

A

Summer Internship Report

ON

**“A Study on the effective promotional strategy
influencing customer for the products “**



**QUANTUM SCHOOL OF MANAGEMENT
FOR THE PARTIAL FULFILMENT OF THE DEGREE
“BACHELOR OF BUSINESS ADMINISTRATION”
(THREE YEAR’S REGULAR DEGREE PROGRAMME)
[BATCH 2018-2020]**



DECLARATION

I, the undersigned, hereby declare that the Dissertation report entitled “**A Study on the effective promotional strategy customer for the product**” of “**BIG BAZAAR**” written and submitted by me, in partial fulfilment of the requirement for the award of the degree of **BACHELOR OF BUSINESS AND ADMINISTRATION** under the guidance of **Mr. DEEPAK SINGHAL** is my original work and conclusion drawn there in are based on the material collected by myself.

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ACKNOWLEDGEMENT

Preparing a project of this nature is an arduous task and I was fortunate enough to get support from large number of people to whom I shall always remain grateful.

I would like to record my gratitude to “**BIG BAZAAR, DEHRADUN**” for the allowing me to understand this project. I take this opportunity to thanks for providing me an opportunity to work for “**BIG BAZAAR (DEHRADUN)**”.

I am also desirous of placing on record profound indebtedness to **Mr. DEEPAK SINGHAL (Assistant Professor)** of Quantum school of Management for the valuable advice, guidance, precious time and support that he offered.

I would be failing in my duty if do not acknowledge the gratitude to **Dir. ROHIT KUSHWAHA (Director)** Quantum School of Management who motivated us a lot in carrying out this project.

Last but not least, I would also like to thanks all the respondents for giving us their precious time & relevant information and experience, as and when required without which this project would not have been possible.

ASTHA GARG

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

The project titled '**A Study on the effective promotional strategy influences customer for the product of Big Bazaar**' helps us to understand the effect of promotional strategy which is responsible for attracting customers towards big bazaar. This study is helpful to top level management to improve the present promotional strategy of BIG BAZAAR.

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, with the sample size of 120 for the study of sales management of the company. 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.

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CHAPTER -1

INTRODUCTOION

[1.1] INTRODUCTION TO THE TOPIC:

Big Bazaar Store

Pantaloon Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. Headquartered in Mumbai (Bombay), the company operates through 5 million square feet of retail space, has over 331 stores across 40 cities in India and employs over 17,000 people. The company registered a turnover of Rest 2,019 corer for FY 2010-11. It owns and operates multiple retail formats including Pantaloon, Big Bazaar, Food Bazaar, Central, E-Zone, Fashion Station, Depot and many others.



Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloon 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. Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall located in the heart of major Indian cities, followed this. Some of its other formats include, Collection I (home improvement products), E-Zone (consumer

electronics), Depot (books, music, gifts and stationary), All (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (fashion accessories). It has recently launched its retailing venture, futurebazaar.com.

Future Group

Pantaloons 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), and 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) and Future Media (development and management of retail media).

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer finance. It manages two real estate investment funds (Horizon and Kshitij) and consumer-related private equity fund, Indecision. It also plans to get into insurance, consumer credit and other consumer-related financial products and services in the near future.

Future Group's vision is to, "Deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indian's' and its corporate credo is - Rewrite rules, Retain values.

Cities where stores are located are, **Agra, Ahmadabad, Allahabad, Ambala, Asansol, Bangalore, Bhubaneswar, Chennai, Coimbatore, Palakkad, Kolkata, Delhi, Durgapur,**

Ghaziabad, Gurgaon, Hyderabad, Indore, Lucknow, Kanpur, Mangalore, Mumbai, Nagpur, Nasik, Panipat, Pune, Rajkot, Surat, Thane, Thiruvananthapuram, Vishakhapatnam.

Big Bazaar is not just another hypermarket. It caters to every need of customer's family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. At Big Bazaar, customer will definitely get 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

Departments with their Products



1) Men's Department

Formals (Shirts & Pants)

Jeans T-Shirts

Major brands in this department

Pantaloons

2) Furniture Department

Dining Table

Bedroom Accessories

Hall accessories (Sofa sets, Chairs, Computer table etc)

Mattresses

3) Home Decor

Flower vase

Artificial Flowers

Religious gifts

Candle stand

Umbrellas

Photo Frames

Assorted colour Stones

Frame Paintings

Water falls (artificial)

Birthday items

Chronology

2001

- Three Big Bazaar stores launched within a span of 22 days in Kolkata, Bangalore and Hyderabad

