

Executive summary

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. In India, that advantage goes to "BIG BAZAAR". It has brought about many changes in the buying habits of people. It has created formats, which provide all items under one roof at low rates, or so it claims. In this project, we will study its marketing strategies and promotional activities.

Promotion can be loosely classified as "above the line" and "below the line" promotion. The promotional activities carried out through mass media like television, radio, newspaper etc. is above the line promotion.

The terms 'below-the-line' promotion or communications refers to forms of non-media communication, even non-media advertising.

Promotional activities involves various activities such as Advertising, Sales Promotion such as samples, coupons, cash refund offers, rewards etc and Personal Selling.

The research titled '**A Study on "Promotional mix strategies of Big Bazaar retail chain special reference to sales promotion"**' helps to know the effectiveness of Promotional Strategy adopted by Big Bazaar in order to attract the customers.

The research was carried out as per the steps of Marketing Research. The objectives were set for the study. The instrument used for the data collection was questionnaire. The target respondents were the visitors of BIG BAZAAR, with the sample size of 100. Tables & charts were used to translate responses into meaningful information to get the most out of the collected data. Based on those the inferences have been drawn with peer supportive data.

The study was aimed at identifying the effect of Promotional elements such as Advertisement, sales promotion. It also intended to understand the impact of stores sales executive of buying behavior of consumers with this aim, the study was conducted using descriptive research design and that questionnaire prepared and data were collected and was analysed through percentage tool. The study reveals that most of the respondents are female and are graduates.

Although, the respondents become aware of Big Bazaar through news paper ads the ability to recollect the specific ads is less .The impact of Sales Promotion is good.

INTRODUCTION

INTRODUCTION TO PROMOTION MIX

PROMOTION MIX constitutes the specific group of marketing activities at a given time concerned with the communication aspect with existing or potential consumers, and the relevant public. It involves activities such as advertising, sales promotion, personal selling, PR/publicity, direct marketing, packaging, events, and sponsorships. The most important elements of promotion mix (marketing communication mix) are:

1. Advertising
2. Personal selling
3. Sales promotion
4. Direct marketing and
5. Publicity/ PR

Advertising: Don E. Schultz reported that consumers tend to think virtually every form of commercial promotional activity, from concern sponsorship to telemarketing, is a form of advertising.

Advertising is a powerful communication force, highly visible, and one of the most important tools of marketing communication that helps to sell products , services, ideas and images.

Personal selling: personal selling is the face to face presentation of a product, service, or an idea to a potential customer or customers by a representative of the company or organization. This is the most effective way of persuading the customers.

Sales promotion: sales promotion consists of diverse collection of incentives tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by the consumers or the trade.

Sales promotions include incentive offers and interest creating activities which are general short term marketing events other than advertising, personal selling, publicity, and direct marketing. The purpose of sales promotion is to stimulate, motivate, and influence the purchase and other desired behavioral responses of the firms customers.

Direct marketing: Direct marketing is the form of marketing activities make use of main, telephone , fax, E-mail, and other non-personal contact tools to communicate directly with or solicit a direct responses to a specific customers and prospects.

Publicity: publicity is a promotional element of public relations and plays a significant role in marketing and promotion mix. Publicity is placing of news stories in the media without a charged media fee. Publicity has a advantages of being presented as a news and audiences often consider it has more credible then advertising.

Retail means selling goods and services in small quantities directly to customers. Retailing consists of all activities involved in marketing of goods and services directly to consumer for their personnel family and household use.

The Indian retailing industry is becoming intensely competitive, as more and more players are serving for the same set of customers. The major retail players are Pantaloon Retail, Shoppers Stop, Reliance, etc.,

Retailing is one of the biggest sectors and it is witnessing revolution in India. The new entrant in retailing in India signifies the beginning of retail revolution. India's retail market is expected to grow tremendously in next few years. According to AT Kearney, The Windows of Opportunity shows that Retailing in India was at opening stage in 1995 and now it is in peaking stage in 2008. India's retail market is expected to grow tremendously in next few years. India shows US\$330 billion retail market that is expected to grow 10% a year, with modern retailing just beginning. India ranks first in 2005.

Indian retail industry is going through a transition phase. Most of the retailing in our country is still in the unorganized sector. The spread out of the retails in US and India shows a wide gap between the two countries. Though retailing in India is undergoing an exponential growth, the road ahead is full of challenges.

The word "Retail" originates from a French-Italian word. Retailer-someone who cuts off or sheds a small piece from something. Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to customers on a relatively small scale. Retailer is a Person or Agent or Agency or Company or Organization who is instrumental in reaching the Goods or Merchandise or Services to the End User or Ultimate Consumer.

SCENARIO OF RETAILING IN INDIA

Retailing is the most active and attractive sector of last decade. While the retailing industry itself has been present since ages in our country, it is only the recent past that it has witnessed so much dynamism. The emergence of retailing in India has more to do with the increased purchasing power of buyers, especially post-liberalization, increase in product variety, and increase in economies of scale, with the aid of modern supply and distributions solution.

Indian retailing today is at an interesting crossroads. The retail sales are at the highest point in history and new technologies are improving retail productivity. though there are many opportunities to start a new retail business, retailers are facing numerous challenges.

KEY CHALLENGES:

1) LOCATION:

"Right Place, Right choice"

Location is the most important ingredient for any business that relies on customers, and is typically the prime consideration in a customers store choice. Locations decisions are harder to change because retailers have to either make sustainable investments to buy and develop real estate or commit to long term lease with developers. When formulating decision about where to locate, the retailer must refer to the strategic plan:

- * Investigate alternative trading areas.
- * Determine the type of desirable store location
- * Evaluate alternative specific store sites

2) MERCHANDISE:

The primary goal of the most retailers is to sell the right kind of merchandise and nothing is more central to the strategic thrust of the retailing firm. Merchandising consists of activities involved in acquiring particular goods and services and making them available at a place, time and quantity that enable the retailer to reach its goals. Merchandising is perhaps, the most important function for any retail organization, as it decides what finally goes on shelf of the store.

3) PRICING:

Pricing is a crucial strategic variable due to its direct relationship with a firm's goal and its interaction with other retailing elements. The importance of pricing decisions is growing because today's customers are looking for good value when they buy merchandise and services. Price is the easiest and quickest variable to change.

4) TARGET AUDIENCE:

"Consumer the prime mover"

"Consumer Pull", however, seems to be the most important driving factor behind the sustenance of the industry. The purchasing power of the customers has increased to a great extent, with the influencing the retail industry to a great extent, a variety of other factors also seem to fuel the retailing boom.

5) SCALE OF OPERATIONS:

Scale of operations includes all the supply chain activities, which are carried out in the business. It is one of the challenges that the Indian retailers are facing. The cost of business operations is very high in India.

PRESENT INDIAN SCENARIO

- * Unorganized market: Rs. 583,000 crores
- * Organized market: Rs.5, 000 crores
- * 5X growth in organized retailing between 2000-2005
- * Over 4,000 new modern Outlets in the last 3 years
- * Over 5,000,000 sq. ft. of mall space under development
- * The top 3 modern retailers control over 750,000 sq. ft. of retail space
- * Over 400,000 shoppers walk through their doors every week
- * Growth in organized retailing on par with expectations and projections of the last 5 Years: on course to touch Rs. 35,000 crores (US\$ 7 Billion) or more by 2005-06
- * Major players
 - Food and grocery
 - Fashion
 - Others
 - Food world

- Shoppers' Stop
- Vivek's
- Subhiksha
- Westside
- Planet M
- Nilgris
- Lifestyle
- Music World
- Adani- Rajiv's
- Pyramid
- Crossword
- Nirma-Radhey
- Globus
- Life spring

TRADITIONAL RETAIL SCENE IN INDIA

India is the country having the most unorganized retail market. Traditionally the retail business is run by Mom & Pop having Shop in the front & house at the back. More than 99% retailers function in less than 500Sq.Ft of area. All the merchandise was purchased as per the test & vim and fancies of the proprietor also the pricing was done on ad hock basis or by seeing at the face of customer. Generally the accounts of trading & home are not maintained separately. Profits were accumulated in slow moving & non-moving stocks which were to become redundant or consumed in-house. Thus profits were vanished without their knowledge. The Manufactures were to distribute goods through C & F agents to Distributors & Wholesalers. Retailers happen to source the merchandise from Wholesalers & reach to end-users. The merchandise price used to get inflated to a great extent till it reaches from Manufacturer to End-user. Selling prices were largely not controlled by Manufacturers. Branding was not an issue for majority of customers. More than 99% customers are price sensitive & not quality or Brand Sensitive at the same time they are Brand conscious also.

Weekly Bazaar in many small towns was held & almost all the commodities were on the scene including livestock. Bargaining was the unwritten law of market. Educational qualification level of these retailers was always low. Hence market was controlled by handful of distributors &/or Wholesalers. Virtually there was only one format of retailing & that was mass retail. Retailer to consumer ratio was very low, for all the categories without exception. Variety in terms of quality, Styles were on regional basis, community based & truly very low range was available at any given single place. Almost all the purchases / (buying) by mass population was need oriented & next turn may be on festivals, Marriages, Birthdays & some specific occasions.

Impulsive buying or consumption is restricted to food or vegetables etc. Having extra pair of trousers or Shirts or Casuals & Formals & leisure wear & sports wear & different pair of shoes for occasions is till date is a luxury for majority population except for those living in Metros. Purchasing power of Indian urban consumer is very low and that of Branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food, Jewellery, are slowly seeping into the lifeline of Indian City folks. However electronic & electrical home appliances do hold appropriate image into the minds of consumers. Brand name does matter in these white goods categories. In the coming times also majority of organized retailers will find it difficult to keep balance with rest of the unbranded retail market which is very huge.

INDIAN RETAIL IS MOVING INTO SECOND GEAR

1) FIRST GEAR :(Create awareness)

- * New retailers driving awareness
- * High degree of fragmentation
- * Real estate groups starting retail chains
- * Consumer expecting 'value for money' as core value

2) SECOND GEAR :(Meet customer expectations)

- * Consumer-driven
- * Emergence of pure retailers
- * Retailers getting multi-locational and multi-format
- * Global retailers evincing interest in India

3) THIRD GEAR: (Back end management)

- * Category management
- * Vendor partnership
- * Stock turns
- * Channel synchronization
- * Consumer acquisition
- * Customer relation's management

4) FOURTH GEAR: (Consolidation)

- * Aggressive rollout
- * Organized retail acquiring significant share
- * Beginning of cross-border movement
- * Mergers and acquisitions

For a start, these retailers need to invest much more in capturing more specific market. Intelligence as well as almost real-time customer purchase behavior information. The retailers also need to make substantial investment in understanding/acquiring some advanced expertise in developing more accurate and scientific demand forecasting models. Re-engineering of product sourcing philosophies-aligned more towards collaborative planning and replenishment should then be next on their agenda. The message, therefore for the existing small and medium independent retailers is to closely examine what changes are

taking place in their immediate vicinity, and analyze Whether their current market offers a potential redevelopment of the area into a more modern multi-option destination. If it does, and most commercial areas in India do have this potential, it would be very useful to form a consortium of other such small retailers in that vicinity and take a pro-active approach to pool in resources and improve the overall infrastructure. The next effort should be to encourage retailers to make some investments in improving the interiors of their respective establishments to make shopping an enjoyable experience for the customer.

As the retail marketplace changes shape and competition increases, the potential for improving retail productivity and cutting costs is likely to decrease. Therefore, it will become important for retailers to secure a distinctive position in the marketplace based on value, relationships or experience.

Finally, it is important to note that these strategies are not strictly independent of each other; value is function of not just price, quality and service but can also be enhanced by Personalization and offering a memorable experience. In fact, building relationships with customers can by itself increase the quality of overall customer experience and thus the perceived value. But most importantly for winning in this intensely competitive marketplace, it is critical to understand the target customer's definition of value and make an offer, which not only delights the customers but also is also difficult for competitors to replicate.

Opportunities in various segments:

These are different segments concerned with food, beverage, grocery, fashion & life style etc.it can be discussed separately:

Food Retailing Segment:

The Food World (FW) supermarket chain has been one of the pioneers in organized food retailing in India. Before FW entered the food retailing market, it carried out an extensive survey in consumer attitude towards retailing. An important finding of the survey was that in terms of overall satisfaction, traditional Indian grocery stores scored 5 – 6 on a 10-point scale. FW believed that this was largely due to the absence of organized retailing and low brand proliferation. The company thus decided to offer people a pleasant shopping experience and work towards making grocery shopping less cumbersome. The main

challenge for FW was to alter the existing mindset of Indians with respect to price and value and add excitement to grocery shopping.

On the basis of the above information, FW defined its objective as: "To offer the Indian housewife the freedom to choose from a wide range of products at a convenient location in a clean, bright, and functional ambience without a price penalty."

Initially, the target markets were identified as neighbourhoods that had at least 4,000 households with an average monthly income of more than Rs. 4,000. For this kind of customer base, FW needed to start operations in a metropolitan city. Considering the fact that the cost of real estate was low in Southern India, FW chose Chennai, Hyderabad and Bangalore as initial locations for setting up FW stores.

FW adopted a self – service format for its stores, which typically had around 4500 sq ft of selling space. The designing of the stores was given special attention and a uniform look was adopted for all the stores. The colors red and yellow (as used in the FW logo) were used liberally while designing the stores. To give the outlets an up market look, the interiors were kept completely visible to the public by using huge glass panes for the frontage. The interiors were kept brightly lit and emphasis was given to creating a clean, pleasant ambience. All the outlets were air – conditioned and played popular music continuously. All this was done with the objective of providing an enjoyable and refreshing shopping experience to customers.

