12	12%
Brand consciousness	2	2%
All the above	26	26%

CHART

SHOWING MAIN REASON FOR COMING TO THE STORE OF RESPONDENTS

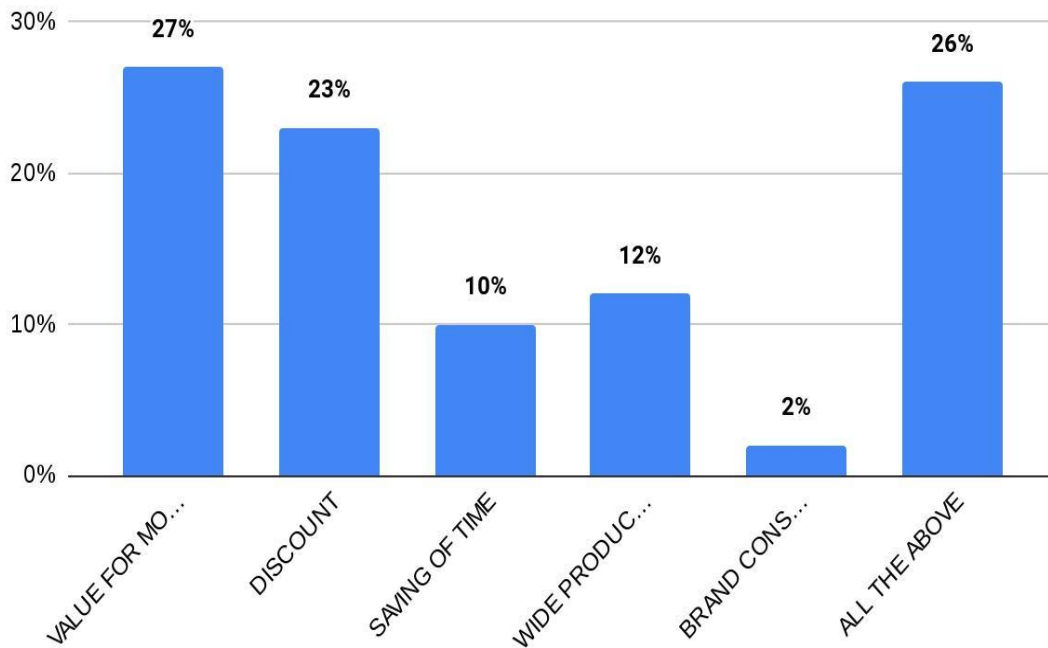


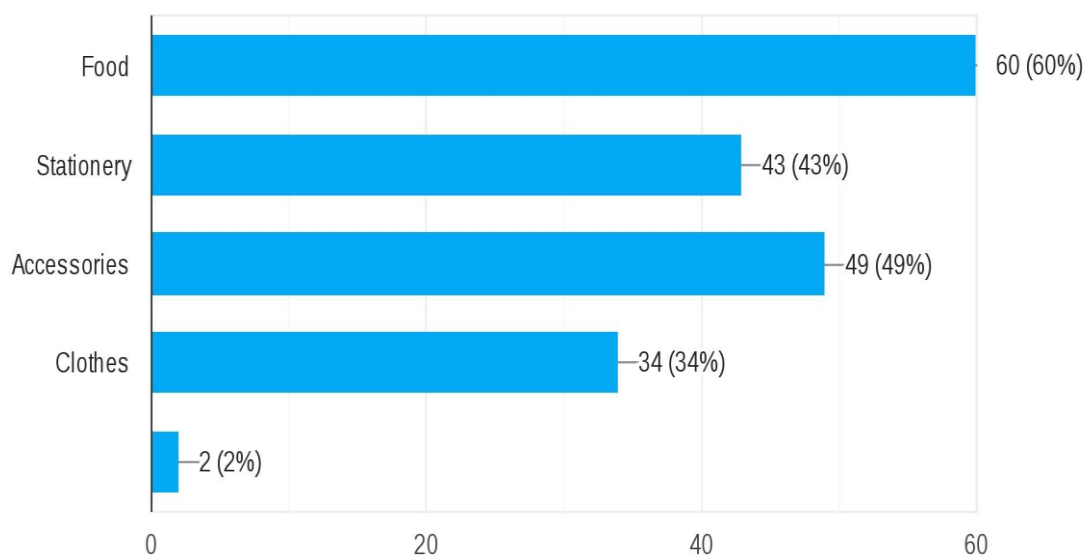
EXHIBIT TO PURCHASE WHAT KIND OF SERVICE RESPONDENTS GO TO THE STORE

Particular	No of respondents	Percentage
Food	60	60%
Stationary	43	43%
Accessories	49	49%
Clothes	34	34%
Other	2	2%

INTERPRETATION

The above exhibit indicates that 60% of respondents are from food, 43% of respondents are from stationary, 49% of respondents are from accessories and 34% of respondents are from clothes, 2% of respondents from the other.

