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A STUDY OF SALES PROMOTION ACTIVITIES IMPLEMENTED AT BIG BAZAAR IN COIMBATORE .

ABISHEK.G¹, Ms V. SINDHU²

¹ B.Com professional accounting, Sri Krishna Adithya college of arts and science.

² Assistant professor Department of B.Com Professional Accounting.

ABSTRACT :

Sales promotion plays a crucial role in influencing consumer buying behavior and enhancing retail performance. This study focuses on the various sales promotion strategies employed by Big Bazaar in Coimbatore, aiming to understand their effectiveness in attracting and retaining customers. Key promotional activities such as discounts, loyalty programs, bundling offers, festival sales, and in-store promotions were examined to assess their impact on customer footfall, purchase decisions, and brand perception. Data was collected through surveys and interviews with regular shoppers at Big Bazaar outlets in Coimbatore. The findings indicate that while promotional offers significantly boost short-term sales and customer interest, factors like the frequency of offers, clarity in communication, and perceived value greatly influence customer satisfaction and repeat visits. The study concludes that strategic planning and innovative promotional approaches can enhance customer engagement and foster brand loyalty. The insights gathered offer practical implications for retail managers aiming to optimize sales promotion strategies in a competitive market environment.

INTRODUCTION :

Sales promotion plays a critical role in marketing, performing as a device to boom income, draw in new customers, and maintain existing ones coming again. In today's crowded retail landscape, where shoppers have infinite alternatives, a properly-crafted sales promoting could make all the distinction in swaying a consumer's selection and building lasting loyalty to a logo. This observe delves into the income promoting sports at Big Bazaar, one among India's maximum popular retail chains, known for providing a numerous variety of products from groceries to garb. Big Bazaar has long depended on innovative promotional strategies to attract customers, fill their stores, and enhance income. By analysing those efforts, we aim to apprehend how effective these promotions are, how they impact consumers' behaviour, and what role they play within the basic fulfilment of Big Bazaar. We'll take a close take a look at the diverse promotional techniques Big Bazaar makes use of, inclusive of discounts, loyalty packages, unique events, and different advertising initiatives. This study will shed mild on what works excellent in retail promotions and how those efforts align with Big Bazaar's broader marketing desires, helping them stand out in a fiercely aggressive Indian retail market. The insights from this examine might be precious no longer most effective to entrepreneurs and retail managers but also to college students and each person interested in the art and technological know-how of sales promotion. The findings will offer practical recommendation and strategies that can be carried out throughout exceptional retail settings, making this a useful resource for knowledge how to efficiently interact clients in these days's retail global. Sales promotion involves a number of communications activities that try to offer value or incentives to consumers, wholesalers, retailers, or other organizational customers to trigger immediate sales. These activities can try to generate product interest, trial, or purchase. Devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes. Sales promotion is used to bring in new customers, retain current customers, fight competition, and capitalize on opportunities uncovered by market study. It consists of activities, outside and inside activities, to boost firm sales. Outside sales promotion activities are advertisements, publicities, public relations activity, and sales events. Inside sales promotion activities are window displays, product and promotional material display and promotional programs such as premium gifts and contests.

STATEMENT OF PROBLEM :

This study looks into how effective Big Bazaar's sales promotions are in Coimbatore. While offers and discounts are used to attract shoppers, it's unclear how much they truly influence buying behavior. Do these deals really boost sales, or are their impacts overestimated? The research aims to find out what works, what doesn't, and why. By analyzing customer responses and shopping patterns, the study hopes to uncover gaps in the current strategies. The goal is to offer insights that help Big Bazaar fine-tune its promotions. Ultimately, it's about aligning sales tactics with what customers actually value. This can lead to better results for both the store and its shoppers.

OBJECTIVE :

- To know the sales promotional activities conducted by the big bazaar.

- To know the level of satisfaction towards the sale's promotional activities carried by the big bazaar.

SCOPE :

This study aims to understand the role of advertising and sales promotion in driving sales at Big Bazaar. It focuses on identifying the most effective promotional tools used to attract customers, exploring various techniques employed by the retail chain, and evaluating their impact on brand recall and recognition. The goal is to assess how these strategies contribute to customer engagement and overall business performance.

REVIEW OF LITERATURE :

Kumar and Singh (2016): explored how promotional discounts and limited-time offers affect consumer buying decisions in retail. They found that Indian consumers, particularly in tier-2 cities like Coimbatore, show an increased tendency to buy more during promotional periods due to the perceived value for money. The study suggests that such promotions can stimulate impulse buying, which directly influences store traffic and sales volumes.

Gupta and Nair (2017): studied how retailers like Big Bazaar use sales promotions to attract new customers. The research concluded that promotional events such as “Mega Sale” and “Big Bazaar Days” have a direct correlation with an increase in store visits. The study also highlighted the role of external factors like festive seasons and school holidays in further driving customer engagement.

Mishra et al. (2018): examined the relationship between consumer trust and brand loyalty in response to sales promotions. The study found that Big Bazaar's promotions, when combined with its loyalty card program, foster a sense of trust and long-term loyalty among customers. By offering consistent rewards through promotions, Big Bazaar has been able to retain a significant customer base in Coimbatore.