The merchandise primarily comprised groceries, personal care products, kitchenware and tableware. Over the years, this list was expanded to include music, magazines and a few other product categories to cater to a wider customer base. Every item in the store was marked individually with both price and bar codes. Separate payment counters were set up for people planning to pay through credit/debit cards and for people buying only 3 – 5 items.

FW also entered into alliances with the fast food major, Pizzas Corner and the satellite radio broadcasting company, World Space. While Pizza Corner sold pizzas from FW outlets. World space displayed and sold its services and products at the stores. Such tie – ups and promotional exercise have become a routine feature for FW.

Retailing of Lifestyle Products segment:

Shopper's Stop Limited (SSL) is the pioneer in India's organized retail revolution. SSL redefined the concept of 'shopping' by making efforts to provide the Indian consumers with an international shopping experience. In 1991, SSL set up its first outlet in Mumbai, Maharashtra, with a floor space of around 4,000 sq ft. Since then, SSL has established its stores in all major cities in India with store space ranging from 18,000 sq ft to 60,000 sq ft.

SSL stores provide a complete and in – depth range of fashion and lifestyle products and accessories to meet the lifestyle pattern of every shopper. Around 85% of SSL's merchandise is branded and it stocks more than 150 national and international brands.

Within a short period, SSL emerged as the largest single retailer for Levis, Pepe, Lee, Arrow, Zodiac, Reebok, Nike, Parker, Ray Ban, Swatch, Chambor, Revlon, Lego, Mattel and many other leading brands. The company closely monitored the movement of all brands, and if any brand failed to meet customer expectations, it was phased out. SSL also launched a range of private labels like Life, Kashish and Karrot in the premium classic, value classic and value fashion segments. A team of designers were recruited from India's premier fashion design institutes to develop private labels.

Earlier, Indian customers were used to shopping for their apparel and accessories at various shops (as no shops offered all the products at one place), which paid little or no attention to the ambience or the comfort of their customers. SSL, apart from offering a complete range of garments and accessories, included central air – conditioning, impeccably maintained trial rooms, beautiful rest rooms, play area for children, large car parking, in – store café, and other services such as alterations, goods exchanged without any questions and gift wrapping.

As a part of differentiating its product offerings from that of other major lifestyle stores such as Life Style and Globus, SSL also began conducting many events and promotion campaigns to combine entertainment with shopping. These included the 101 – day Seven Wonders of the World Festival, Surprise Sale, Salon Streets, and Men in Vogue, Great Store Robbery, Campus Stoppers and Valentine Promotion. One of the major events offered by SSL, which attracts hoards of customers, is Parikrama a crafts fare aimed at showcasing he diverse ethnic arts and traditions in India.

Coffee Parlors

Barista and Café Coffee Day:

Being a traditional tea consuming country, the average coffee consumption in India was quite low at 10 cups per person annually. However, in the late 1990s, a silent coffee revolution was sweeping urban India. Coffee drinking was increasingly becoming a statement of the young and upwardly mobile Indians. Coffee bars, an unheard concept till the mid 1990s had become big business.

There was a transition from the conventional and outdated coffee house to more sophisticated and trendy coffee bar chains like Barista, Café Coffee Day, Qwiky's and Café Nescafé. By the turn of 20th century, nontraditional coffee retailing outlets like coffee bar chains, coffee vending machines and specialty coffee powder shops succeeded in making coffee one of the most desirable beverages in urban India. The coffee parlors were an instant hit across all major metros and cities in India, as they offered an entirely new experience to customers.

Barista entered the Indian coffee retailing market in 2000 and decided to position itself as a lifestyle brand. The company targeted the premium segment youth, as it realized that it wasn't only coffee that its target segment was looking for, but also for a place to hang around comfortably, where they could be themselves and do whatever they wanted, such as reading a book, writing a letter, or simply chilling out. Hence, it recreated the ambience and experience of the typical Italian neighborhood espresso bars in India, with bright, trendy and comfortable interiors. It promoted a social and interactive environment, where one can play games like chess and scrabble, read books, listen to music, enjoy arts, surf the Net and sip an Espresso Italiano, or Iced Café Mocha. Fun posters, message boards and TV screens with music videos, all set the right mood. An open kitchen behind the bar enables one to watch the coffee actually being made.

To ensure superior quality of its product offerings, Barista used only top grade Arabica beans to make coffee and also invited brew masters from Italy to create new blends. The employee orientation program at Barista specially focused on enabling the team to

understand and avoid the attitudes and behaviors in traditional restaurants that restrain customer from being himself/herself.

Since 2002, as a part of differentiating its services, Barista began offering Italian food at its outlets and also entered into tie – ups with Planet M, Crossword and Ebony to set up Espresso Corners at these places. During this period, to expand the reach of its services, the company also opened outlets in banks (ABN – Amro), movie theaters (PVR in Delhi), offices (HSBC and GE), airports and in hotels.

Vending Machines

Nescafe, Cadbury E-Cuba and Tata Tea:

Nestle popularized the coffee kiosk concept in India, where it offered coffee through its vending machines. Nestle installed hundreds of Nescafe kiosks at places such as shopping malls, cinema halls, food centers and office buildings. Its vending machines came in different sizes and styles to match the needs of consumers at different locations. For instance Nestlé's high capacity multitask vending machines provided snacks, drinks and confectionery items. The kiosk model enabled consumers to have hot coffee instantly, whether they were shopping or at office, just by the click of buttons. Most offices buy the Nescafe vending machines to provide their employees with free coffee.

Cadbury India, with the help of telecommunications companies – BPL Mobile and E-Cuba India, launched chocolate vending machine operated by mobile handsets in select corporate and congregation points in Mumbai.

Since 2002 the concept of vending machines to retail has picked up momentum in India. The Tata were the first in India to establish vending machines for tea, followed by HLL 'Taj Mahal' and Lipton vending machines and coca-cola international tea brand 'Georgia' vending machines. These vending machines were placed at many strategic places such as airports, railways stations, shopping malls and complexes, restaurants and food outlets.

Beauty and Healthcare retailing segment:

The Shahnaz Hussian group founded and led by Shahnaz Hussian has been one of the pioneers of organized beauty care retailing in India. The group offers exclusive salon treatment geared to individual needs as well as a number of commercial formulations for the treatment of specific problems like acne, pimples, pigmentation, dehydration, alopecia etc., it employs about 4200 people in 650 salons spread across 104 countries with a strong presence in Asia, US and the Middle east.

The group formulates and markets over 400 products for all age groups and for a variety of beauty and health problems or needs. The group sophisticated R&D units develop the products and put them through stringent quality control tests. These products are environment friendly and no testing is done on animals. All the products offered by the group are entirely natural and carry the guarantee of purity and safety.

Key Trends in Urban India:

- Retailing in India is witnessing a huge revamping exercise.
- Estimated to be US\$ 200 billion, of which organized retailing (i.e. modern trade) makes up 3 percent or US\$ 6.4 billion.
- Ranked second in a Global Retail Development Index of 30 developing countries drawn up by AT Kearney.
- India is rated the fifth most attractive emerging retail market: a potential goldmine
- Food and apparel retailing key drivers of growth.
- Organized retailing in India has been largely an urban phenomenon with affluent classes and growing number of double-income households.

Key Trends in Rural India:

- Rural markets emerging as a huge opportunity for retailers reflected in the share of the rural market across most categories of consumption
- ITC is experimenting with retailing through its e-Choupal and Choupal Sagar – rural hypermarkets.

The Hidden Challenges

Modern retailing is all about directly having "first hand experience" with customers, giving them such a satiable experience that they would like to enjoy again and again. Providing great experience to customers can easily be said than done. Thus challenges like retail differentiation, merchandising mix, supply chain management and competition from supplier's brands are the talk of the day. In India, as we are moving to the next phase of retail development, each endeavor to offer experiential shopping. One of the key observations by customers is that it is very difficult to find the uniqueness of retail stores. The problem: retail differentiation.

The next problem in setting up organized retail operations is that of supply chain logistics. India lacks a strong supply chain when compared to Europe or the USA. The existing supply chain has too many intermediaries: Typical supply chain looks like:- Manufacturer - National distributor - Regional distributor - Local wholesaler - Retailer - Consumer. This implies that global retail chains will have to build a supply chain network from scratch. This might run foul with the existing supply chain operators. In addition to fragmented supply chain, the trucking and transportation system is antiquated. The concept of container trucks, automated warehousing is yet to take root in India. The result: significant losses/damages during shipping.

Merchandising planning is one of the biggest challenges that any multi store retailer faces. Getting the right mix of product, which is store specific across organization, is a combination of customer insight, allocation and assortment techniques.

The private label will continue to compete with brand leaders. So supplier's brand will take their own way because they have a established brand image from last decades and the

reasons can be attributed to better customer experience, value vs. price, aspiration, innovation, accessibility of supplier's brand.

The following factor can be considered as Pros and Cons of Retailing.

Employment opportunities

Urban Employment :- Employment opportunities for youth, According to PricewaterhouseCoopers (PwC) it is said that retailing will create additional eight million jobs though retailing In India and will benefit population by employing local (Urban) youth and others directly or indirectly. But it is feared that our friendly neighborhood kirana shops where, one can make purchases in small quantities and return the goods if not found good and many more friendly services, will be on the verge of disappearance there by creating a vacuum which cannot be filled by the big organized one.

Rural Employment: - Contract Farming is the new mantra of organized retailing in India. There is no doubt that the farmers are in some way benefited by contract farming where in, the latest technology and equipment and scientific farming is done by farmers with the help of retailers there by increasing the productivity in agriculture, and uniform payment for their produce through out the crop irrespective of fluctuations in market price. But one should also focus on the freedom of farmers to sell their produce at will. It is evident in India that rich farmers who possess vast lands are the beneficiary but farmers who have little land and dependent on other trades are marginally benefited by this kind of business.

Sector Details

In India, the most of the retail sector is unorganized. In India, the retail business contributes around **10 percent of GDP**. of this, the organized retail sector accounts only for about **5 percent share**, and the expected **annual growth rate is 5%** per annum and remaining share is contributed by the unorganized sector. The main challenge facing the organized sector is the competition from unorganized sector. Unorganized retailing has been there in India for centuries, these are named as mom-pop stores.

According to A T Kearney, the organized retailing is expected to be more than \$23 billion revenue by 2010.

In organized retailing will grow faster than unorganized sector and the growth speed will be responsible for its high market share, which is expected to be \$ 17 billion by 2010-11.

This organized retail sector mix includes supermarkets, hypermarkets discounted stores and specialty stores, departmental stores. For example, Spencer network has 69 stores, which includes seven Spencer hypermarkets, three Spencer super markets and 49 Spencer Daily's. Now the company is planning to open 20 stores in 10 cities in six months. The top 10 retailers account only for 2% of total market, today modern retailing is expected to enter a boom phase, which has major players and these players might capture 10% of total market, within next five years/

Existing Competition:

The untapped scope of retailing has attracted superstores like Wal-Mart into India, leaving behind the kiranas that served us for years. Such companies are basically IT based. The other important participants in the Indian Retail sector are Bata, Big Bazaar, Pantaloons, Archies, Cafe Coffee Day, landmark, Khadims, Crossword, to name a few.

RESEARCH DESIGN

Statement of the problem:

"Retailers are facing stiff competition from the players like food world, RPG's Spencer's, Reliance and the threat of entry of new competitors like Wal-Mart. This influenced the retailers to give more concentration on sales promotion techniques. This will benefit big retail chain onto only to sustain customers but also meet customer demand and expectations. In order to overcome this situation, Big Bazaar wants to know effectiveness of its sales promotional techniques. With a view to study the various consumer oriented sales promotion techniques and its effect on the customer, I have selected to undertake the following study:

Promotional mix strategies of Big Bazaar retail chain special reference to sales promotion

Objectives of the study:

1. To identify the effect of Advertisement on consumer Buying Behavior
2. To measure the effectiveness of Sales Promotional measures of Big Bazaar.
3. To understand the impact of stores Sales Executive on Buying Behavior.
4. To identify overall effect of Promotional Strategies on building the Brand.

Scope of the study:

The scope of the study is quite vast as it covers the customers of Big Bazaar

1. This study helps to know about the awareness of advertisements by the customers towards Big Bazaar.
2. Advertisement includes in store and out store advertisements provided by the Big Bazaar.
3. Promotional Strategy involves many aspects such as advertising, sales Promotion, personnel selling, public Relation and direct Marketing. But this research work is mainly focused on 3 aspects like advertising, sales promotion and personnel selling.
4. The study was mainly conducted within the limit of the Banashankri Big Bazaar

METHODOLOGY

The word 'method' indicates the mode or the way of accomplishing an objective. The research type used for the study is descriptive type of research as it describes the current market situation. Current issues that are related to existing market potential of retail sector are analyzed using secondary data that is collected from various sources. Research was done using discussing with customers, company executives; analyze the various secondary data obtained. Research is restricted to only leading players in retail sector and the samples are drawn on the basis of judgmental techniques.

SAMPLE DESIGN

Sampling Technique:

Non-probability sampling has been chosen for the study. In this study convenient random sampling method is used to select the respondents.

Sample size:

100 customers from Bangalore who visited Big Bazaar were taken as respondents.

SOURCES OF DATA

There are two types of data collection methods that are being used in this research:

- A. Primary data
- B. Secondary data

Collection of primary data:

Primary data is that type of data which includes the first hand information which is being collected from the respondents through observation or through direct communication with respondents in one form or another or through personal interviews.

In this research study structured questionnaire has been used. Personal interviews were also conducted to get primary data.

Collection of secondary data

Secondary data means data that are already available that is the data which have already been collected and analyzed by someone else. When the researcher utilizes the secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of the original data. Secondary data may either be published data or unpublished data.

Observation

Observation was also made by the researcher to observe the competitors of Big Bazaar about the marketing tactics the advertisements adopted to sell their product and the way they treat their customers.

