



# Impact of Sales Promotion Strategies of Big Bazaar, Patna on Customers' Buying Behaviour

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**Abstract :** *This study was undertaken with the objective of assessing the effectiveness of Sales Promotion Strategies and the Buying Behaviour of customers at Big Bazaar. Sales Promotion is defined as media and non-media marketing pressure applied for pre-determined, limited period of time in order to stimulate trial, increase customer demand, or improve product availability. The entire Sales Promotion Strategy results in influencing the buying behaviour of the customers.*

*The study will also help us to know the customers' response towards various promotional tools used by Big Bazaar.*

**Keywords:** Sales promotion, Customer, Buying behaviour, Promotional tools.

## Introduction:

Sales promotion is an initiative undertaken by organizations to promote increase in sales, usage or trial of a product or services. "Sales promotion is an important component of an organization's overall marketing strategy along with advertising, public relations, and personal selling" ("Marketing Management" (2009)). Sale promotion acts as a competitive weapon by providing an extra incentive for the target audience to purchase or support one brand over another. It is particularly effective in spurring product trial and unplanned purchases. Most marketers believe that a given product or service has an established perceived price or value, and they use sales promotion to change this price-value relationship by increasing the value and lowering the price compared with other components of the marketing mix (advertising, publicity, personal selling). In addition, sales promotion can be an effective tool in a highly competitive market, when the objective is to influence consumers to select a particular product over those of

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