



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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competitors. More so, sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on demonstration. Sales promotion includes communication activities that provide extra value or incentives to ultimate consumers. The essence of this paper is to test the effect of sales promotion on organizational performance.

“Sales Promotion is a key ingredient in marketing campaigns and consists of a diverse collection of incentive tools, mostly short term designed to stimulate quicker or greater purchase particular products or services by consumers.” (“Strategic Marketing Management”, 2008).

Objectives :

The research was basically concerned about whether or not the sales promotion strategy carried out at Big Bazaar, Patna, influence customers’ buying behaviour. The research study was aimed on the following objectives

- To know the effectiveness of Sales Promotion Strategies of Big Bazaar.
- To find out the most opportune time for Sales Promotion Programmes.
- To ascertain which product category registering the most of sales due to Sales Promotion Strategies.
- To figure out the awareness level of online inducement offered to the customers by Big Bazaar.

Hypotheses:

The hypotheses of the study reflect the basic assumptions or beliefs upon which the entire study is based. The basic assumptions of the conducted research were as follows

- The Sales promotion strategies of Big Bazaar are very effective and greatly influence the customers buying behaviour.
- Customers eagerly look forward to Festive Offers.
- Grocery and Home appliances register the most of sales due to Sales Promotional Strategies.
- Most of the customers are not aware of the online shopping facility offered by Big Bazaar.

Research Methodology:

The research design is descriptive in nature. For the purpose of data collection, Primary as well as secondary sources has been used. The research has been conducted using a set of questionnaire. A convenience sampling technique was adopted. Sample Size was 100. Sampling units were the customers of sampling areas within the city of Patna. It was predetermined before conducting the survey. The secondary data for the study were collected through company’s websites, books and magazines.

Data analysis and Interpretation :

1. MONTHLY INCOME GROUP OF RESPONDENTS

Interpretation: From graph 1, it has been found that Big Bazaar targets the middle-class segment of the society.

2. GENDER MORE ATTRACTED TOWARDS THE LIMITED INDUCEMENTS OF BIG BAZAAR

Interpretation: From graph 2, it can be easily seen that in majority, females are more attracted towards the limited inducements of Big Bazaar.

3. PRODUCTS ATTAINING MAXIMUM SALES DUE TO SALES PROMOTION STRATEGY

Interpretation: From graph 3, it can be easily seen that the majority of the respondents consider Food Bazaar as the most preferable category.

4. CUSTOMERS’ RESPONSE TOWARDS DIFFERENT PROMOTIONAL TOOLS OFFERED BY BIG BAZAAR

Interpretation: From graph 4, it can be seen that the majority of the respondents are satisfied with the discounts available at Big Bazaar.

5. MOST OPPORTUNE TIME FOR THE SALE PROMOTION PROGRAMME

Interpretation: From graph 5, it is clear that the majority of customers find Festive Offers more attractive at Big Bazaar.\

6. AWARENESS LEVEL OF ONLINE INDUCEMENT OFFERED TO THE CUSTOMERS BY BIG BAZAAR

Interpretation: From graph 6, it is clear that the majority of respondents were not aware of the online shopping inducement of Big Bazaar.

Findings

1. Sales Promotion Strategy of Big Bazaar is highly effective which makes it India's favourite shopping destination.
2. Customers are attracted mostly by festive offers induced by Big Bazaar.
3. Customers have a favourable opinion regarding purchase of grocery products.
4. Most of the people were not aware of online facility, whereas some were aware but were not using it.
5. People falling under the middle-class income group are the prospective buyers of Big Bazaar.
6. Women are more attracted towards discounts.

Limitations :

1. This study was confined to Patna only.
2. Sample size is limited and it may not represent the whole customers' choices or preferences.

Suggestions :

1. Big Bazaar should adopt some easy way to return and exchange policy process.
2. Online inducements should be promoted.

Conclusion:

This study concluded that sales promotion activities induce customers to buy products from Big Bazaar, increasing sales rate and volume. There is strong relationship between sales promotion strategy and the customers' buying behaviour, as the strategies are highly effective in making Big Bazaar, India's favourite shopping destination. Majority of customers of Big Bazaar belong to the middle income group of the society. Customers are attracted by the festive offers or regular offers of Big Bazaar and women are more attracted towards the limited inducement of Big Bazaar. Big Bazaar provides online shopping facilities on the site as retrieved from <http://bigbazaar.com> , but most of its customers are not aware of this facility. Some of the sales promotion tools which help in rapid sales are offers, coupons, discounts and gifts offered at Big Bazaar to attract customers to visit the store more frequently as retrieved from <http://futuregroup.com>.