TOOLS FOR DATA COLLECTION

A structured questionnaire was used as a tool for collecting data which includes close end and open end questions.

PLAN OF ANALYSIS:

1. The collected data will be analyzed through parametric techniques such as averages and percentages.
2. A few tools such as rating, graphs, pie charts etc. will be used to make the presentation of the analysis effective.
3. Software used: MS- excel has been used for the purpose of analyzing the data.

Limitations:

- In spite of having so many customers of BIG BAZAAR., we have been able to attain a few of them. It affects our study to some extent.
- The respondent may skip some questions. Also they may not respond to every question correctly.
- The important constrain is the time limit. Since the study had to be conducted in a short span of time, the accuracy may be affected.
- The research is limited to only one store.

CHAPTER SCHEME

CHAPTER 1 deals with industry and theoretical back ground

CHAPTER 2 deals with design of study.

CHAPTER 3 deals with company profile.

CHAPTER 4 deals with data analysis and interpretation.

CHAPTER 5 deals with summary of findings and suggestions and recommendations

Bibliography

Annexure.

COMPANY PROFILE

FUTURE GROUP:

Pantaloon Retail is the flagship enterprise of the Future Group, which is positioned to cater to the entire Indian consumption space. The Future Group operates through six verticals: Future Retail (encompassing all retail businesses), Future Capital (financial products and services) Future Brands (management of all brands owned or managed by group companies), Future Space (management of retail real estate) Future Logistics (management of supply chain and distribution), Future Media (development and management of retail media).

FUTURE GROUP MANIFESTO:

“Future” – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes.

Future Group, will not wait for the Future to unfold itself but ***create future scenarios*** in the ***consumer space*** and facilitate consumption because consumption is development. Thereby, it will effect socio-economic development for customers, employees, shareholders, associates and partners.

As a Part of India’s largest retail chain, it enjoy the benefits of buying in bulk for the entire group and keep margins low and gets great range of products at great prices. It passes these benefits on to customer, so prices are the lowest it can make – every day.

Customers will not just get what they need, but also get them where, how and when they need. We will not just post satisfactory results, we will write success stories. We will not just operate efficiently in the Indian economy, we will evolve it. We will not just spot trends; we will set trends by marrying our understanding the Indian consumer to their needs of tomorrow.

It is this understanding that has *helped* FUTURE GROUP to succeed. And it is this that will help succeed in the Future. We shall keep relearning. And in this process, do just one thing.

REWRITE RULES. RETAIN VALUES.

GROUP VISION:

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner.

GROUP MISSION:

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

We will be the trendsetters in evolving delivery formats, creating retail reality, making consumption affordable for all customer segments – for classes and for masses.

We shall infuse Indian brands with confidence and renewed ambition.

We shall be efficient, cost- conscious and committed to quality in whatever we do.

We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

CORE VALUES:

INDIANESS : confidence in ourselves.

LEADERSHIP: to be a leader, both in thought and business.

RESPECT AND HUMILITY: to respect every individual and be humble in our conduct.

INTROSPECTION: leading to purposeful thinking.

OPENESS: to be open and receptive to new ideas, knowledge and information.

VALUING AND NURTURING RELATIONSHIP: to build long term relationships.

SIMPLICITY AND POSITIVITY: Simplicity and positivity in our thought, business and action.



ADAPTABILITY: to be flexible and adaptable, to meet challenges.

FLOW: to respect and understand the universal laws of Nature.

MAJOR MILESTONES:

1987 Company incorporated as Manz Wear Private Limited. Launch of Pantaloons trouser, India's first formal trouser brand.

1991 Launch of BARE, the Indian jeans brand.

- 1992** Initial public offer (IPO) was made in the month of May.
- 1994** The Pantaloon Shoppe – exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
- 1995** John Miller – Formal shirt brand launched.
- 1997** Pantaloons – India’s family store launched in Kolkata.
- 2001** **Big Bazaar, ‘Is se sasta aur accha kahi nahin’** - India’s first hypermarket chain launched.
- 2002** Food Bazaar, the supermarket chain is launched.
- 2004** Central – ‘Shop, Eat, Celebrate In The Heart Of Our City’ - India’s first seamless mall is launched in Bangalore.
- 2005** Fashion Station - the popular fashion chain is launched
- 2006** aLL – ‘a little larger’ - exclusive stores for plus-size individuals is launched
- 2007** Future Capital Holdings, the company’s financial arm launches real estate funds Kshitij and Horizon and private equity fund Indivision. Plans forays into insurance and consumer credit.

Multiple retail formats including Collection i, Furniture Bazaar, Shoe Factory, EZone, Depot and futurebazaar.com are launched across the nation. Group enters into joint venture agreements with ETAM Group and Generali. Introduction of WEDNESDAY BAZAAR especially for women.

2008 INTRODUCTION OF FASHION BAZAAR

PANTALOON (retail) INDIA LIMITED:

Pantaloon Retail (India) Limited, is India’s leading retail company which owns and manages multiple retail formats that cater to a wide cross-section of the India society and is able to capture almost the entire consumption basket of the Indian consumer.

AREA - 5 million square feet.

NO OF STORES - 400 stores across 100 cities in India.

EMPLOYEES - over 18000 people.

Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched Big Bazaar, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. This was followed by Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall located in the heart of major Indian cities. Some of its other formats include, Collection (home improvement products), E-Zone (consumer electronics), Depot (books' music, gifts and stationary), Shoe Factory (footwear) and Blue Sky (fashion accessories) aLL (apparel for plus-size individuals).

RETAIL FORMATS:

1. Blue Sky
2. Bodhi
3. Big Bazaar
4. Big Bazaar wholesale club
5. Brand Factory
6. Central
7. Chamosa
8. Collection-i
9. Depot
10. Elaichi
11. Electronics bazaar
12. Etam
13. e-zone
14. F123
15. Fashion bazaar
16. Footwear
17. Gen-M
18. Ginger C
19. Gini Jony
20. Got it
21. Health Village
22. Home Town
23. Indigo Nation
24. Jealous 21
25. Lee Cooper
26. Lotus
27. M bazaar
28. M port
29. Navaras
30. Pairs
31. Pantaloon Factory outlet
32. Pantaloons
33. Root

34. Scullers
35. Shoe factory
36. Star & Sitara
37. Talwalkar fit & Active
38. Top 10
39. Tulsi
40. Turmeric
41. Urbana

FOUNDER/CEO	—————>	Kishore Biyani
PARENT CO.,	—————>	Pantaloon Group
INDUSTRY	—————>	Retail hyper market
TYPE	—————>	Subsidiary of pantaloon group.
FOUNDED	—————>	In 2001.
HEADQUATERS	—————>	Mumbai (Bombay).
NO OF OUTLETS	—————>	100
ECONOMY MODEL	—————>	Wal-mart

Big Bazaar is a discount store and a hyper market. It caters to every need of customer's family. The idea was pioneered by entrepreneur Kishore Biyani, the head of Pantaloon Retail India Ltd.

Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. At Big Bazaar, customer will definitely gear the best products at the best prices—that's what Big Bazaar guarantee.

With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise customer. And this is just the beginning. Big Bazaar plans to add much more to complete customers shopping experience. To find out where customer can shop at the Big Bazaar closest to customer.

Big Bazaar

Big Bazaar, is the chain of retail stores of the big banner **Pantaloon Retail (India) Ltd.**, which in turn is a segment of the **Kishore Biyani**, regulated Future Group of Companies. Moreover the customer friendly ambiance and the organized retailing of products also makes Big Bazaar one of the successful retail companies in India.

Big Bazaar: Overview

Big Bazaar, a part of the **Pantaloon Group**, is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazaar with over 50 outlets in different parts of India, is present in both the metro cities as well as in the small towns.

Big Bazaar has no doubt made a big name in the retail industry of india, moreover shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers available in a variety of amounts, like INR 2000, INR 3000, INR 4000, INR 5000 and INR 10000 on all Big Bazaar products and accessories.

The variety of product range in Big Bazaar :

This large format store comprise of almost everything required by people from different income groups. It varies from clothing and accessories for all genders like men, women and children, playthings, stationary and toys, footwear, plastics, home utility products, cosmetics, crockery, home textiles, luggage gift items, other novelties, and also food products and grocery.

The added advantage for the customers shopping in Big Bazaar is that there are all time discounts and promotional offers going on in the Big Bazaar on its salable products.

The significant features of Big Bazaar :

Shopping in the Big Bazaar is a great experience as one can find almost everything under the same roof. It has different features which caters all the needs of the shoppers. Some of the significant features of Big Bazaar are:

- The **Food Bazaar** or the grocery store with the department selling fruits and vegetables
- There is a zone specially meant for the amusement of the kids
- **Furniture Bazaar** or a large section dealing with furnitures
- **Electronics Bazaar** or the section concerned with electronic goods and cellular phones
- **Future Bazaar.com** or the online shopping portal which makes shopping easier as one can shop many products of Big Bazaar at the same price from home
- Well regulated customer care telecalling services

Group Vision

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Group Mission

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- We shall infuse Indian brands with confidence and renewed ambition.
- We shall be efficient, cost- conscious and committed to quality in whatever we do.
- We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

BOARD OF DIRECTORS:**Mr. Kishore Biyani, Managing Director**

Kishore Biyani is the Managing Director of Pantaloon Retail (India) Limited and the Group Chief Executive Officer of Future Group..

Mr. Gopikishan Biyani, Wholetime Director

Gopikishan Biyani, is a commerce graduate and has more than twenty years of experience in the textile business.

Mr. Rakesh Biyani, Wholetime Director

Rakesh Biyani, is a commerce graduate and has been actively involved in category management; retail stores operations, IT and exports. He has been instrumental in the implementation of the various new retail formats.

Mr. Vijay Kumar Chopra, Director

V.K.Chopra is a fellow member of The Institute of Chartered Accountants of India (ICAI) by profession and is a Certified Associate of Indian Institute of Bankers (CAIIB). His banking career spans over 31 years and he has served senior management positions in Central Bank of India, Oriental Bank of Commerce, SIDBI, Corporation Bank and SEBI.

Mr. Shailesh Haribhakti, Independent Director

Shri Shailesh Haribhakti, is a Chartered Accountant, Cost Accountant, and a Certified Internal Auditor. He is the Deputy Managing Partner of Haribhakti & Co., Chartered Accountants and past president of Indian merchant Chambers. He is on the Board of several Public Limited Companies, including Indian Petrochemicals Corporation Ltd., Ambuja Cement Eastern Ltd. etc. He is on the Board of Company since June 1, 1999.

Mr. S Doreswamy, Independent Director

S. Doreswamy, is a former Chairman and Managing Director of Central Bank of India and serves on the board of DSP Merrill Lynch Trustee Co and Ceat Limited among others.

Dr. D O Koshy, Independent Director

D. O. Koshy, holds a doctorate from IIT, Delhi and is the Director of National Institute of Design (NID), Ahmedabad. He has over 24 years of rich experience in the textiles and garment industry and was instrumental in the setting up of NIFT centres in Delhi, Chennai and Bangalore. He is a renowned consultant specializing in international marketing and apparel retail management.

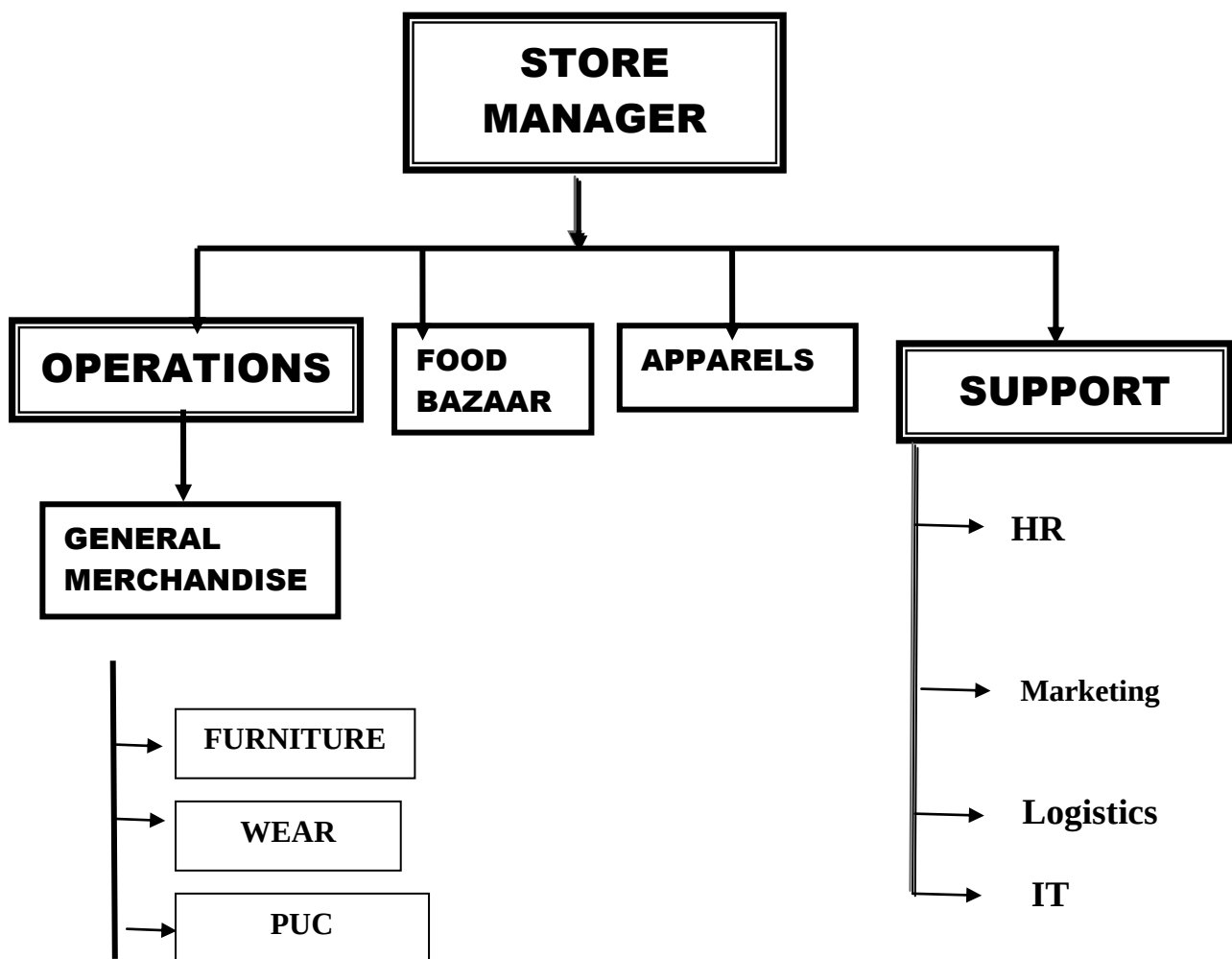
Ms. Bala Deshpande, Independent Director

Bala Deshpande, is Independent Director, Pantaloon Retail (India) Ltd. and also serves on the boards of Deccan Aviation, Nagarjuna Construction, Welspun India and Indus League Clothing Ltd, among others.