2002

- Big Bazaar - ICICI Bank Card is launched.
- Food Bazaar becomes part of Big Bazaar with the launch of the first store in Mumbai at High Street Phoenix

2005

- Launches a unique shopping program: The Big Bazaar Exchange Offer, inviting customers to exchange household junk at Big Bazaar

2007

- The 50th Big Bazaar store is launched in Kanpur
- Big Bazaar partners with Futurebazaar.com to launch India's most popular shopping portal

2008

- Big Bazaar becomes the fastest growing hypermarket format in the world with the launch of its 101st store within 7 years of launch

2010

- Big Bazaar connects over 30,000 small and medium Indian manufacturers and entrepreneurs with around 200 million customers visiting its stores.

[1.2] LITRATURE REVIEW

WHAT IS THE MEANING OF MARKETING?

“Marketing is the activity set of institution and process for creating, communicating, delivering, and exchanging offering that have value for customers, client, partners and society at large”.

Marketing is a management process an effectiveness communication through which goods and services move from concept to the customer and companies create value for customers and build a strong customer relationship in order to capture value from customers in return and also identified and satisfying customer requirements profitably.

It includes the coordination of four elements call the 4P’s of marketing.

1. Identification, selection and development of a **PRODUCT**.
2. Determination of its **PRICE**.
3. Selection of a distribution channel to reach the customer’s **PLACE**.
4. Development and implementation of a **PROMOTIONAL** strategy.

Promotion Strategy:

Promotion is an attempt by marketers to inform, persuade, or remind consumers and B2B users to influence their opinion or elicit a response. Most firms use some form of promotion. Because company goals vary widely, so do promotional strategies. The goal is to stimulate action from the people or organizations of a target market. In a profit-oriented firm, the desired action is for the consumer to buy the promoted item.

PROMOTION MIX:

The combination of traditional advertising, personal selling, sales promotion, public relations, social media, and e-commerce used to promote a product is called the **promotional mix**.

Each firm creates a unique promotional mix for each product.

Traditional Advertising: Any paid form of non-personal promotion by an identified sponsor that is delivered through traditional media channels.

- **Personal Selling:** A face-to-face presentation to a prospective buyer.
- **Sales Promotion:** Marketing activities (other than personal selling, traditional advertising, public relations, social media, and e-commerce) that stimulate consumer buying, including coupons and samples, displays, shows and exhibitions, demonstrations, and other types of selling efforts.
- **Public Relations:** The linking of organizational goals with key aspects of the public interest and the development lobbying, publicity, special events, internal publications, and media such as a company's internal television channel.
- **Social Media:** The use of social media platforms such as Facebook, Twitter, Pinterest, Instagram, and various blogs to generate "buzz" about a product or company. The skills and knowledge needed of programs designed to earn public understanding and acceptance
- **E-Commerce:** The use of a company's website to generate sales through online ordering, information, interactive components such as games, and other elements of the website.

RETAIL MARKETING

Retail is the sale of goods and services from businesses to an end user (called a customer). Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers. There are many different approaches and strategies retailers can use to market their goods and services.

Retail marketing primarily undertakes following activities:

1. Identify the customer and understand his needs
2. Store the needed merchandise or goods.
3. Attractive presentation of goods for easy identification and convenience.
4. Provide necessary comfort in purchase i.e., location, price, service etc.

WHAT IS MARKETING MIX?

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.

the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

MARKETING MIX OF BIG BAZAAR:

Marketing Mix of Big Bazaar analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Big Bazaar marketing strategy.

Product:

The product in the marketing mix of Big Bazaar can be classified into the following categories – Apparels, Food, Farm Produce, Home and Personal Care and Chill Station.

Apparels usually comprise denims and T shirts, fabrics and cut pieces, casual clothing, party clothing, ethnics wear, accessories, under garments, dress materials, sarees and the likes. Big Bazaar offers food which comprises ready to eats, ready to cook packages, spices, chilled drinks, tea and coffee etc. Farm products include vegetables, fruits, dairy products and imported fruits/vegetables and luxury fruits. Chill stations are at Big Bazaar offering soft drinks, packages juices, milk and milk products, frozen foods and ice creams. Home and personal care include detergents, soaps, creams, deodorants, plastic products and crockery. Other than this Big Bazaar also offers Electronics, Fashion and Jeweller items and Kids and Child products.

Price:

Big Bazaar has always to strike a good balance between profitability and value pricing of its products. Since major target audiences for Big Bazaar comprises middle class homemakers, value for money and competitive pricing is the strategy adopted. This in conjunction with multiple offers, sales, special discounts, and season offs etc. make purchasing from Big Bazaar lucrative.

