A STUDY ON THE EFFECTIVE PROMOTIONAL STRATEGY INFLUENCING CUSTOMER FOR PRODUCTS OF BIG-BAZAAR AND D-MART

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ABSTRACT

This research study mainly focuses on A STUDY ON THE EFFECTIVE PROMOTIONAL STRATEGY INFLUENCING CUSTOMER FOR PRODUCTS OF BIG-BAZAAR AND D-MART. It is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products. To understand customer preference and perceptions on BIG- BAZAAR and D-MART products and services. This study focuses on the enquiry of the magnitude of adoption for innovation marketing strategies by retailing giants viz.., BIG- BAZAAR and D-MART.

The project was carried out as per the steps of Marketing Research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The data collection approach adopted was experimental research & survey research. The instrument used for the data collection was observation & questionnaire. The target respondents were the visitors of BIG BAZAAR & D-MART, with the sample size of 100 for the study. 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.

1. INTRODUCTION OF STUDY

1.1 INTRODUCTION

1.1.1 INTRODUCTION OF BIG-BAZAAR

"Big Bazaar is a chain of hypermarket in India. Currently, there are 210 stores across 80cities and towns in India. Big Bazaar is designed as an agglomeration of bazaars or Indian markets with clusters offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast foodand leisure and entertainment sections.

Big Bazaar is part of Future Group, which also owns the Central 10 Hypermarket.

Big Bazaar was launched in September, 2001 with the opening of its first four stores in Calcutta, Indore, Bangalore and Hyderabad in 22 days. Within a span of ten years, thereare now 150 Big Bazaar stores in 80 cities and towns across India.

Big Bazaar was started by Kishore Biyani, the Group CEO. Though Big Bazaar was launched purely as a fashion format including apparel, cosmetics, accessory and generalmerchandise, over the years Big Bazaar has included a wide range of products and service offerings under their retail chain. The current format includes Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar. "

1.1.2 INTRODUCTION OF D-MART

D-Mart offer products to satisfy the entire family's needs. Merchandise offered at D- Mart is always at lower prices. Stores are designed with customer convenience in mind. D-Mart respects your intelligence by offering a wide choice of brand and pack sizes, couple with easy-to-understand communications and information.

Avenue Super Marts Ltd (ASL) owns and operates hypermarkets and supermarkets by the store name D-Mart.

D-Mart seeks to provide a one-stop shopping experience for the entire family, meeting all their daily household needs. A wide selection of home utility products is offered, including foods, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and much more. Since D-Mart first opened its doors in the Mumbai region in 2000, it has grown into a trusted and well-established shopping destination in Maharashtra, Gujarat, Andhra Pradesh and Karnataka. D-Mart is now looking forwardto growing its stores across India.

1.2 STATEMENT OF THE PROBLEM

1. In this competitive world lot of multi level marketing companies are there in market and they have variety of products and services line up as well.

2. Some of them are going successful and few of them are not doing well.

3. This work is an attempt to study about a store Big-Bazaar and D-Mart, which is areally successful branch of future group.

4. But some of the people are unsatisfied with navigation problem of Big-Bazaar and D-Mart.

1.3 OBJECTIVES OF THE STUDY

1. To know customer buying behavior.

2. To know the promotional strategy of Big-Bazaar and D-Mart.

3. To know the relation between promotional strategy and buying decision.

4. To comprehend the determinants of customer satisfaction.

5. To know about the growth prospective with respect to demand analysis.

6. How Big-Bazaar and D-Mart establish and maintain the retailing through promotion.

1.4 RESEARCH METHODOLOGY

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

1.5 DATA COLLECTIONS METHOD

Market research requires two types of data i.e. Primary Data and Secondary Data. Primary data has been used abundantly for the study. Well-structured questionnaires were prepared & the survey was undertaken. Feedback for the display has been taken byasking questions & observation has also done to gather primary information. There is also a use of secondary data, collected from the various journals and Websites.