Mr. Anil Harish, Independent Director

Anil Harish, is the partner of DM Harish & Co. Associates & Solicitors and an LL.M from University of Miami. He also serves on the board of Mahindra Gesco, Unitech, IndusInd Bank and Hinduja TMT, among others.

Hierarchy of the Department:

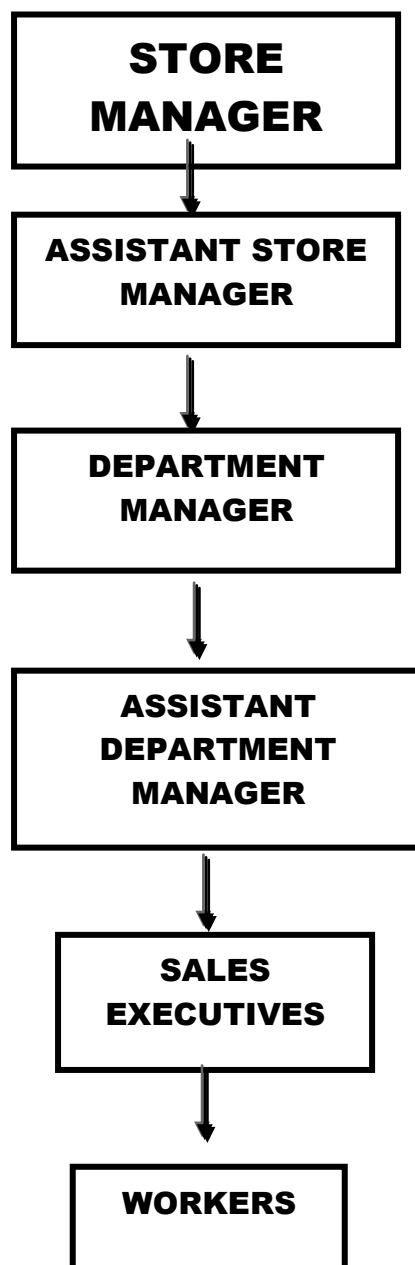


NOTE:

1. PUC- PLASTICS, UTENCILS & CROCKERY.
2. HR - HUMAN RESOURCE

3. IT - INFORMATION TECHNOLOGY

Hierarchy of the store:



BIG BAZAAR HAS 5 FLOORS WITH APPROXIMATELY 104000 DIFFERENT VARIETIES OF PRODUCTS.

GROUND FLOOR:

DEPARTMENT	TYPES
DEPT OT	General books Office stationary Children stationary Film VCD's& DVD

DEPARTMENT	TYPES
FRAGR ANCE	MKD distributor GR fragrances BCPL Nabed Intercraft Indo Fren

DEPARTMENT	BRAND
HIER BAL	Lotus VLCC Shehnaaz Hussain Biotech

DEPARTMENT	BRAND
COM ETIC S	color Bar Lakme May Billine Revlon Street wear Vega and roots

DEPARTMENT	BRAND
------------	-------

SHRI NGA R	Bangles Jewelry sets Bracelets Hair Accessories Bidies Chins
------------------	---

DEPARTMENT	ITEMS	BRAND
MOBIL E BAZAA R	Codeless Mobile accessories Land phones	Nokia Sony Ericson Motorola Samsung Beetal Pacetel

DEPARTMENT	ITEMS	BRAND
PLAS TICS	Buckets Casseroles Containers Boxes, Flasks & Bowls Jugs & sippers Bottles and mugs	Milton Dream Line Cello Poly set Chetan

DEPARTMENT	ITEMS	BRAND
UTE NCIL S	Plates, Bowls Glasses Non stick Cookware's Kitchen tools Tiffin Boxes	Dream line Premier Neelam Nirlep Prestige Servo flame

DEPARTMENT	ITEMS	BRAND
LUG GAG E	Travel bags Trolleys Bags Schools Collage Ladies purse Suitcase	VIP American Tourist Aristocrat Safari Alfa Milestone

FIRST FLOOR:

DEPARTMENT	ITEMS	BRAND
------------	-------	-------

L A DIE S	sarees	
	Dress materials	Shyla
	Under garments	Shristi
	Nightwear's	
	western wear's	

DEPARTMENT	ITEMS	BRANDS
MENS	Formals(Shirts & Pants)	DJ&C
	Casuals(Shirts & pants)	Ruff & Tuff
	Party wears	Levis
	Jeans T-shirts	Night hood
	Others Accessories	
	Fabrics(Cut pices)	
	Suits & Blazers	
	Levi's Signature garments	

DEPARTMENT	ITEMS
FURNITURE	Dining table
	Bedroom Accessories
	Hall accessories (Sofa sets, Chairs, computer table etc)
	Mattresses

DEPARTMENT	ITEMS	BRAND
FOOT WEAR	Sports shoes	
	Formal shoes	Rebok
	Casual shoes	Nike
	Ladies sandals	Puma
	Ladies casuals	van husen
	Chapple	Hallen solly
	Ladies fancy slippers	new balance

DEPARTMENT	ITEMS	BRANDS
HOME LINEN	Bed sheets,Pillows, bed spreads Towels , yellow dust Razai , carpets, Cushion covers Chair bags	Riviera Oriental Orchid Home collection sameera home style sweet dreams Modern

DEPARTMENT	ITEMS
HOME DÉCOR	flower vase Artificial Flowers Religious gifts Candle stand umbrellas Photo Frames Assorted color stones Frame Paintings Water falls Birthday items

DEPARTMENT	ITEMS	BRANDS
TOY S	Soft toys Educational toys Board games, action figures Dolls	Fun school Venus Mitashi Creatives United Shadilal and sons Flamingo

DEPARTM ENT	ITEMS	BRAND
KIDS	<u>BOYS SECTION</u> T-Shirts,trousers ,jeans cotton shirts, cargo, Ethnic wears Co ordinates Rain coats <u>GIRLS SECTION</u> Ethnic wear Co ordinates Cotton Frocks	Tara rum pum collection Disney Pink and blue Power ranges Promo

Western wears

DEPARTMENT	TYPES	BRAND
FOOD BAZAAR	Fruits & vegetables Staples Dal , Rice , Atta, Rave items Oils, masala items Dry fruits Ready meals Break fast cereals soft drinks confectionaries	Big bazaar brands Bisleri Coca cola Dairy milk Nestle Parle ITC

DEPARTMENT	TYPES	BRAND
NON FOOD	HOME CARE Phenyl ,detergents Dish wash , tissue papers, scratch Shoe cases, Fresh wrap PERSONAL CARE Soap, tooth paste, shampoo Deodorants, body spray Baby food, talcum powder	care mate clean mate HLL Johnson & Johnson Himalaya

TELEVISIONS

ITEMS	PRICE RANGES	DEMAND
Koryo	3390-9999	High
LG	5690-14490	Moderate
onida	7490-18990	Moderate
Samsung	5990-16290	High
Philips	6990-21990	High
Panasonic	7490-13590	Moderate
BPL	6990-14490	Moderate
Videocon	12990	Moderate

DVD

ITEMS	PRICE RANGES	DEMAND
Passion	1600	more
Philips	2790-4490	moderate
Sanyo	2790-2990	moderate
LG	3190	moderate
DVS	2400	moderate

STABILIZERS

BRANDS	PRICE RANGES	DEMAND
Le-port	500-1400	Moderate
Arman	590-1400	Moderate
Volcco	700-2300	High

HOME THEATRE

BRANDS	PRICE RANGES	DEMAND
Philips	2990-13490	High
LG	7790-8790	High
Samsung	9490-13990	Moderate

MUSIC SYSTEMS

BRANDS	PRICE RANGES	DEMAND
Philips(Hi-fi)	6890-15990	High
Panasonic	13490-24990	Moderate

WASHING MACHINES

BRANDS	PRICE RANGES	DEMAND
Sanyo	5290-18290	Moderate
LG	6590-34990	High
Samsung	6590-25990	High
Whirlpool	7890-22590	High
Godrej	5490	Moderate

REFRIDGERATORS

BRANDS	PRICE RANGES	DEMAND
Sanyo	7790-24290	Moderate

Samsung	9290-20690	High
LG	8290-26990	High
Whirlpool	9990-20190	High
Godrej	7190-17790	Moderate
Videocon	6290-17790	High

AIR CONDITION

BRANDS	PRICE RANGE	DEMAND
LG	20890-29990	Moderate
Samsung	20190-28290	Moderate
Onida	16490-20490	High
koryo	12490-18990	Moderate

LAPTOPS

BRANDS	PRICE RANGE	DEMAND
Sahara	23990	Moderate
Compaq	39999-60000	High
Lenovo	51999	Moderate
LG	43999	Moderate
Acer	41599	Moderate
HCL	23990-43990	High

CAMERAS

BRANDS	PRICE RANGE	DEMAND
Sensei	3999-9999	High
Panasonic	15000-23000	High
Kodak	6999-14595	High
Olympus	8999-17999	Moderate
canon	16995	Moderate
Polaroid	6995-9999	Moderate
Nicon	12999-16995	Moderate

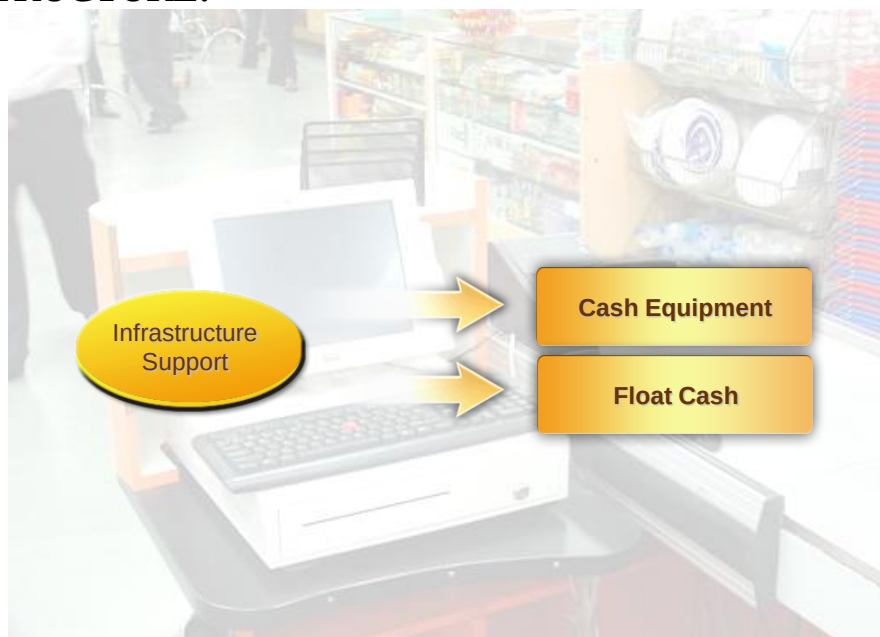
FAST TRACK CASHIERING: OBJECTIVE

- **Customer life cycle**
- **Infrastructure and systems**
- **Cash equipment**
- **REM**

CUSTOMER LIFE CYCLE



INFRASTRUCTURE:



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CASH EQUIPMENT:

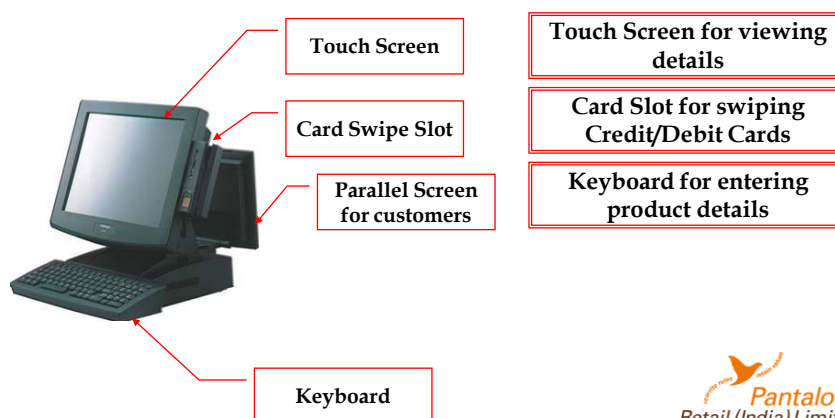


Cash equipment is an electronic device Used for calculating and recording sales transactions, an attached cash drawer for storing money.