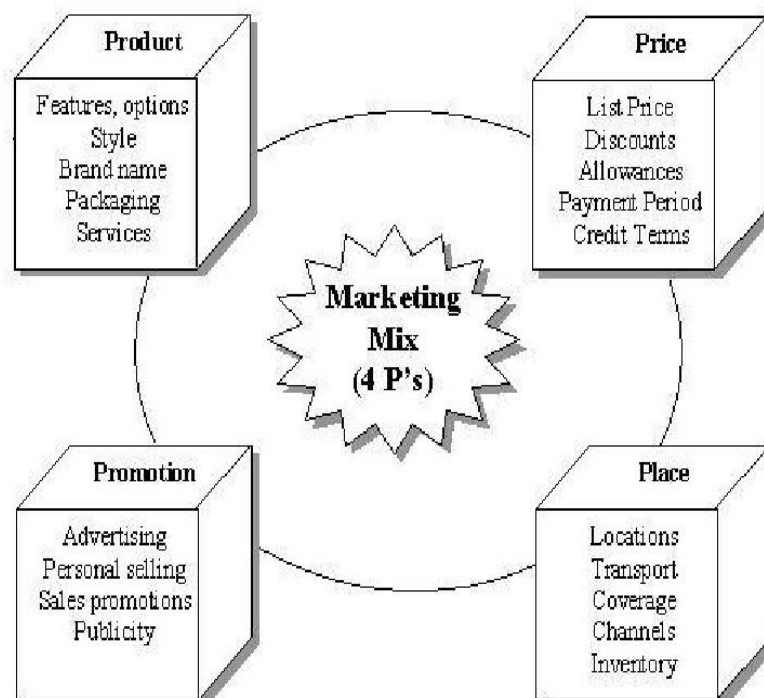
Place:

Big Bazaar's strategy of correctly identifying areas which have high potential development and growing purchasing power and invests in real estate for the opening of their retail stores. These are usually areas high in population and traffic movement. Their Express format has an

area of roughly 15-18000 square feet; their supermarkets usually have an area of 40-45000 square feet while the super centers have up to 1 lakh square feet. Big Bazaar currently has 100+ stores spread across 34 cities.

Promotion:

Big Bazaar is known for promoting its products in very catchy, easy to remember ways using memorable punch lines. For below the line promotion, they offer discounts and coupons along with money back guarantees and several exchange offers. The line promotion Big Bazaar run advertising campaigns on television and radio while also publishing print ads in newspapers and magazines, besides online promotion. Hence the promotional strategy in the marketing mix of Big Bazaar is mostly a 360 branding technique.



COMPANY PROFILE

Parent Group	Future Group
Owner	Kishore Biyani(CEO)
Founded	2001
Head Quarter	Jogeswari, Mumbai
Industry	Retail
Website	www.bigbazar.com

Big Bazaar is a chain of supermarket in India. As of June 2, 2012 there are 214 stores across 90 cities and towns in India covering around 16 million sq. Of retail space. Big Bazaar is designed as mass bazaars or India market with group offering a wide range of business including fashion and apparels, food products, general business, furniture, electronics, books, fast food and entertainment sections.

History:

Big Bazaar was launched on 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, there are now 161 Big Bazaar stores in 90 cities and towns across India. Big Bazaar was started by Kishore Biyani, the group CEO and Managing Director of pantaloons Retail India. Though Big Bazaar 0was launched purely as a fashion format including apparel, cosmetics, accessory and general merchandise, over the years Big Bazaar has included a wide range of products and service offering under their retail chain. The current formats include Big Bazaar, Food

Bazaar, Electronic Bazaar and Furniture Bazaar. The inspiration behind this entire retail format was from Caravan stores, local stores in T. Nagar, Chennai the stores are customized to provide the feel of mantis and meals while offering the modern retail features like Quality, choice and convenience. As the modern Indian family's favourite retail stores, Big Bazaar is popularly known as the "Indian Wal-Mart".

On successful completion of ten years UN India retail industry, in 2011, Big Bazaar has come up a new logo with a new tag line: 'Naye India ka Bazaar', replacing the earlier one: 'Isse Sasta Aur Accha Kahin Nahin'.