SHOWING TO PURCHASE WHAT KIND OF SERVICE RESPONDENTS GO TO THE STORE



CHI SQUARE METHOD

RELATION BETWEEN THE OCCUPATION AND OFFERS IN DMART

Chi-Square Value $\chi^2 = \sum (O-E)^2/E$

=6.904

Degree of freedom (row-1) (column-1)

6.904

= (4-1) (5-1)

= (3) (4)

= 12

Significance Level -0.05 or 0.5%

Table Value 21.026

χ^2 Calculated Value > χ^2 Tabular Value

HYPOTHESIS

HO There is no significant relationship between occupation and big basket productPrice

INTREPRETATION

0.069 -lower

In the above analysis the calculated value (24.850) is higher than the table value (21.026) at the level of 0.05 significance. Hence there is no significant relationship between Occupation and big basket product price.

RANKING ANALYSIS

RANK THE FACTORS WHICH ATTRACTED YOU THE MOST WHILE PURCHASING?

FACTORS	VERY GOOD	GOOD	NEUTRAL	BAD	VERY BAD	TOTAL	RANK
OFFER	47	43	6	1	0	97	1
SERVICE	19	57	14	3	0	93	4
QUALITY	30	53	11	2	0	96	2
AVAILABILITY	23	56	8	6	1	94	3

INTERPRETATION:

The above table depicts that the factors which attracted you the most while Purchasing that the highest rank towards offer, Second rank towards quality, Third rank towards availability, Fourth towards service .

FINDINGS

1. Hence the majority 54% of respondents are from females.
2. Hence the majority, 60% of respondents are from the Age of 18-20.
3. Hence the majority, 68% of respondents are from the Students
4. Hence the majority, 77% of respondents are from 3 – 5.
5. Hence most of the, 34% of respondents are from the 1001-2000
6. Hence the majority, 58% of respondents are from the D Mart user
7. Hence the majority, 54% of respondents are from the monthly user
8. Hence most of the, 34% of respondents are from the food mart user
9. Hence most of the , 44% of respondents are from the 0-5kms
10. Hencemost of the, 37% of respondents are from the Tv
11. Hencemost of the, 27% of respondents are from the value of money.
12. Hence the majority, 57% of respondents are from
13. Hencemost of the, 27% of respondents are from the value of money
14. Hencemost of the, 46% of respondents are from 2
15. Hencemost of the, 34% of respondents are from quality.
16. Hencemost of the, 47% of respondents are from Very good for offer
17. Hence the majority, 57% of respondents are from good for service
18. Hence the majority, 53% of respondents are from good for quality
19. Hence the majority, 56% of respondents are from good for availability.

SUGGESTION

D-mart should be create a more promotional activities like Advertisement for influencing there customers its customers ,Infrastructure is needed to be changed a bit during weekends as heavy Crowd Comes in to d-mart during those days.D-mart should include more of branded products are very vaild for Money so as to attract it's choosy people to come in to d-mart.Should keep offers in regular intervals so that there should not be a Long term gap, because offer and availability is the most influencing Factor which is responsible for customer Purchase decision.They also should concentrate on Other type of advertisement they Should show ads andPromotional offers in a regular interval in Languages like Tamil, Hindi English.Hoarding should be placed uncovered area.

CONCLUSION

This study has been taken to measure the effectiveness of the promotional Strategies, it is concluded that Max customers are happy with the service Provided by the store and the shopping environment. Currently practicing Promotional strategies showing good results in terms of awareness about the Discounts and other offers to the target audiences and recommended to focus on Marketing communications on a frequently.D-Mart strives to give its customers The best quality at a low price by leveraging its financial strength, valuable real Estate assets located in various parts of the country as well as its extensive Network of distribution facilities. This has helped it become one of the most Successful retail companies in India.

REFERENCE

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