A Study On Sales Promotion Activities And Marketing Strategy In Hypermarket

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Abstract:

This study investigates sales promotion activities and marketing strategies within the retail chain of hypermarkets. Hypermarkets, as large-scale retail stores offering a diverse range of products, play a significant role in the retail industry. The primary objective of this study is to understand how sales promotions and marketing strategies are utilized within hypermarkets to attract customers, drive sales, and enhance competitiveness. Employing a mixed-methods approach involving literature review, surveys, and interviews, the study examines common sales promotion techniques such as discounts, coupons, and loyalty programs, as well as broader marketing strategies including pricing, product assortment, advertising, and customer service. By analyzing findings and discussing implications, this study aims to provide insights for hypermarket managers to optimize their sales promotion activities and marketing strategies, thereby improving customer satisfaction and business performance within the retail chain of hypermarkets.

Key Words: Sales promotion activities, Marketing strategies, Retail chain, Hypermarkets, Diverse range of products, Retail industry, Attracting customers, Driving sales, Enhancing competitiveness, Mixed-methods approach, Literature review, Surveys, Interviews, Discounts, Coupons, Loyalty programs, Pricing, Product assortment, Advertising, Customer service, Analyzing findings, Implications, Insights, Hypermarket managers, Optimizing strategies, Customer satisfaction and Business performance

Introduction:

Hypermarkets are big stores where you can find almost everything you need, from groceries to clothes to electronics. They're part of a retail chain, which means there are many of them owned by the same company.

In this study, we're going to look at how these hypermarkets use special deals and plans to sell more stuff. We want to understand how they promote their products and how they make people want to shop at their stores.

By studying sales promotion activities and marketing strategies in the retail chain of hypermarkets, we can learn how they attract customers and make more sales. This information can help hypermarket managers make better decisions to improve their stores and make their customers happier.

Review of Literature:

Sales promotions are like special offers or discounts that hypermarkets use to attract customers. For example, they might offer "buy one, get one free" deals or give out coupons. Previous research has shown that these promotions can make people feel like they're getting a good deal, so they're more likely to buy things.

Marketing strategies are the plans that hypermarkets use to make people want to shop at their stores. This can include things like how they price their products, what products they offer, how they advertise, and how they treat their customers. Studies have found that these strategies are really important for hypermarkets to be successful.

Scope of the Study:

Analysis of Sales Promotion Activities:

This study will comprehensively examine the various sales promotion activities implemented by Retail Hypermarket, including discounts, special offers, seasonal promotions, loyalty programs, and any other promotional tactics employed to attract and retain customers.

Evaluation of Marketing Strategy:

The scope of this study will involve a detailed assessment of Retail Hypermarket's marketing strategy, including its brand positioning, messaging, target audience segmentation, advertising channels, and overall approach to customer engagement.

Impact on Consumer Behavior:

The study will explore the influence of Retail Hypermarket's sales promotion activities and marketing strategy on consumer behavior, including their purchasing decisions, brand loyalty, satisfaction levels, and overall shopping experiences.

Objectives of the Study:

- Sales promotion activities and marketing strategy of Retail Hypermarket.

- Effective marketing strategy which influences customer to purchase a product of Retail Hypermarket.

- Access and analyze the overall behavioural pattern of the customer of Retail Hypermarket.

- How Retail Hypermarket establishes and maintains its position in retailing through sales promotion activities.

Research Methodology:

Research may be very broadly defined as systematic gathering of data and information and its analysis for advancement of knowledge in any subject. Research attempts to find answer intellectual and practical question through application of systematic methods. We all possible the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research.

Sampling Frame

A sampling frame is a list of all the items in your population. The difference between a population and a sampling frame is that the population is general, and the frame is specific. In this study the sampling frame is people are the customers of Coimbatore.

Sampling Size

Sample size refers to number of sample units to be selected from the universe for the data collection activity. Sample size is a count the of individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. The sample size should neither be too large nor too small, it should be optimum. Here the sample size is 120.

Sample Procedures

Sampling procedure or technique is the method adopted by the researcher in selecting the sample units from the population. The related data or information was obtained by personal administration of questionnaire. There are various methods for sample selection. In this study work simple random sampling procedure or technique is used.