Usually the cash register also prints a receipt for the customer

Cash Equipment

- POS Terminal




Pantaloons
Retail (India) Limited
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CREDIT/DEBIT CARD SWIPE MACHINE



CARD SWIPE SLOT:



While swiping using the POS terminal: PLUTUS software (HDFC) needs to be running

BAR CODE READER



Reads the barcode printed on the product.
Details of product scanned will be displayed in REM.

LASER SCANNER



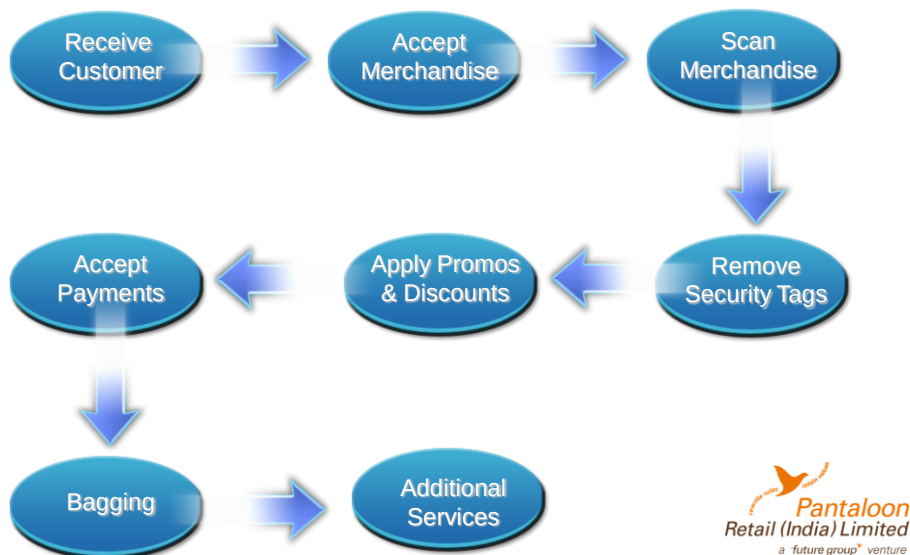
RECEIPT PRINTER



CASHDRAWER

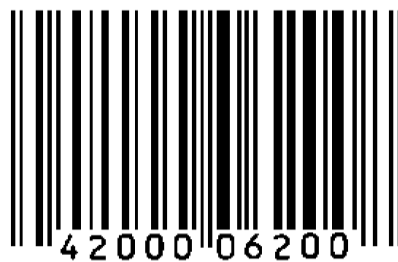


FUNCTIONS OF CASHIER



SCANNING THE PRODUCTS:

If the bar code is not read in the first attempt. Wipe the surface of the barcode to remove dust/water droplets on it or enter the bar code manually.



SECURITY TAGS:

Removing Security Tags

- For merchandise with Security Tag
 - What needs to be done when a merchandise has

- Hard Tag

- String Tag

- Soft Tag



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Removing Security Tags

- For Hard Tag
 - Use the hard tag remover to remove the tags
- For String Tag
 - Cut off the nylon string using a scissor
 - Ensure that the merchandise is not damaged while removing the tag



String Tag



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Accepting Payments

- Ask the customer about *How he/she wishes to pay*
- Various modes of payment
 - Cash
 - Credit Card
 - Credit Note
 - Gift Vouchers
 - Coupons
 - Special Privileges



Special Privileges Card (SPC)

- Special Privileges Card is given to all Future Group employees which entitles to discounts on all the products (owned as well as national brands) available at various store formats that include



REM Process

Login Procedure

Cash Memo Layout

Cash Payment

Credit Card Payment

Gift Voucher Payment

Missing Barcodes


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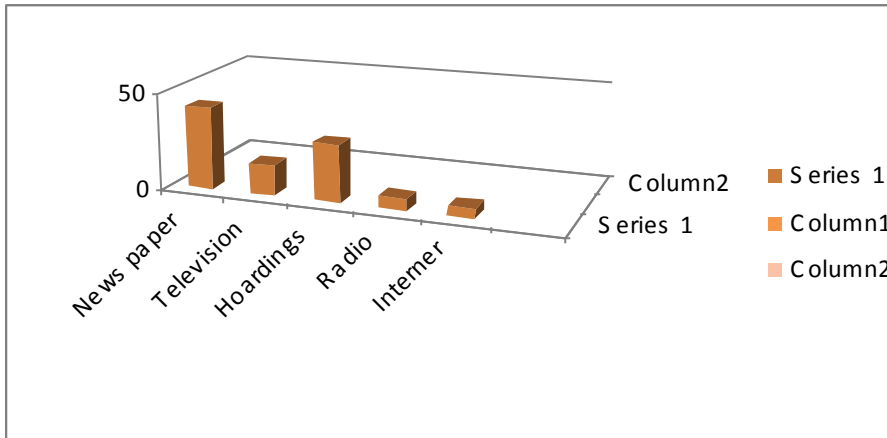
MARKETING ACTIVITIES OF BIG BAZAAR

Big bazaar mainly targets middle income group people. Their main aim is to attain customer satisfaction and they must prepare marketing plans that include decision on target market, product assortment and services, store atmosphere, pricing, promotions and place.

Big bazaar is a discount store and it needs to inform its consumers regarding different offers and discounts offered by them on a daily basis. It gives killer offers on weekends, Wednesday and mahadays (Jan 26 and Aug 15).

This chart shows the different media in which the promotions of the Big BAZAAR ARE FOUND.

		Frequency
Valid	News Paper	43
	Television	16
	Hoardings	28
	Radio	8
	Internet	5
Total		100



CUSTOMER FEEDBACK PROGRAM- SHARE WITH US:

Customers are the reason we are in business. So being able to listen to more customers more often and more easily is critical to our short and long-term success. A Customer Feedback Program through which the customer can communicate with us is absolutely essential. If we do not satisfy and delight our customer- the competitor will. Therefore, the Share With Us (SWU) program. The purpose in measuring Customer Satisfaction is to see where a company stands in the eyes of its customers, thereby enabling service and product improvements which will lead to higher satisfaction levels. Feedback vehicles give customers the opportunity to provide comments. Evaluating each comment will be helpful in understanding the needs of individual customers.

OBJECTIVE:

To provide the customers with a medium to express their feelings about the store/their experience at our store and to ensure that we revert to the customers who have taken the effort to share their concerns with us. Further we aim to use the customer feedback for understanding and catering to the needs of the customer.

FEEDBACK VEHICLES:

- We will provide 3 media through which the customer can get in touch with us
- ❖ Book
- ❖ Forms
- ❖ E-mail

DATA ANALYSIS AND INTERPRETATION

Table-1: Table showing the age wise classification of respondents.

Sl.No	Particulars	Number of Respondents	Percentage of Response
1	Less than 20	20	20
2	21-30	40	40
3	31-40	20	20
4	Above 40	20	20
5	Total	100	100

Interpretation:

From the above table it is clear that 40% of the respondents are in the age group of 21-30 and 20% are in the age group of 31-40 and above 40.

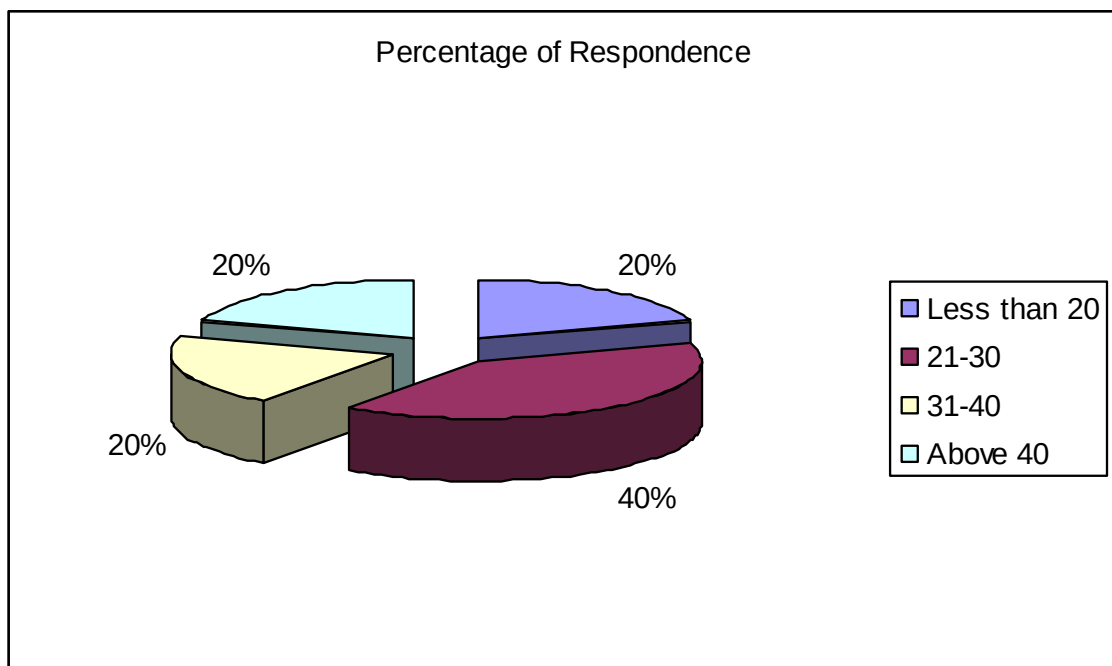


Chart showing the age wise classification of respondents.

Table-2: Table showing Sex wise classification of respondents.

Sl.No	Particulars	Number of Respondents	PercentageOf Response
1	Male	45	45
2	Female	55	55
3	Total	100	100

Interpretation:

From the above table 55% of the respondents are female and 45% are male.

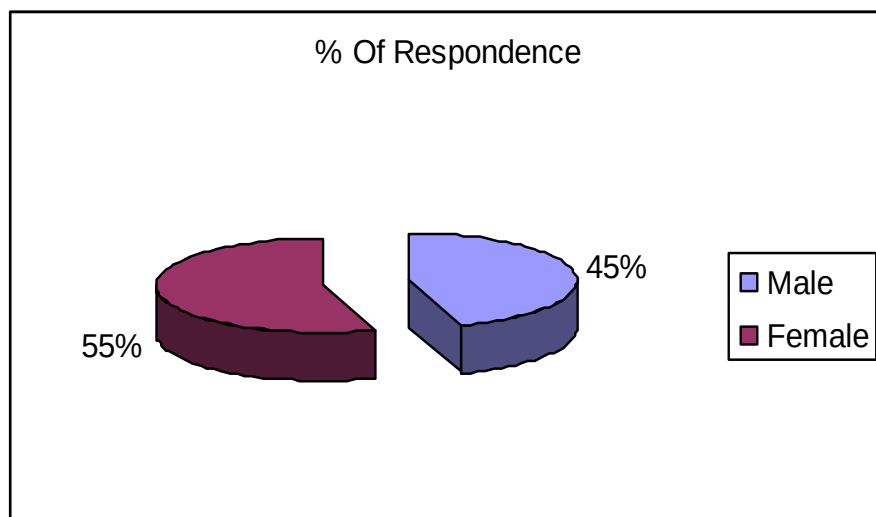


Chart showing Sex wise classification of respondents.

Table-3: **Table showing classification of respondents based on Marital Status**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Married	70	70
2	Unmarried	30	30
3	Total	100	100

Interpretation:

From the above table it is clear that 70% of the respondents are married, and 30% are unmarried.

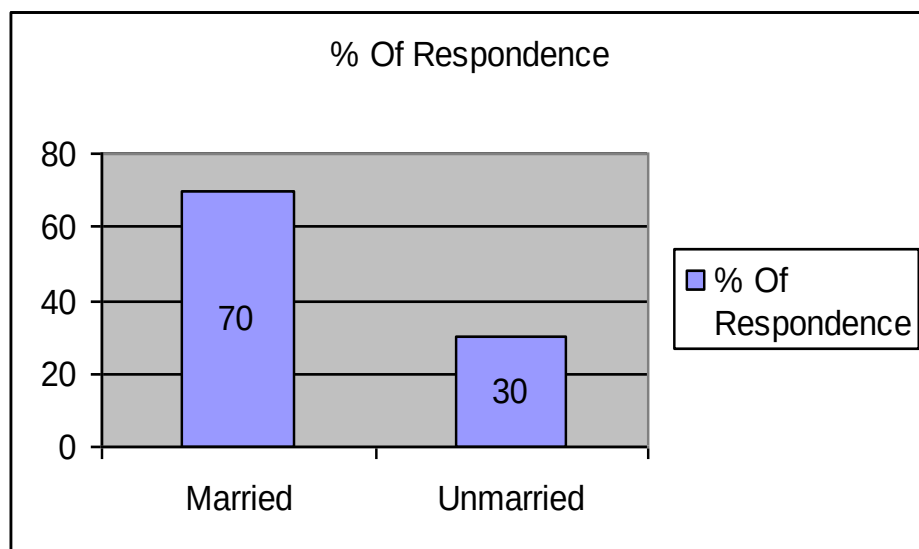


Chart showing classification of respondents based on Marital Status

Table-4: **Table showing the classification of respondents based on Education.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	S S L C	12	12
2	P U C	28	28
3	Graduate	35	35
4	Post Graduate	25	25
5	Total	100	100

Interpretation:

From the above table it is clear that 35% of the respondents are Graduates, 28% are PUC and 25% are Post Graduates.