Primary data - Field Survey.
Secondary data - Big Bazaar records, D-Mart records, Book, Company Websites.
Area of research: - Coimbatore.
Research approach: - Survey method.

1.6 SAMPLING METHOD

Since the study is restricted to Retail sector, all the functional Departments of Big Bazaar & D-Mart and the respondents are found at the store only so according to the convenience randomly they are being picked so sampling method is used in this study isRandom Convenient Sampling.

SAMPLING

Sample size : 100 respondents
Sampling Method : Random Convenience sampling Method**Sample Unit** : Customer of Big bazaar & D-Mart **Measuring Tools** : Questionnaire

1.7 TOOLS FOR ANALYSIS

The following statistical tools were used in this study: Percentage Analysis

$$\frac{\text{No. of respondents Total No. of respondents}}{} \times 100$$

1.8 SCOPE OF THE STUDY

1. The success and failure of a company is purely based on customer's satisfaction.

2. Globalization and liberalization has opened up high competition among the businesssector.

3. In order to retain the customers and also to attract the new customer the company hasto concentrate more in service provided to the customer.

4. It is through adviser that the customers are being highly influenced.

5. It is an important aspect in ensuring customer satisfaction and customer retention.

6. Therefore there arises the need for Big-Bazaar and D-Mart to find out the customersatisfaction it is this context that the present study is undertaken.

1.9 LIMITATIONS OF THE STUDY

1. This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customer available in the store that time.

2. The study was restricted to only the customers of Big-Bazaar & D-Mart.

3. The time constrain was a limiting factor, as more time was required to carry out studyon other aspects of the topic.

4. The result and analysis based on the customer survey method and small sample sizehas taken only 100.

5. Findings are related to particular areas.

6. It might be possible that the answers given by the respondents are of biasness.

2. REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. Avinash and B.V Sangvikar (2019)

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

2. Mr. Ansari Arbaz (2019)

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

3. M. Guruprasad (2018)

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

3. INDUSTRY OVERVIEW

3.1 HISTORY OF THE COMPANY

3.1.1 HISTORY OF BIG-BAZAAR

Big bazaar is the largest hypermarket chain in India. As of June 2, 2012 there are 214 stores across 90 cities and town in India covering around 16 million sq. of retail space. Big Bazaar is designed as an agglomeration of bazaar or Indian market with cluster offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast products, general merchandise, furniture, electronics, books, fast food and Entertainment sections.
Big Bazaar stores are aimed at providing a local marketplace feel to the shoppers. They offer a wide variety of household items including retail apparels, food products, general merchandise, furniture, electronic, books, fast food, etc.

Started by Kishore Biyani, Big Bazaar was launched mainly as a fashion format selling apparel, cosmetics, accessories and general merchandise. Over the years, the retail chain has included in its portfolio a wide range of products and services, ranging from grocery to electronics. The current retail formats of the future group include big bazaar, Food Bazaar, Electronic Bazaar and furniture bazaar.

According to Kishore Biyani, The inspiration behind this entire retail format was from caravan stores, a local store in, Tanagers, Chennai, Big bazaar is popularly known as the 'Indian Walmart' today.

In the second year of operations, Big Bazaar tied up with Indian Banking giant ICICI Bank
and launched the Big Bazaar ICICI Bank card. In the same year, the first food Bazaar store
was also launched at High street phoenix mall in Mumbai, marking the retailer's entry
into dedicated food retail.

In 2003, Big Bazaar made its foray into small towns and cities. The first store in this category was launched that year in Nagpur. The franchise also welcomed its 10 millionth customer at its new store in Gurgaon in the same.

This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, Big Bazaar and Food Bazaar.

The company operates 120 Big Bazaar stores, 170 Food Bazaar stores, among other formats, in over 70 cities across the country, covering an operational retail space of over 6 million square feet. As a focused

entity driving the growth of the group 's value retail business, Future Value Retail Limited will continue to deliver more value to its customers, supply partners, stakeholders and communities across the country and shape the growth of modern retail in India.