Source of Data

The place where the researcher collects information for study is known as source of data. There are two types of sources of data primary data and secondary data.

Primary data:

A primary data source is an original data source, one in which the data are collected firsthand by the researcher for a specific research purpose or project. Primary data can be collected in several ways. However, the most common techniques are self-administered surveys, interview, field observation, and experiments. Primary data collection is quite expensive and time-consuming compared data collection.

Secondary data:

Secondary data refers to data that is collected by someone other than user. Common source of secondary data for social science includes censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

Period of Study

The research work was carried out for the period of 3 months starting from February 2024 to April 2024.

Tool

Questionnaire

A questionnaire is a research instrument consisting of a series of questions relating to the problem statement or topic selected for the purpose of gathering information from respondents.

Limitations of the Study:

- The study may be influenced by external factors beyond the control of researchers, such as changes in market conditions, consumer preferences, or regulatory policies.

- These external factors could impact the accuracy and generalizability of the study's findings.

Data Analysis and Interpretation

Table- 1

Classification of Respondents Based on Age

The respondents are divided into four categories

Age	No. of Respondent	Percentage
Below 20	40	38%
21-40	45	39%
41-50	20	16%
Above 50	15	7%
Total	120	100

Source: Primary Data

Inference

The Table- 1 Shows that out of 120 respondents, 45 respondents belong to 21-40 years, 40 respondents belong to below 20 years, 20 respondents belong to 41-50 years, 15 respondents belong to above 50 years.

It is concluded that majority of respondents taken from the study are belong to 21-40 years.

Table- 2

Classification of Respondents Based on Monthly Income

The respondents are divided into four categories according to their monthly income.

Monthly Income	No. of. Respondents	Percentage
Below 10,000	43	44%
10,000-15,000	24	20%
16,000-25,000	31	21%
Above 25,000	22	15%
Total	120	100

Source: Primary Data

Inference

The Table- 2 Shows that out of 120 respondents 43 respondents' monthly income is below 10,000, 31 respondents' monthly income is 16,000-25,000, 24 respondents' monthly income is 10,000-15,000, 22 respondents' monthly income is above 25,000.

It is concluded that majority of respondents taken from the study monthly income is below 10,000.

Table- 3

Classification of Respondents Based on Reason Behind Purchasing in Retail Hypermarket

The respondents are divided into four categories according to the main reason behind purchasing in Retail Hypermarket.

Purchase Reason	No. of. Respondents	Percentage
Saving of time	29	24%
Gifts on purchase	38	28%
Reasonable prices	33	26%
Discounts	20	22%
Total	120	100

Source: Primary Data

Inference

The Table- 3 shows that out of 120 respondents 38 respondent reason were gift on purchase, 33 respondent reason were reasonable price, 29 respondents' reason were saving of time, 20 respondents reason were discounts.

It is concluded that majority of respondents taken from the study main reason behind purchasing were gifts on purchase.

Table- 4

Classification of Respondents Based on Monthly Expenses They Spent in Retail Hypermarket

The respondents are divided into four categories according to their monthly expenses they Spent in Retail Hypermarket.

Monthly Expenses	No. of. Respondents	Percentage
Below 1200	31	27%
1200-2000	31	27%
2000-5000	38	32%
More than 5000	20	14%
Total	120	100

Source: Primary Data

Inference

The Table- 4 Shows that out of 120 respondents 38 respondent Spent 2000-5000, 31 respondents Spent below 1200, 31 respondents Spent 1200-2000, 20 respondents Spent more than 5000.

It is concluded that majority of respondents taken from the study Spends monthly expenses from 2000 to 5000.

Table- 5

Classification of Respondents Based on How They Rate the Pricing of Product in Retail Hypermarket

The respondents are divided into four categories according to how do they rate the pricing of product in Retail Hypermarket.

Product Price Rating	No. of. Respondents	Percentage
Affordable	27	20%
Competitive	36	28%
Expensive	27	20%
Reasonable	30	22%
Total	120	10

Source: Primary Data

Inference

The Table- 5 Shows that out of 120 respondents 36 respondent's rates affordable, 31 respondent's rates competitive, 27 respondent's rates reasonable, 27 respondent's rates expensive.