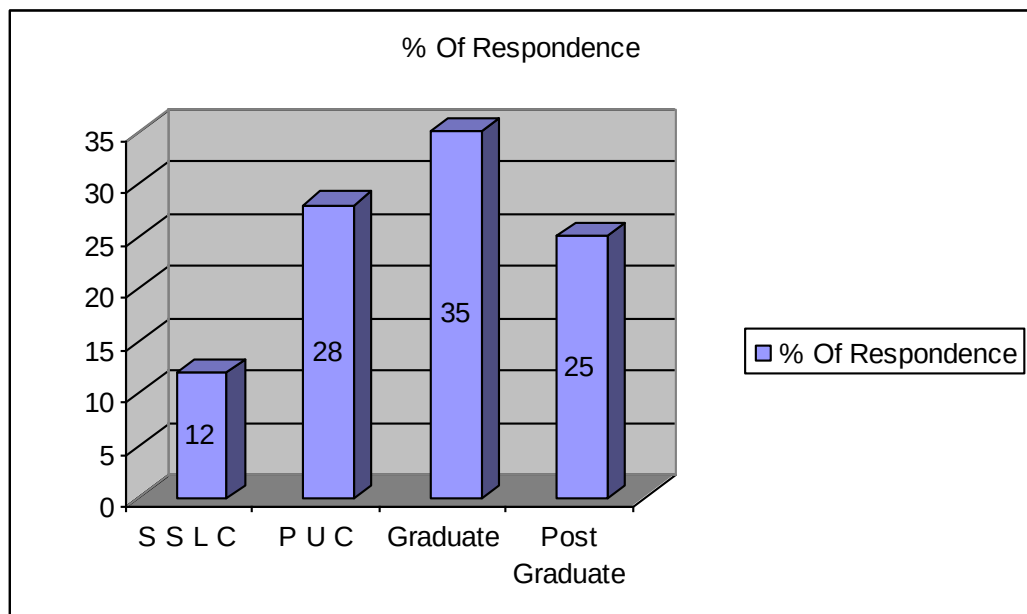


Chart showing classification of respondents based on Education.

Table-5: **Table showing classification of respondents based on Occupation.**

Sl.No	Particulars	Number of Respondents	PercentageOf Response
1	Professional	32	32
2	Student	15	15
3	Self employed	28	28
4	Others	25	25
5	Total	100	100

Interpretation:

From the above table it is clear that 32% of the respondents are Professional and 28% are Self employed.

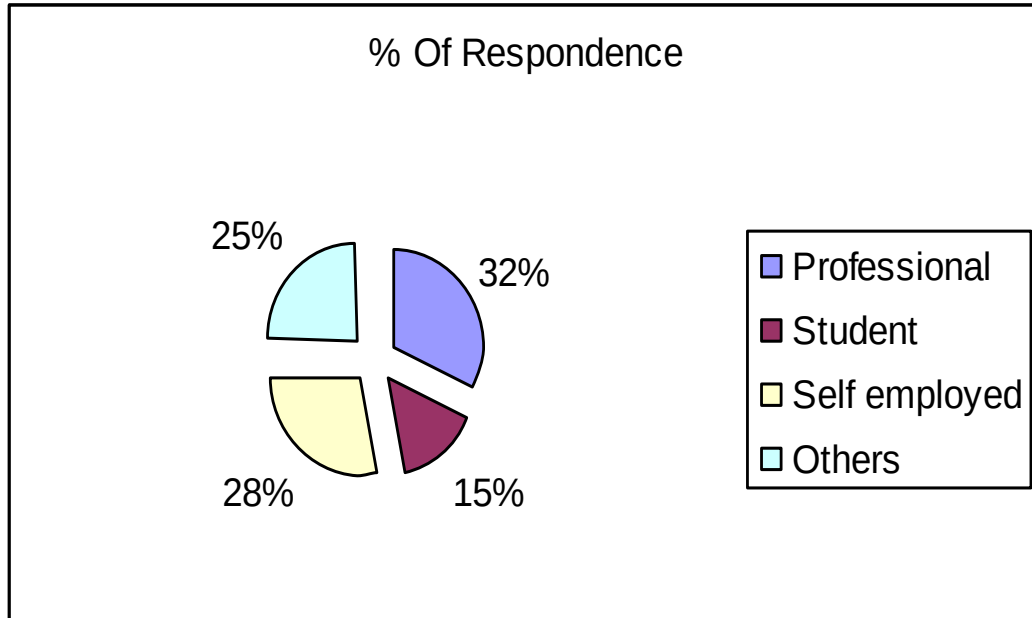


Chart showing classification of respondents based on Occupation.

Table-6: **Table showing classification of respondents based on distance from Big Bazaar to residence.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Less than 1km	65	65
2	1-4 Km	15	15
3	5-9 Km	15	15
4	More Than 10 Km	05	05
5	Total	100	100

Interpretation:

From the above table it is clear that 65%of respondents reside at less than 1 Km from Big Bazaar,15% are reside at 1-4 km and 5-9 km.

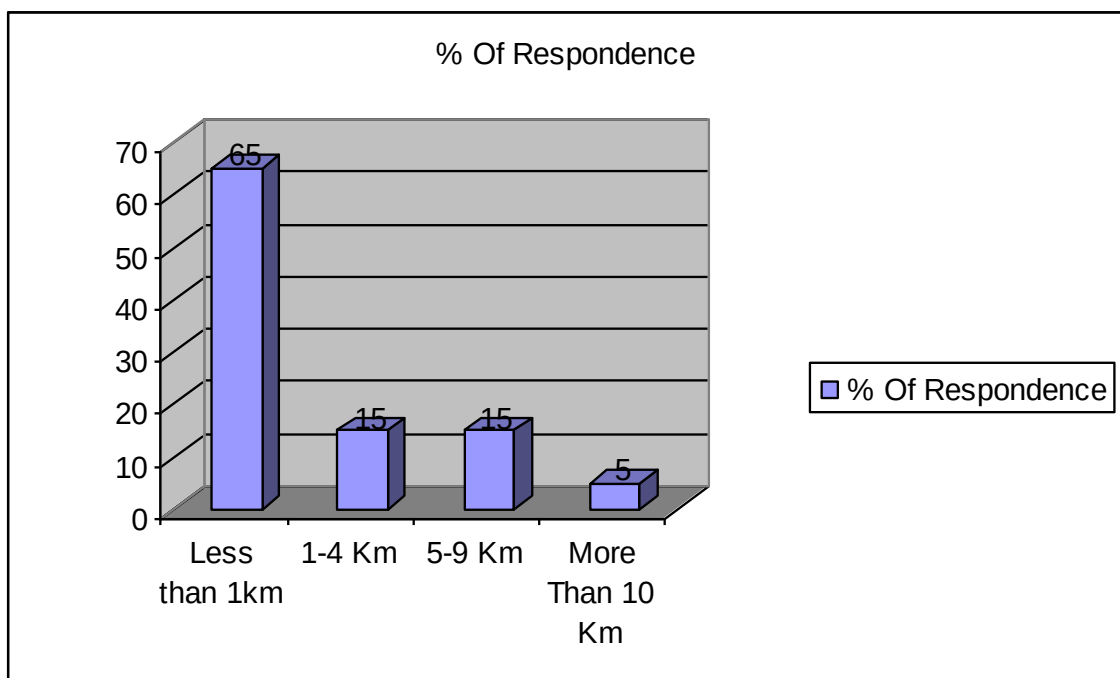


Chart showing classification of respondents based on distance from Big Bazaar to residence.

Table-7: **Table showing the Source of Awareness of Big Bazaar**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	News paper	75	75
2	Television	10	10
3	Radio	05	05
4	Others	10	10
5	Total	100	100

Interpretation:

From the above table it is clear that for 75% of the respondent's News Paper is the Source of Awareness and for 10% of respondents Television is the source of awareness.

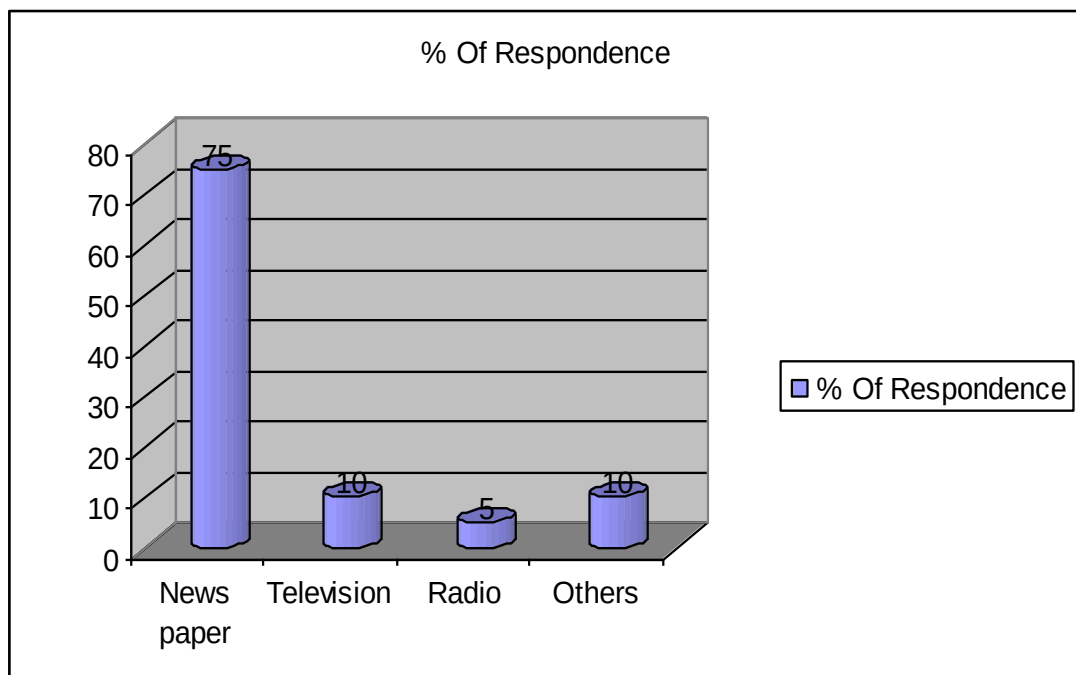


Chart showing the Source of Awareness of Big Bazaar

Table-8: **Table showing classification of respondents based on that they can Remember any of the Big Bazaar advertisement.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Having seen	35	35
2	Not having seen	65	65
3	Total	100	100

Interpretation:

From the above table it is clear that 35 of the respondents are able to recollect as they have seen the advertisement of Big Bazaar.

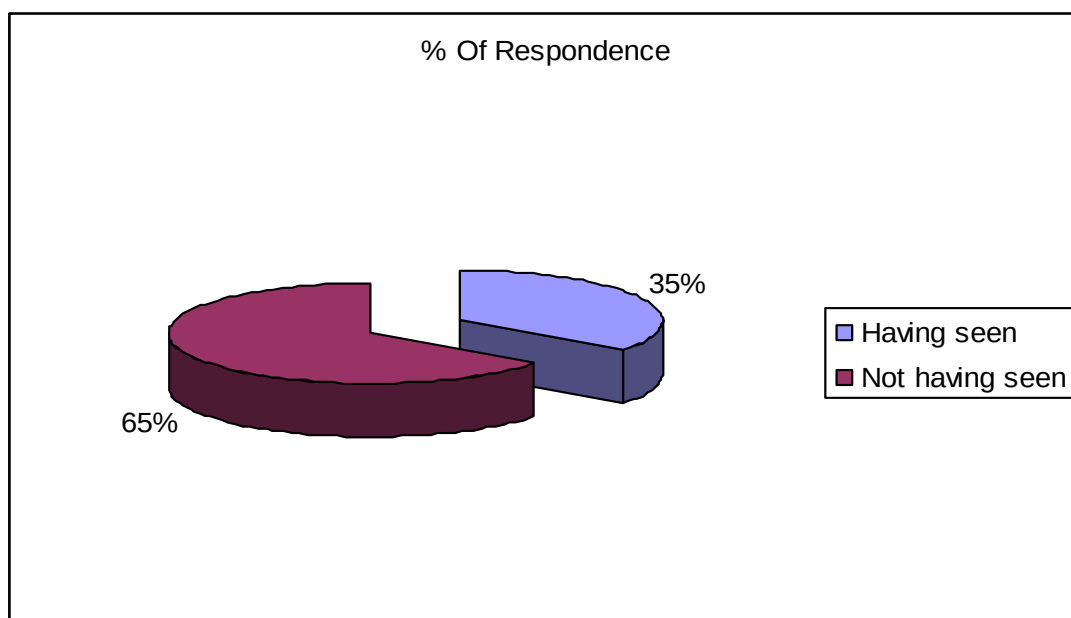


Chart showing classification of respondents based on that they can Remember any of the Big Bazaar advertisement.

Table-9: **Table showing classification of respondents based on through which Media they have seen the advertisement.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Television	15	15
2	Radio	05	05
3	News paper	70	70
4	Hoardings	10	10
5	Total	100	100

Interpretation:

From the above table it is clear that 70% of the respondents have seen the advertisement in News paper, while 15% of the respondents claimed tht they have seen Ads in Television.

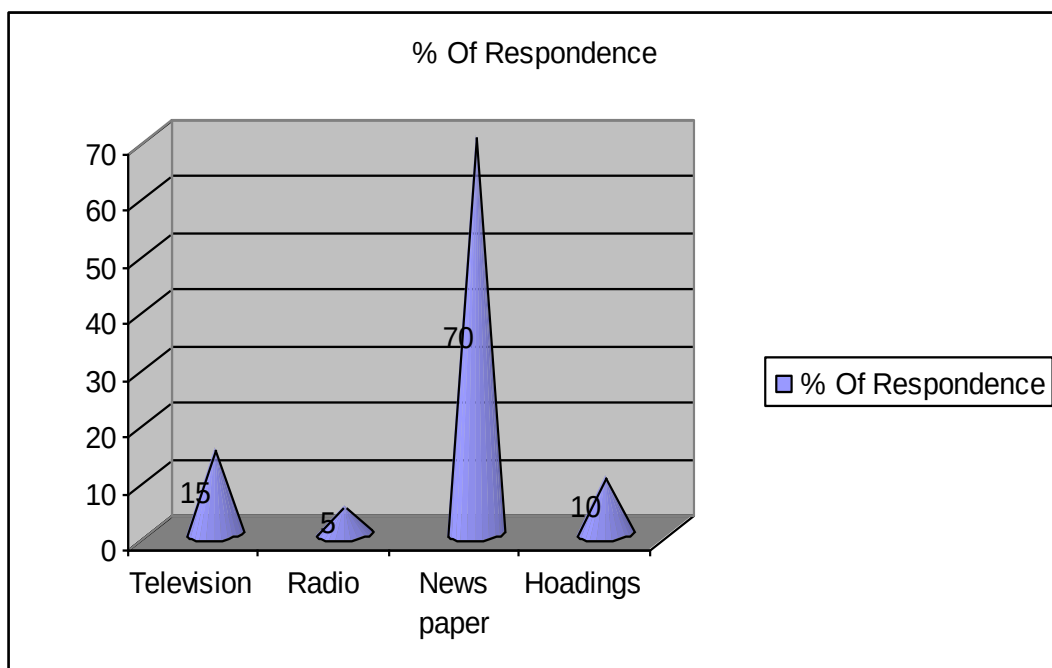


Chart showing classification of respondents based on through which Media they have seen the advertisement.