A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection I, selling home furniture products and e- zine focused on catering to the consumer electronics segment. Pantaloons Retail is the flagship company of Future Group, a business group catering to the entire Indianconsumption.

3.1.2 INTRODUCTION OF D-MART

'D-Mart' is a supermarket chain across India owned by 'Avenue Supermarkets.' None other than 'Radhakishan Damani**,'** one of India's famous value investors founded the company in the year 2000. Mr. Damani's journey from a successful value investor to thefounder of D-Mart has been an inspiration.

D-Mart started its journey from 2 stores in the state of Maharashtra and has 176 stores across 12 states in India by FY20. 'Avenue Supermarkets,' the owner company of D- Mart supermarkets, was a privately held company till 2016.

In the year 2017, the company came up with an IPO of Rs.1,870 Cr**.,** which was opened with a bang. The company's shares were listed at almost a 114% premium, which reflects the positive sentiment for the company among the investors. The company got listed at the price of Rs. 632 and the CMP (Current Market Price) stand at Rs. 2544**,** implying that the shares of the company have given a compounded growth of almost 60% over three years.

RK Damani being an investor himself very well understands the market and its players, which gives him an added advantage for running the company in parallel with maintaining a positive and healthy sentiment among the investors towards the company,like maintaining a healthy ROE (Return on Equity), adopting a strategically strong business model, etc. In FY20, the company has a market capitalization of Rs. 1.5 Lakh Cr.

3.2 PROFILE OF THE COMPANY

3.2.1 PROFILE OF BIG-BAZAAR

Type
    Private
Industry
    Retail
Founded
    2001; 21 years ago
Founder
    Kishore Biyani
Headquarters
    Mumbai, Maharashtra, India
Number of locations
    295 stores nationwide (August 25, 2019)
Area served
    India

Key people

    Sarvesh Shivnath Shukla (Founder)Sadashiv
Nayak (President & CEO)
Umashankar Shukla (Director)

Products

    Electronics
    Movies and music
Home and furnitureHome improvementClothing
FootwearJewelleryToys
Health and beautyPet supplies
Sporting goods and fitnessPhoto finishing
Craft suppliesParty suppliesGrocery

Owner

    Kishore Biyani

Parent

    Future Group

Website

    www.bigbazaar.com

3.2.1 PROFILE OF D-MART

Trade name
D-Mart
Type
    Public
Industry
    Retail
Founded
    May 15, 2002; 19 years ago
Founder
    Radhakishan Damani
Headquarters
    Powai, Mumbai, Maharashtra, India

Number of locations
263(June 2020)
Area served
    India
Key people

Radhakishan Damani (Chairman)Ignatius Navil Noronha (CEO)
Products

Grocery & Staples Daily Essentials Dairy & Frozen Home and furnitureHome Appliances Bed & Bath Clothing
FootwearToys CrockeryLuggage
Health and beauty Sporting goods and fitnessFruits & Vegetables