It is concluded that majority of respondents taken from the study rate the price of products were affordable.

Table- 6

Classification of Respondents Based on Would They Visit Retail Hypermarket Again

The respondents are divided into three categories according to they visit Retail Hypermarket again.

Revisiting	No. of. Respondents	Percentage
Yes	61	55%
Maybe	42	37%
No	17	8%
Total	120	120

Source: Primary Data

Inference

The Table- 6 Shows that out of 120 respondents 61 respondents will visit again, 42 respondents may be visit again, 17 respondents will not visit again.

It is concluded that majority of respondents taken from the study will visit Retail Hypermarket again.

Table- 7

Classification of Respondents Based on Do They Suggest Anyone to Shop at Retail Hypermarket

The respondents are divided into three categories according to they suggest anyone to Shop at Retail Hypermarket.

Suggesting Others	No. of. Respondents	Percentage
Yes	74	67%
No	19	14%
Maybe	27	19%
Total	120	100

Source: Primary Data

Inference

The Table- 7 Shows that out of 120 respondents 74 respondents suggest shopping, 27 respondents may be suggest, 19 respondents will not suggest.

It is concluded that majority of respondents taken from the study will suggest anyone to shop at Retail Hypermarket.

Findings

- Among 120 participants, the highest proportion 38% falls in the age group below 20 years old.

- Within the sample, the majority 65% are female.

- A significant portion 46% of the respondents identify as students.

- The largest share of respondents 44% reported a monthly income below 10,000.

- Friends and relatives are the primary source of information for most respondents 34%.

- The offer of "1+1" attracts the highest percentage of respondents 31%.

- Clothing and fashion items are the most commonly purchased category, chosen by 36% of respondents.

- The main reason behind purchasing for many respondents 28% is the prospect of receiving gifts.

- A substantial number of respondents 32% spend between 2000 to 5000 monthly.

- A significant proportion of respondents 43% hold a positive opinion of sales representatives.

- A preference for shopping due to a variety of products is expressed by 31% of respondents.

- Many respondents 36% enjoy shopping with family members or relatives.

- The majority of respondents 31% spend approximately one hour during each shopping trip.

- Most respondents 34% have been aware of the hypermarket for 2-4 years.

- A frequent visitation pattern of once a month is reported by 32% of respondents.

- Pricing is considered affordable by 30% of respondents.

- A positive shopping experience is felt by 35% of respondents.

- The majority of respondents of 44% rate their overall experience as good.

- The advertisement is rated as "very attractive" by 39% of respondents.

- A majority of 55% express intentions to revisit the hypermarket.

- Parking facilities provided are satisfactory to 84% of respondents.

- A significant proportion of 67% would recommend the hypermarket to others.

- 39% of respondents rate the hypermarket 5 out of 5.

Suggestion

- Conduct longitudinal studies to track the long-term impact of sales promotion activities and marketing strategy on customer behavior and business performance.

- Analyze trends over time to identify seasonal variations, emerging patterns, and changes in consumer preferences.

- Perform comparative analyses between Retail Hypermarket and competitors to benchmark performance, identify best practices, and uncover areas for improvement.

- Explore differences in sales promotion effectiveness and marketing strategy execution across various retail segments and geographic regions.

- Investigate the role of emerging technologies, such as artificial intelligence, augmented reality, and Internet of Things, in enhancing sales promotion activities and marketing strategy effectiveness.

- Evaluate the impact of digital transformation initiatives on Retail Hypermarket's competitive positioning and market differentiation.

- Explore opportunities to further enhance the customer experience through personalized recommendations, interactive shopping experiences, and seamless omnichannel integration.

- Investigate the role of customer feedback mechanisms and sentiment analysis in driving continuous improvement in sales promotion activities and marketing strategy.

Conclusion

Retail Hypermarket is undoubtedly the number one retailer in India. It has built a very emotional and cordial relationship with its customers. It is also very intending to build long-term relationship with all its stakeholders, which is very essential for a successful business venture. It is observed that the organization hierarchy is professional as all the departmental Managers directly report to the store manager who in turn reports to the Zonal Head. Retail Hypermarket, with 25 years of experience in the field of weaving fabrics, is the leading Apparels and fashion design fabric company.