Table-10: Table showing response ability to recall the medium in which the have seen the Advertisement.

Sl.no	Particulars	Medium	Number of respondents	Percentage of response	Total
1	Television	Star Plus Cable TV	6 9	40 60	15
2	News paper	Times Of India Vijayakarnataka	50 20	71 29	70
3	Radio	104 FM 91.1 FM	03 02	60 40	05
4	Hoardings				10
5	Total				100

Interpretation:

News paper has a enormous influence over the respondents ability to recollect and most of respondents claim that they have seen advertisement in Times of India, while TV is still another media of influence percentage of which is low and the respondents claim that they have seen ads in Star plus and cable TV.

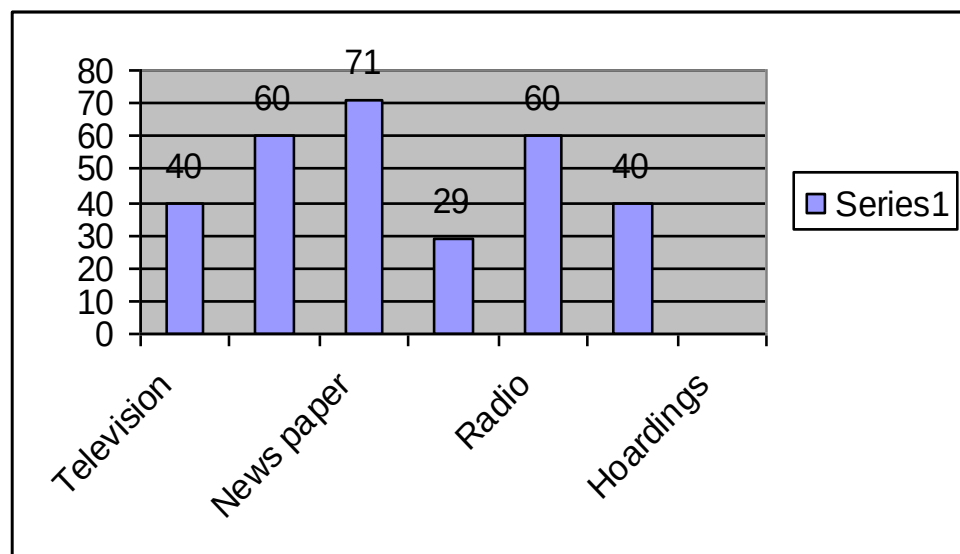


Chart showing response ability to recall the medium in which the have seen the Advertisement.

Table-11: **Table showing the recalling ability of respondents about Big Bazaar advertisements**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Can recall fully	3	3
2	Can recall half of the Ad	17	17
3	Can recall little part of the Ad	80	80
4	Total	100	100

*Advertisement from any source.(Television, News paper, Hoardings, Radio)

Interpretation:

From the above table it is clear that 80% of the respondents can recall little part of the Ad.

Since Big Bazaar comes with different types of advertisements very frequently so most of the respondents are not able to recall the full theme of Advertisement, where only few respondents are able to recollect.

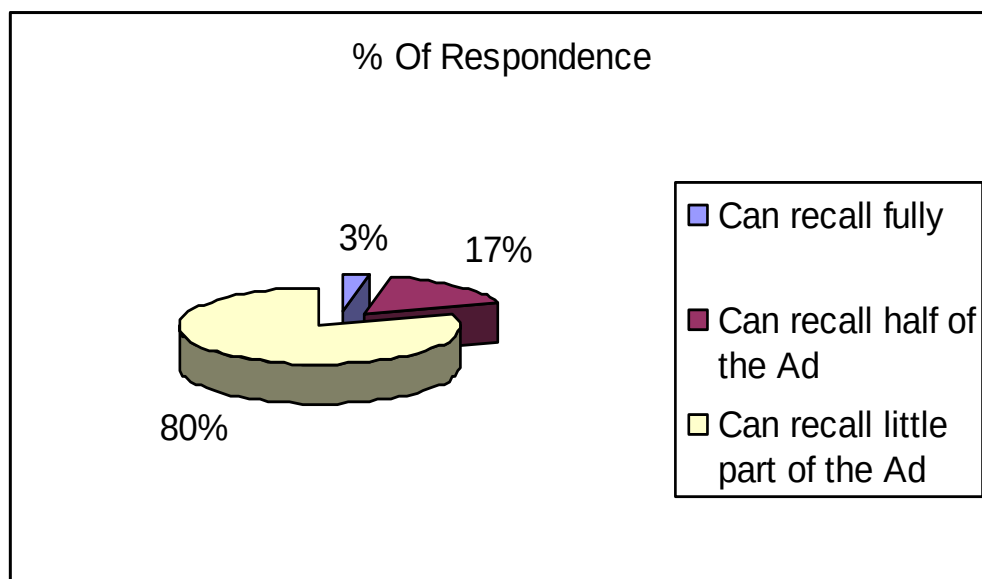


Chart showing the recalling ability of respondents about Big Bazaar advertisements

Table-12: **Table showing classification of respondents based on that they have any Idea about Sales Promotional programme of Big Bazaar.**

Sl.No	Particulars	Number of Respondents	% Of Response
1	Have an idea	84	84
2	Do not have any idea	16	16
3	Total	100	100

Interpretation:

From the above table it is clear that 84% of the respondents have an idea about Sales promotion Programme of Big Bazaar and 16% do not have.

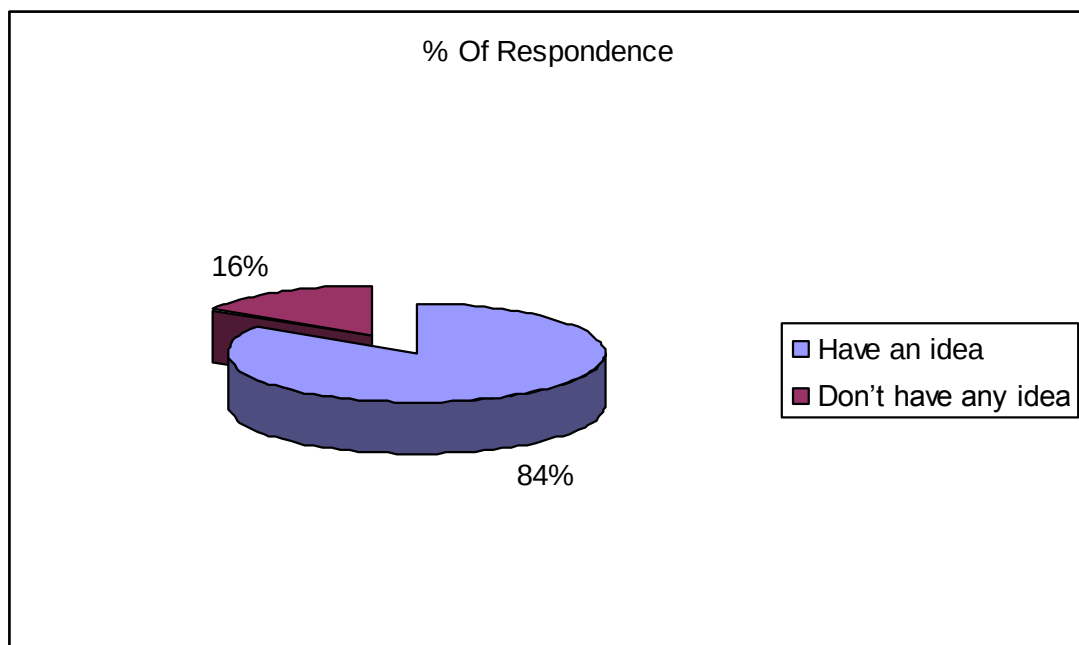


Chart showing the classification of respondents based on that they have any Idea about Sales Promotional programme of Big Bazaar.

Table-13: **Table showing recalling ability of respondents about Sales Promotional programme at Big Bazaar.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Buy 1 get 1 free	60	50
2	Combi offers	15	13
3	50% off	25	21
4	Complimentary offers	20	16
5	Total	120	100

Interpretation:

From the above table it is clear that buy 1 get 1 free is that offer which can be recalled by most of respondents followed by discounts and complimentary offers.

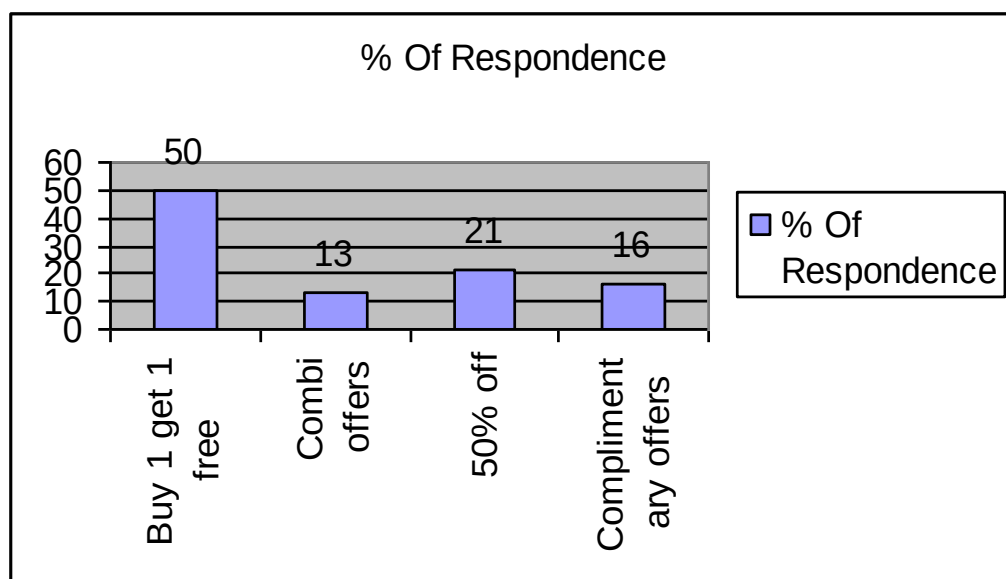


Chart showing recalling ability of respondents about Sales Promotional programme at Big Bazaar.

Table-14: **Table showing Participation of respondents who are aware of Sales Promotional programme of Big Bazaar.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Take part	80	95
2	Do not take part	04	05
3	Total	84	100

Interpretation:

From the above table it is clear that 95% of respondents who are aware of Sales Promotion programme of Big Bazaar take part.

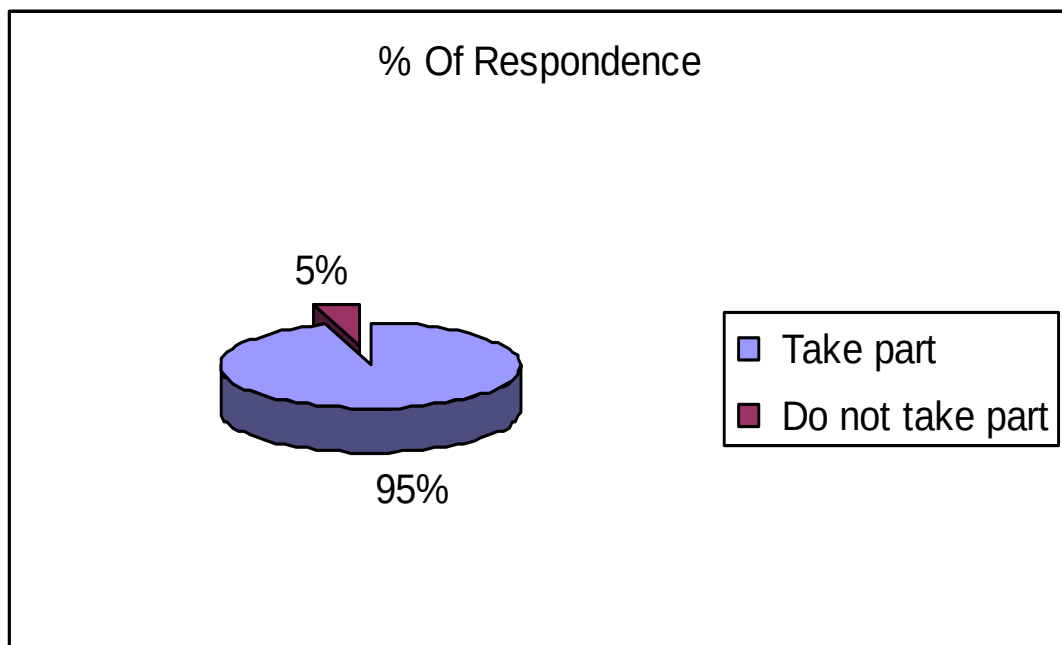


Chart showing Participation of respondents who are aware of Sales Promotional programme of Big Bazaar.