Website

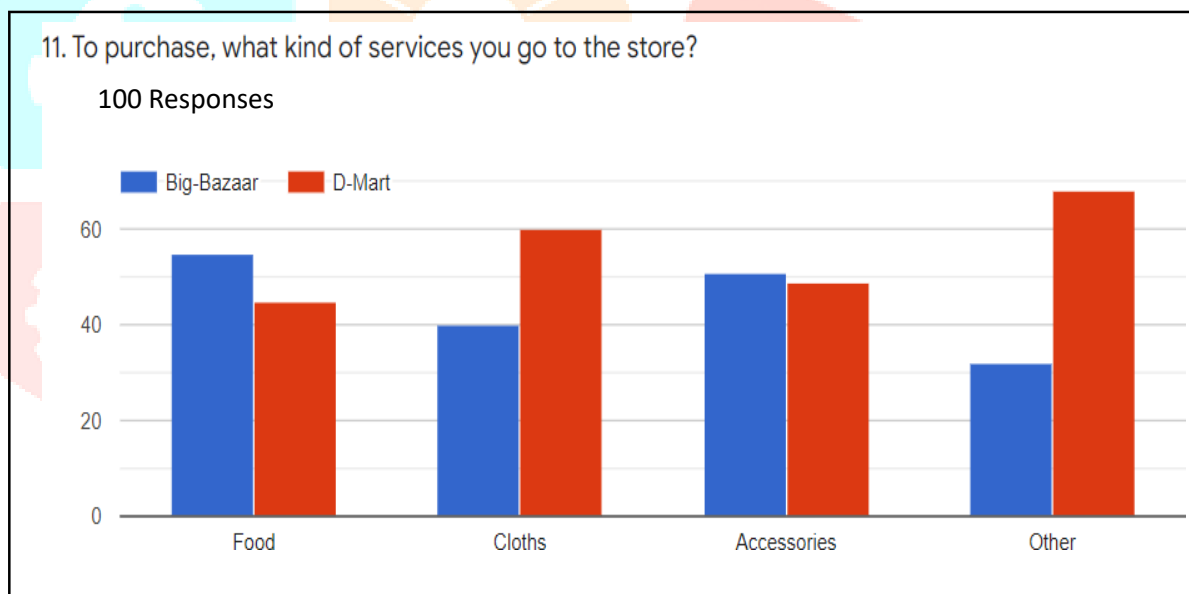   www.dmartindia.com

4. ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

1. TO PURCHASE, WHAT KIND OF SERVICES YOU GO THE STORE?

TABLE 4.1.1

TO PURCHASE, WHAT KIND OF SERVICES YOU GO THE STORE?	BIG-BAZAAR	D-MART	PERCENTAGE	TOTAL
FOOD	55	45	**100%**	**100**
CLOTHS	40	60	**100%**	**100**
ACCESSORIES	51	49	**100%**	**100**
OTHER	32	68	**100%**	**100**

CHART 1

INTERPRETATION

From the above table, 32% and 68% of respondents are from Big-Bazaar and D-Mart under choice of Other, 40% and 60% of respondents are from Big-Bazaar and D-Mart under choice of Cloths, 55% and 45% of respondents are from Big-Bazaar and D-Mart under choice of Food and 51% and 49% of respondents are from Big-Bazaar and D- Mart under choice of Accessories.
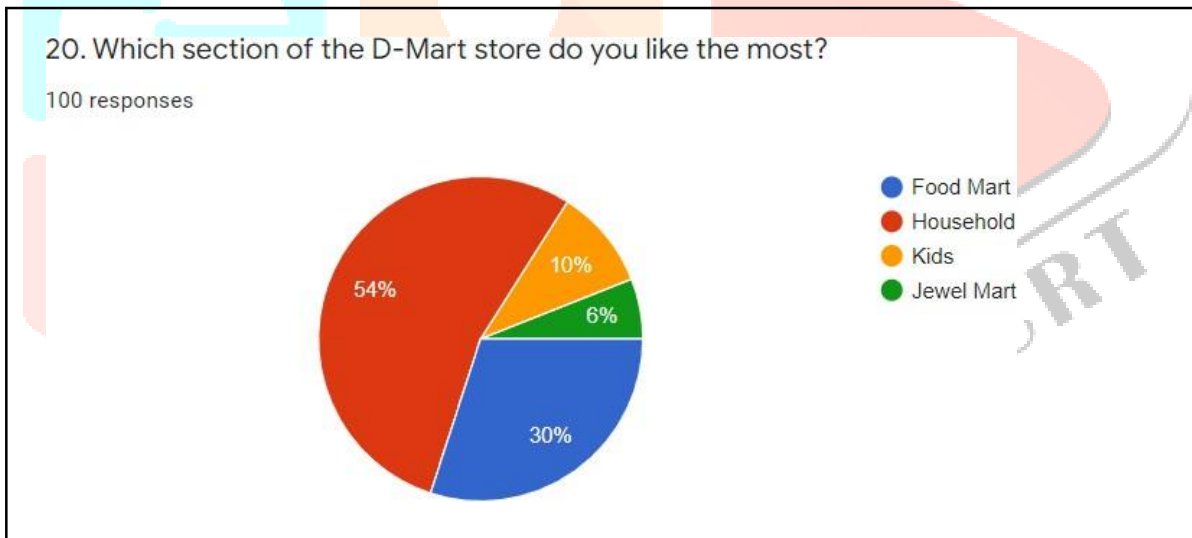
Hence the majority, 68% of respondents are from D-Mart under choice of Other.