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Table 1. Income Group of Respondents

Customer's Income	No. of Respondents	% of Respondents	Respondents attracted towards the promotion tools
10000-20000	35	35%	95%
20000-30000	41	41%	8%
30000-40000	16	16%	43%
Above 40000	8	8%	21%
Total	100	100%	-

Table 2. Gender more attracted towards the Limited Inducements of Big Bazaar

Localities	Kurji (40)	Exhibition Road (30)	Bailey Road (30)
Male	18 (45%)	10 (33%)	14 (45%)
Female	22 (55%)	20 (67%)	16 (55%)
Total	40 (100%)	30 (100%)	30 (100%)

Table 3. Products attaining maximum sales due to Sales Promotion Strategy

Localities	Kurji (40)	Exhibition Road (30)	Bailey Road (30)
Food Bazaar	20 (50%)	12 (40%)	3 (10%)
Fashion	6 (15%)	5 (15%)	9 (30%)
Home Appliances	6 (15%)	6 (20%)	6 (20%)
Others	8 (20%)	7 (25%)	12 (40%)
Total	40 (100%)	30 (100%)	30 (100%)

Table 4. Customers' response towards different promotional tools offered by Big Bazaar

Localities	Kurji (35)	Exhibition Road (35)	Bailey Road (30)
Discounts	14 (40%)	13 (37%)	11 (37%)
Free Sample	5 (14%)	3 (9%)	4 (13%)
Gifts	6 (17%)	7 (20%)	5 (17%)
Coupons	10 (29%)	12 (34%)	10 (33%)
Total	35 (100%)	35 (100%)	30 (100%)

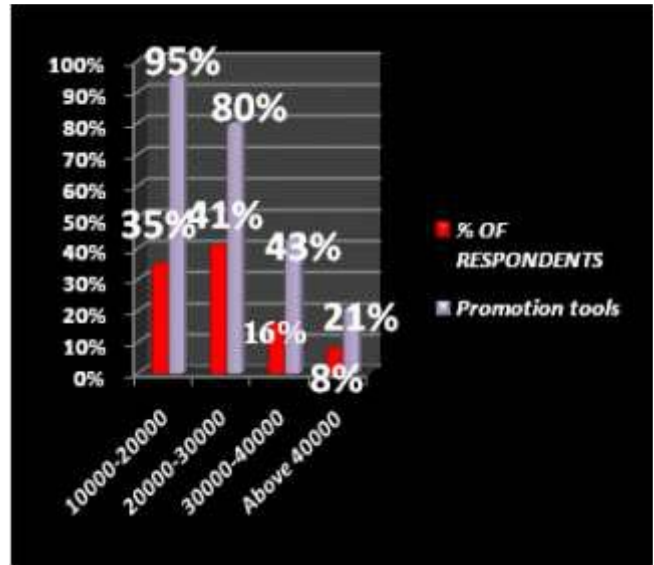
Table 5. Most opportune time for the Sale Promotion Programme

Localities	Kurji (30)	Exhibition Road (30)	Bailey Road (40)
Festive	17 (57%)	15 (50%)	21 (53%)
Seasonal	10 (33%)	13 (43%)	15 (37%)
Daily Basis	3 (10%)	2 (7%)	4 (10%)
Total	30 (100%)	30 (100%)	40 (100%)

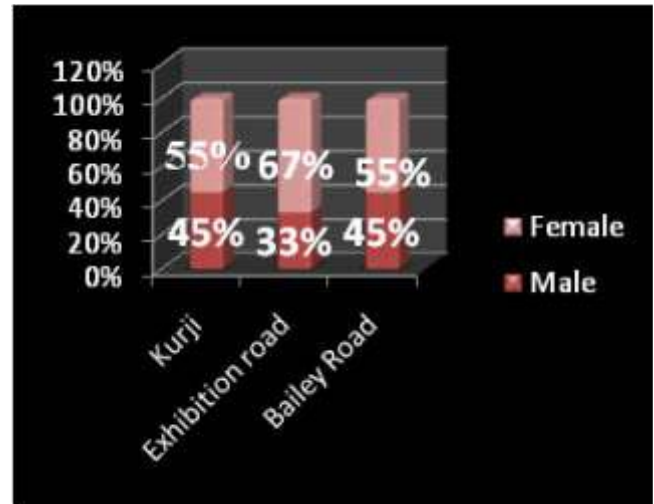
Table 6. Awareness level of Online Inducement offered to the Customers by Big Bazaar

Localities	Kurji (35)	Exhibition Road (30)	Bailey Road (35)
Aware and tried	8 (20%)	3 (10%)	5 (15%)
Aware but not tried	12 (35%)	9 (30%)	4 (10%)
Not Aware	15 (45%)	18 (60%)	26 (75%)
Total	35 (100%)	30 (100%)	35 (100%)