Table-15: **Table showing the satisfaction level of the respondents who had taken part in Sales Promotion programme.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Highly Satisfied	03	03
2	Satisfied	70	87
3	Neither Satisfied Nor Dissatisfied	07	10
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
6	Total	80	100

Interpretation:

From the above table it is clear that out of 80 respondents 87% of respondents are satisfied about Sales Promotion programme, 7% of respondents are neither satisfied nor dissatisfied and 3% are highly satisfied.

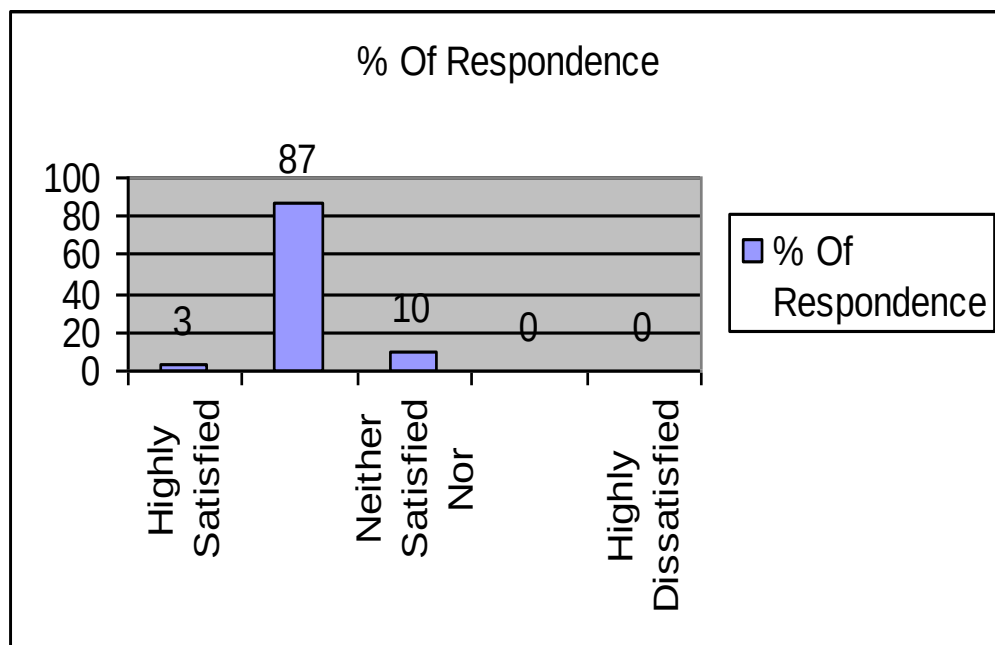


Chart showing the satisfaction level of the respondents who had taken part in Sales Promotion programme.

Table-16: Table showing the respondents opinion about Stores sales executives.

Sl.No	Particulars	Number of Respondents	Of Response
1	Receptive to queries	25	09
2	Helpful	30	13
3	Pleasing	10	04
4	Highly cooperative	15	06
5	Attentive	10	04
6	Informative	40	18
7	Service delivery	45	20
8	Customer friendly	50	26
9	Total	225	100

Interpretation:

From the above table it is clear that for 26% of respondents sales executives are customer friendly, for 20% their service delivery is satisfactory, for 18% they are informative.

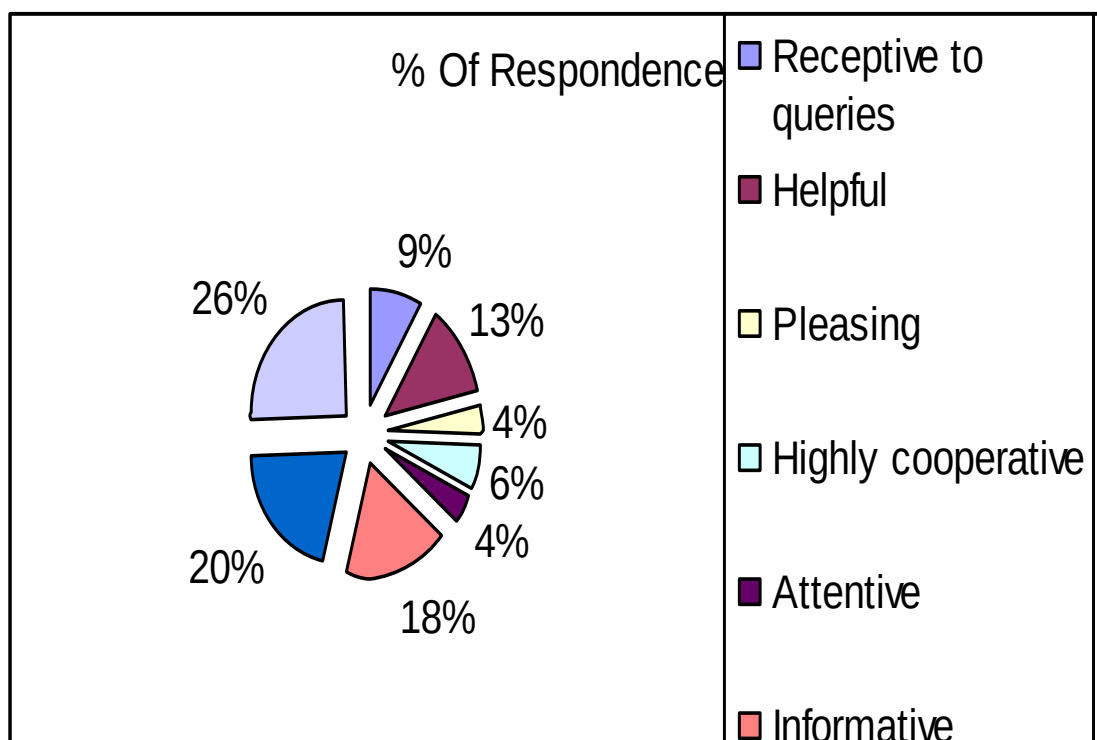


Chart showing the respondents opinion about Stores sales executives.

Table-17: **Table showing classification of respondents based on their opinion About Promotional Strategy of Big Bazaar.**

Sl.No	Particulars	Number of Respondents	Percentage Of Response
1	Increases Awareness	20	24
2	Enhances the brand Image	4	4
3	Helps to take decision	50	60
4	Convinces to make a trial	5	6
5	Convinced to become regular shoppers	5	6
6	Total	84	100

Interpretation:

From the above table out of 84 respondents for 60% of respondents the sales promotion programmes helps them to take decisions, for 24% of respondents it increases awareness.

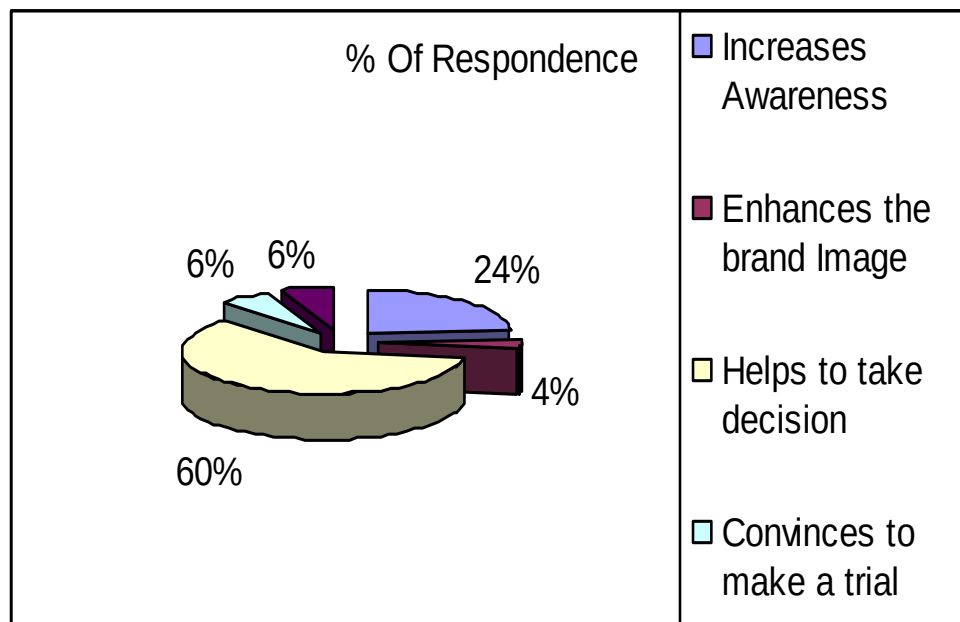


Chart showing classification of respondents based on their opinion About Promotional Strategy of Big Bazaar.

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FINDINGS AND SUGGESTIONS

FINDINGS

- 40% of the respondents are in the age group of 21-30.
- 55% of the respondents are female.
- 70% of the respondents are married.
- 35% of the respondents are graduates.
- 32% of the respondents are professionals.
- 65% of the respondents reside within 1km from Big Bazaar.
- News Paper is the source of awareness for 75% of the respondents.
- 65% of the respondents claimed that they have not seen the ads of Big Bazaar.
- 70% of the respondents claimed that they have seen the ads in News paper.
- 70% of the respondents claimed that they have seen the ads in News paper that too in Times of India.
- 80% of the respondents can recall only little part of the advertisement.
- 84% of the respondents have an idea about sales promotion programme of Big Bazaar.
- 50% of the respondents claim that they can remember buy 1 get 1 free Offer provided by Big Bazaar.
- 95% of the respondents claim that they take part in sales promotion programme.
- 87% of the respondents are satisfied with the sales promotion programme of Big Bazaar.
- For 26% of respondents stores sales executives are friendly.

- For 605 of respondents Sales promotion programme helps them to take decision.

SUGGESTIONS

- Advertisement and promotional strategies should be properly planned. Advertisement is an activity that influences all sorts of people, literate and illiterate, young and aged. Hence it should develop in a way that it will turn itself in to a proper channel of communication.
- As News paper is the major source of awareness,so big Bazaar can still enhance its Advertsing campaign through news paper and also it can go for advertising in other news paers like DNA. Prajavaani.
- The frequency of display of ads in television is very low so it should increase its frequency of display.
- As Big Bazaar is famous for low prise sale it can still enhance its offers, discounts in order to attract all kinds of customer.
- Pamphlets and brochures should be more informative.
- After brand image, the purchases decisions of the customers are influenced by the promotional schemes to capture the maximum sales.
- Road shows and campaign to be organized to bring more awareness among consumers

CONCLUSION

The study was carried out for a period of 6 weeks, random sampling of 100 respondents were done within the store .

The study focuses on providing information to the company on the in-store and out-stores advertisements carried during the week days, week ends as well as festive season to gain an edge over the competition. From the research study it has been found that television and newspaper are the best medium to reach maximum customers. Variety and one stop shopping is a major factor which influences the buying decision of the consumer followed by company reputation and price.

The survey found that newspaper and TV advertisements reach the target customers more easily than any other promotion. But apart from these, various other factors like brand image and relaxed shopping and peer groups also influence the purchasing behavior of the customer to a great extent.

Last but not the least I am privileged to work for such an esteemed organization and wish them the very best for future.

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WEBSITE

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- www.retailindustry.com
- www.bigbazaarindia.com
- [/www.indianmba.com/](http://www.indianmba.com/)

ANNEXURE

QUESTIONNAIRE

Dear customer this is a survey for project work. I kindly request for your interest, honesty and attention while responding the questionnaire. Please mark whichever is applicable and state wherever is necessary. I would be thankful for your co-operation.

Name of the respondent :.....

1)Age:

a) Less than 20 ☐

b) 21-30 ☐

c) 31-40 ☐

d) Above 40 ☐

2) Sex:

Male ☐

Female ☐

3) Marital Status:

Married ☐

Unmarried ☐

4) Education:

a) S S L C ☐

b) P U C ☐

c) Graduate ☐

d) Post Graduate ☐

5) Occupation:

a) Professional ☐

b) Student ☐

c) Self Employed ☐

d) Others ☐

6) Distance from Big Bazaar to residence:

a) Less than 1Km ☐

b) 1-4 Km ☐

c) 5-9 Km ☐

d) More than 10Km ☐

7) Through which source you come to know about Big Bazaar:

a) News Paper ☐

b) Television ☐

c) Radio ☐

d) Others ☐

8) Do you remember any of Big Bazaar Advertisement?

a) Yes ☐

b) No ☐

9) Please mention the media in which you have seen the advertisement.

a) Television ☐

b) Radio ☐

c) News paper ☐

d) Hoardings ☐

10) From which medium you got to know?

a. If Tv which Channel/Programme.....

b. If Radio which Channel/Programme.....

c. If Hoardings which Place.....

d. If News Paper which paper/which day?

11) Can you recall the theme of the Advertisement?

If yes please describe.....

Able to recall:

a) Fully ☐

b) Half of Ad. ☐

c) Little Part of Ad. ☐

12) Do you have any idea about the sales promotional programme of Big Bazaar?

a) Yes ☐

b) No ☐

13) Can you please name some of the Sales Promotional efforts of Big Bazaar?

.....
.....

14) Did you take part in the Sales Promotion programme?

a) Yes ☐

b) No ☐

15) What is your opinion about Sales Promotion programme?



16) What is your opinion about the Store Sales Executive please indicate your opinion on the following factors.

Factors	Yes	No
1)Receptive to the Queries		
2)Helpful		
3)Pleasing		
4)Highly Cooperative		
5)Attentive		
6)Informative		
7)Service Delivery		
8)Customer Friendly		

17) What is your opinion about the Promotional Strategies adopted by Big Bazaar?

- a) Increased Awareness ☐
- b) Enhanced Brand Image of Big Bazaar ☐
- c) Provided useful information to take Decision ☐
- d) Convinced to make a trial ☐
- e) Convinced you to become regular shoppers ☐

18) Your suggestion for Big Bazaar:

.....

.....

.....

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