2. WHICH SECTION OF THE D-MART STORE DO YOU LIKE THE MOST?

TABLE 4.1.2

WHICH SECTION OF THE D-MART STORE DO YOU LIKE THE MOST?	NO.OF.RESPONDENTS	PERCENTAGE
FOOD MART	30	30%
HOUSEHOLD	54	54%
KIDS	10	10%
JEWEL MART	6	6%
TOTAL	**100**	**100%**

CHART 2

20. Which section of the D-Mart store do you like the most?

100 responses

INTERPRETATION

From the above table, 54% of respondents are from Household, 30% of respondents are from Food Mart, 10% of respondents are from Kids and 6% of respondents are from Jewel Mart.
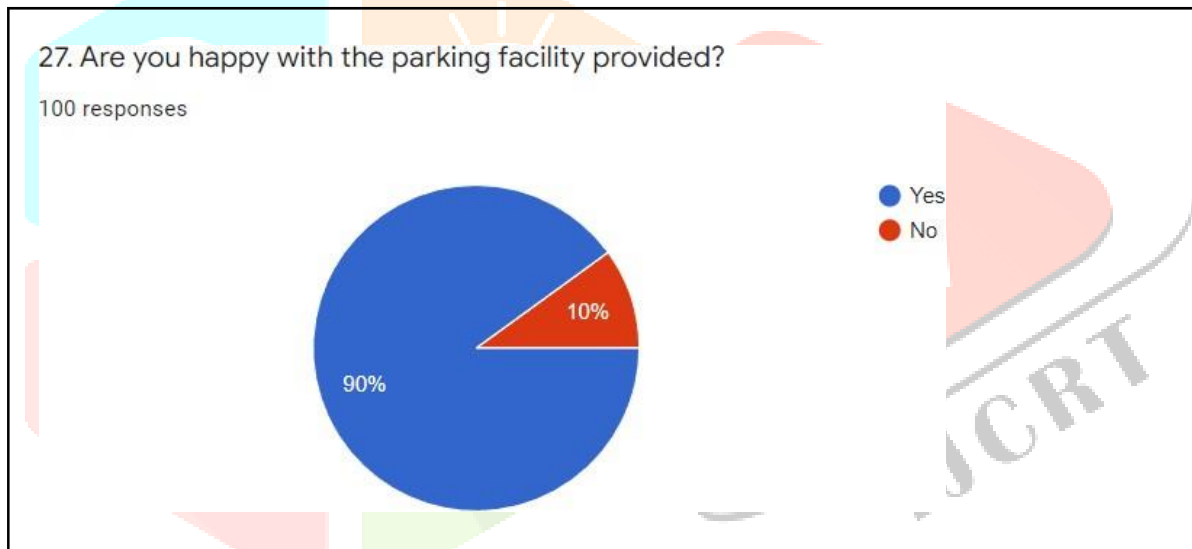
Hence the majority, 54% of respondents like Household section of the D-Mart store.

3. ARE YOU HAPPY WITH THE PARKING FACILITY PROVIDED?

TABLE 4.1.3

ARE YOU HAPPY WITH THE PARKING FACILITY PROVIDED?	NO.OF.RESPONDENTS	PERCENTAGE
YES	90	90%
NO	10	10%
TOTAL	**100**	**100%**

CHART 3

27. Are you happy with the parking facility provided?

100 responses

INTERPRETATION

From the above table, 90% of respondents are from Yes and 10% of respondents arefrom No.