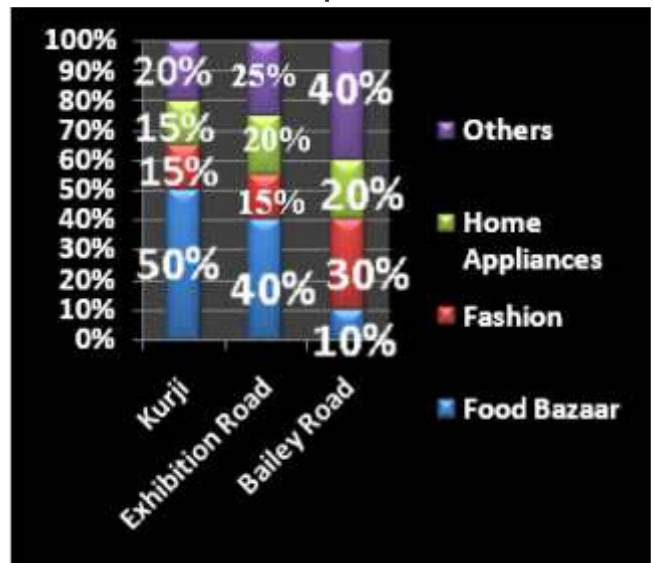
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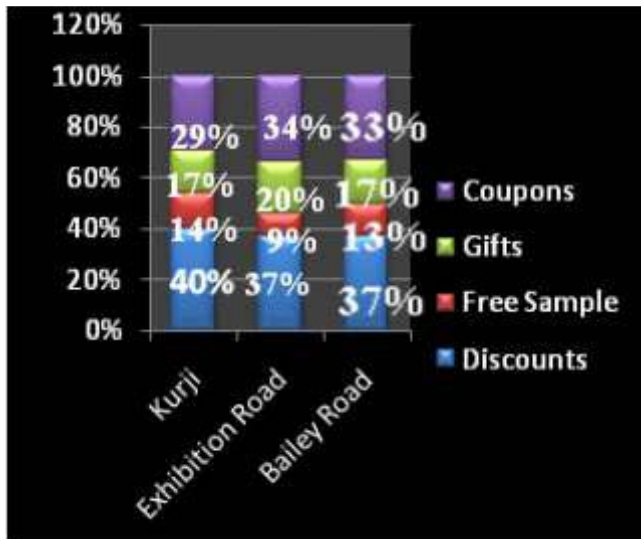
Graph 1.



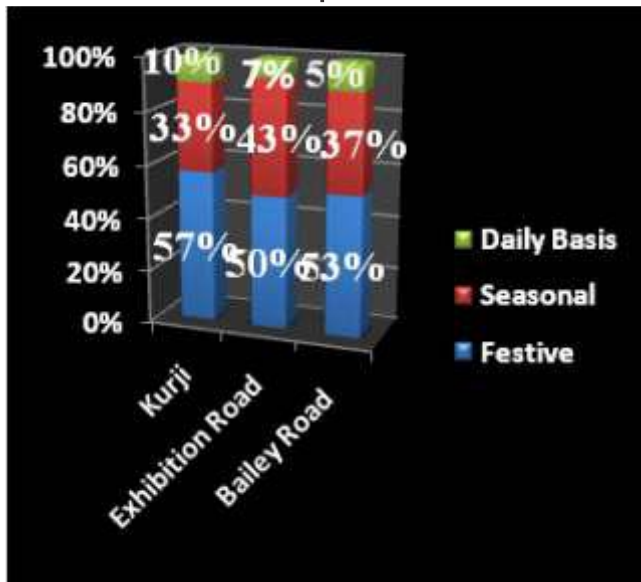
Graph 2.



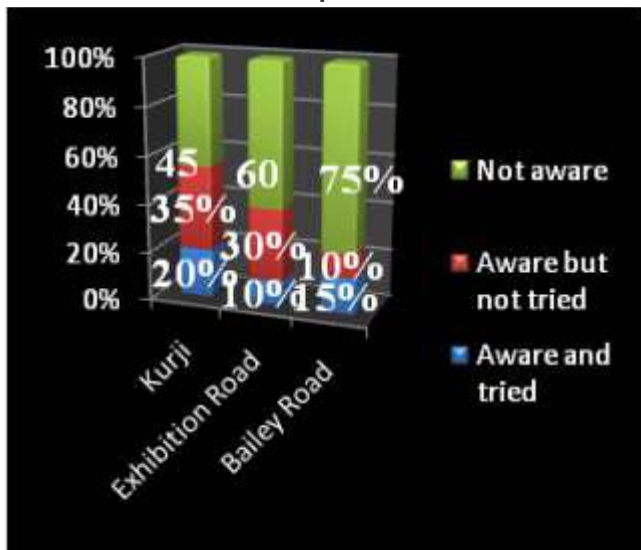
Graph 3.



Graph 4.



Graph 5.



Graph 6.

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