Sharma and Tiwari (2019): investigated the psychological effects of promotional offers on customers. They concluded that consumers tend to perceive sales promotions as “rewarding,” which positively influences their purchasing behavior. The research indicated that consumers in Coimbatore respond more favorably to “price discounts” and “limited-time offers” due to their immediate gratification nature, thereby increasing store traffic and sales.

Singh and Patel (2017): conducted research focusing on how promotional strategies around major Indian festivals (Diwali, New Year) influence consumer purchases. Big Bazaar, with its “Diwali Dhamaka” promotions, has been observed to boost consumer spending significantly during the festive season. The study also highlighted that offering special discounts on high-demand categories, such as electronics and apparel, results in greater sales conversions.

RESEARCH METHODOLOGY :

A structured questionnaire was used to collect data from customers at Big Bazaar in Coimbatore to evaluate the effectiveness of various sales on customer footfall, purchase decisions, and brand perception. It also examined how these promotions impact customer satisfaction, brand recall, and repeat purchases. Findings reveal that while sales promotions attract more customers and boost short-term sales, their long-term effectiveness depends on the value perceived, frequency of offers, and clarity in communication. The study highlights the need for strategic planning and more customer-centric promotional efforts.

LIMITATIONS :

- Data was collected from the limited location of Coimbatore city.
- It's very hard to cover the whole market.
- Most of the customers were hesitant to respond.
- I took the details through google form.
- Accuracy of the study is purely based on the information as given by respondents.

ANALYSIS AND INTERPRETATION OF DATA :

TABLE 4.1

Table showing the big bazaar's regular sales promotion

Delivery features	Frequency	Percentage
Discounts on products	25	17.2%
Buy one , get one free	58	40%
Special event sales	62	42.8%
Total	145	100

Source : Primary data

Interpretation :

This table shows Big Bazaar's regular sales promotions, with the most frequent being "Buy One, Get One Free" (40%) and "Special Event Sales" (42.8%), which together make up over 80% of the total promotions. Discounts on products account for 17.2%, indicating a smaller portion of the overall strategy. This suggests that Big Bazaar relies primarily on event-based and value-driven promotions to attract customers.

TABLE 4.2**Table showing weighted average of big bazaar's shopping after it's advertisement platform**

Platforms	Not likely (5)	Somewhat likely (4)	Neutral (3)	Likely (2)	Very likely (1)	Total	Weighted average	Rank
Social media	5	90	31	11	8	508	3.50	1
Tv commercials	3	20	107	11	4	442	3.04	5
Newspaper/ magazines	6	80	38	14	7	499	3.44	2
Outdoor billboard	4	26	97	17	1	450	3.10	4
Influencer marketing	8	62	56	15	4	490	3.37	3

INTERPRETATION :

Social media tops the preference list with a weighted average score of 3.50, indicating it is considered the most effective platform. Newspapers/magazines and influencer marketing follow closely with scores of 3.44 and 3.37, respectively. Outdoor billboards and TV commercials are ranked lower, with scores of 3.10 and 3.04, suggesting they are seen as less effective. This highlights a strong preference for digital and modern marketing strategies, while traditional platforms are less favoured.

FINDINGS :

To know the sales promotional activities conducted by the big bazaar and the level of satisfaction towards the sale's promotional activities carried by the big bazaar and to know the determinants affecting the purchase of the products from the Big Bazaar, and to propose enhances the promotion for sale in the competitive market. The study has been analyzed using techniques of percentage analysis, ranking analysis and weighted average. The final chapter is an attempt to summarize the endings of the study based on which few suggestions have been made.

SUGGESTIONS :

- Evaluate how various types of discounts, like percentage or flat-rate offers, influence footfall and sales at Big Bazaar in Coimbatore. Identify the most effective discount strategies for driving customer purchases.
- Study the performance of BOGO promotions in terms of customer satisfaction and sales growth. Focus on which product categories benefit the most and how customers respond to such offers.
- Research the impact of cashback and voucher offers on consumer behavior. Assess whether these incentives encourage larger purchases and affect overall spending patterns.

CONCLUSION :

The study on "A Study of Sales Promotion Activities Implemented at Big Bazaar in Coimbatore" highlights how important sales promotions are in influencing consumer behavior and increasing the number of people visiting Big Bazaar stores. Discount offers, Buy One Get One Free (BOGO) promotions, and cashback/voucher deals were found to be the most effective strategies, with many respondents sharing positive feedback. These promotions provide immediate value, which appeals to Coimbatore's price-sensitive shoppers. While traditional promotions, like seasonal sales and in-store displays, still matter, their impact seems to be decreasing. This suggests that Big Bazaar needs to adjust its sales promotion strategies to match changing consumer preferences, particularly with the growing use of digital platforms to access deals and promotions.

The study also points out that sales promotions alone aren't enough for long-term growth and customer loyalty.

REFERENCES :

1. Kumar and Singh (2016) found that promotional discounts and limited-time offers significantly influence consumer buying behavior in Indian tier-2 cities like Coimbatore, driving impulse purchases and increasing store traffic and sales.
2. Sharma and Tiwari (2019) concluded that consumers perceive promotional offers as rewarding, with price discounts and limited-time deals particularly effective in Coimbatore, leading to increased store traffic and sales through immediate gratification.
3. Singh and Patel (2017) found that festive promotional strategies, like Big Bazaar's "Diwali Dhamaka," significantly boost consumer spending, with special discounts on high-demand items such as electronics and apparel leading to higher sales conversions.