Hence the majority, 90% of respondents are happy with the parking facilityprovided.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

In this study, descriptive statistics have been used to analyses the social-economicprofile respondents. The findings of the analysis are given below:

1. Hence the majority, 60% of respondents are Female.

2. Hence the majority, 42% of respondents are from the Age of 18-20.

3. Hence the majority, 47% of respondents are from the Students.

4. Hence the majority, 54% of respondents are from 2-4 family members.

5. Hence the majority, 49% of respondents said that D-Mart store first comes to themind for purchasing a product.

6. Hence the majority, 57% of respondents are visiting to the store Monthly.

7. Hence the majority, 52% of respondents says that advertisement of D-Mart store ismore powerful.

8. Hence the majority, 44% of respondents are from 1000-2000 spending monthlyexpenses while shopping.

9. Hence the majority, 67% of respondents are from D-Mart under choice of Other.

10. Hence the majority, 68% of respondents are from D-Mart under choice of Other.

11. Hence the majority, 71% of respondents are from D-Mart under choice ofAvailability of goods.

12. Hence the majority, 70% of respondents are from D-Mart under choice of Newspaper.

13. Hence the majority, 73% of respondents are from D-Mart under choice ofReference.

14. Hence the majority, 40% of respondents are from Value of money.

15. Hence the majority, 72% of respondents are from advertisement that effect theirshopping behaviour.

16. Hence the majority, 59% of respondents are agree with the tagline of Big-Bazaar.

17. Hence the majority, 82% of respondents are agree with the tagline of D-Mart.

18. Hence the majority, 48% of respondents are from Varieties of different brand.

19. Hence the majority, 54% of respondents like Household section of the D-Mart store.

20. Hence the majority, 42% of respondents are from 5-10 Km of distance.

21. Hence the majority, 69% of respondents are aware of promotional activitiesconducted by store.

22. Hence the majority, 76% of respondents are happy with the location of store.

23.Hence the majority, 62% of respondents have purchase pattern changes, looking atthe promotions.

24.Hence the majority, 83% of respondents are like to purchase under unexpectedoffers.

25.Hence of majority, 94% of respondents are satisfied with service provided by store.

26.Hence the majority, 90% of respondents are happy with the parking facilityprovided.

27.Hence the majority, 39% of respondents are from Shop from few selected store.

28.Hence the majority, 79% of respondents have indent to visit any other outlet.

5.2 SUGGESTIONS

1.Big bazaar and d-mart should provide large parking space for its customers so that they can easily park their vehicles.

2.The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar and d-mart during those days.

3.Big bazaar and d-mart should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar.

4.Big bazaar should keep offers in regular intervals so that there should not be a long term gap, because offer is the most influencing factor which is responsible for customer purchase decision.

5.They also should concentrate on TV advertisement they should show ads andpromotional offers in a regular interval in languages like Hindi English.

6.Hoarding should be placed uncovered area.

5.3 CONCLUSION

Big Bazaar & D-Mart are a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big Bazaar & D-Marthas a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The youth generation also likes shopping and moving around Big Bazaar & D-Mart. Volume sales always take place in Big Bazaar & D-Mart. Impulse buying behavior of customers comes in to play most of the times in Big Bazaar & D- Mart.

Big Bazaar & D-Mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through out the year. It holds a large customer base and it seemed from the study that the customers are quite satisfied with Big Bazaar & D-Mart. It has emerged as a hub of shopping specially for middle class people.

Even most of the people do their monthly shopping from Big Bazaar & D-Mart. People not only visit Big Bazaar & D-Mart to do shopping but also visit for outing purpose as itprovides a very nice ambience to its customers. As people go to malls they just tend to move around Big Bazaar & D-Mart whether it is for shopping purpose or for outing purpose. Grocery, apparels and food items are the products which are demanded most by the customers of in Big Bazaar & D-Mart. The major drawback of Big-Bazaar & D-Mart is that it lacks in providing enough parking space for their customers. This may discourage the customers to come to Big Bazaar & D-Mart and shop as they face difficulty in parking their vehicles. Even though some customers say that they don't feel problem in parking their vehicle, it is because of the parking space available to them by the mall.

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