Lines of Business of the Above Store

- Crockery
- Food
- Fashion
- Home Solution
- General Business
- Entertainment
- Wellness and Beauty
- Footwear
- Electronics
- Books and Music
- Children Accessories

Operation:

Most Big Bazaar stores are multi-level and are located in stand-alone building in city centres as well as within shopping malls. These stores offer over 200,000 US in a wide range of categories led by fashion and food products. Food Bazaar, a supermarket format was incorporated within Big Bazaar is spread across around 50,000 sq. feet of retail space and small towns measure around 30,000 sq. feet. Big Bazaar has the facility to purchase products online through its official web page, and offer free shipping on some of their products.

Mission& Values:

Mission	Values
<ul style="list-style-type: none">• Customer and stakeholders shall be served only by creating and executing future script in the consumption space leading to economic development.	<ul style="list-style-type: none">• Leadership• Respect & humble
<ul style="list-style-type: none">• In evolving delivery formats, creating retail realty, making consumption affordable for all customer segments- for classes and for masses.	<ul style="list-style-type: none">• Openness• Nurturing relationship
<ul style="list-style-type: none">• Launch Indian brands with confidence and start ambition.	<ul style="list-style-type: none">• Simplicity & positivity
<ul style="list-style-type: none">• Our positive attitude, sincerity, humility and united determination driving force to make us successful.	<ul style="list-style-type: none">• Adaptability• Flow

CHAPTER -2

Research

Methodology

[2.1] Research Methodology

Since the study is on retail sector first the detail study of the store is being 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 120 questionnaires were designed of 26 questions and response is collected from the customers who are visiting the store. For data collection Random Convenient sampling method was adopted. **For this project the area of research is DEHRADUN.**

2.2 RESEARCH OBJEVTIVE

- To scan customer buying behavior.
- To know the promotional strategy of Big Bazar.
- To know the relation between promotional strategy and buying decision.
- To comprehend the determinants of customer satisfaction.
- To know about the growth prospective with respect to demand analysis.
- To analyse product mix.

[2.3] Data Collections Methods:

Market research requires two types of data i.e. secondary data and primary data. Primary data has been used for the study. Well-structured questionnaires were prepared & the survey was undertaken. Feedback for the display has been taken by asking questions & observation has also done to gather primary information.

There is also a use of secondary data, collected from the various journals, books, and websites & from Store manager

Primary data	Field survey
Secondary data	Big bazaar record, company website
Area of research	Dehradun
Research approach	Survey method

[2.4] Sampling Method

Since the study is restricted to Retail sector, all the functional Departments of Big Bazaar 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 is Random Convenient Sampling.

Sampling

Sample size	: 120 respondents
Sampling Method	: Random Convenience sampling
Sample Unit	: Customer of Big bazaar
Measuring Tools	: Questionnaire

[2.5] INDUSTRY ANALYSIS

Big Bazaar:

This hypermarket chain was introduced in India by Pantaloons Retail (India) Limited. The year was 2001. The first store opened in Kolkata and was followed by stores in Hyderabad and Bangalore, in a short span of 22 days. These stores contributed over Rs 43 crore to the company's turnover and over Rs 2.89 crore to the PBDIT in the first year itself. In 2006-2007 more Indians discovered the value of shopping in Big Bazaar. Big Bazaar launched 27 new stores in 22 cities, covering over 1.40 million square feet. While Big Bazaar continued to expand in the large cities it also tapped consumptions potential in smaller cities like Agra, Allahabad, Coimbatore, Surat, Panipat, Palakkad, Kanpur, and Kolhapur. By May 2008, there were 89 Big Bazaars spread across various cities and towns across the country.

“Jo bazaar mein milta wo sab yahan milta hai” is how Rakesh Biyani Director Pantaloon Retail (India) Limited describes Big Bazaar. The bazaar is a term commonly used for the market or market place. Whenever any of us need anything the simplest way to get it is to go to the bazaar. Big Bazaar represents a location where a customer can shop for anything that he needs for which he would normally visit a bazaar or the markets.”

[2.6] Analysis and interpretation

SWOT ANALYSIS

Strength

- Everyday low prices, which attract customers
- Wide range of product and service offering.
- Huge investment capacity
- Biggest value retail chain in India
- It offers a family shopping experience, where entire family can visit together.
- Available facilities such as online booking and delivery of goods
- Strong presence in local market
- Big bazaar to attract customer through discount, sales, exchange offer.

Weakness:

- Big Bazaar is not known globally and restricted to the Indian market only.
- Falling revenue per sq. ft.
- General perception: 'Low price = Low quality'
- Overcrowded during offers

Opportunity:

- Big Bazaar can plan to expand globally by tie-ups.
- Increasing mall culture in India.
- Increased rural penetration can also benefit Big Bazaar.

Threats:

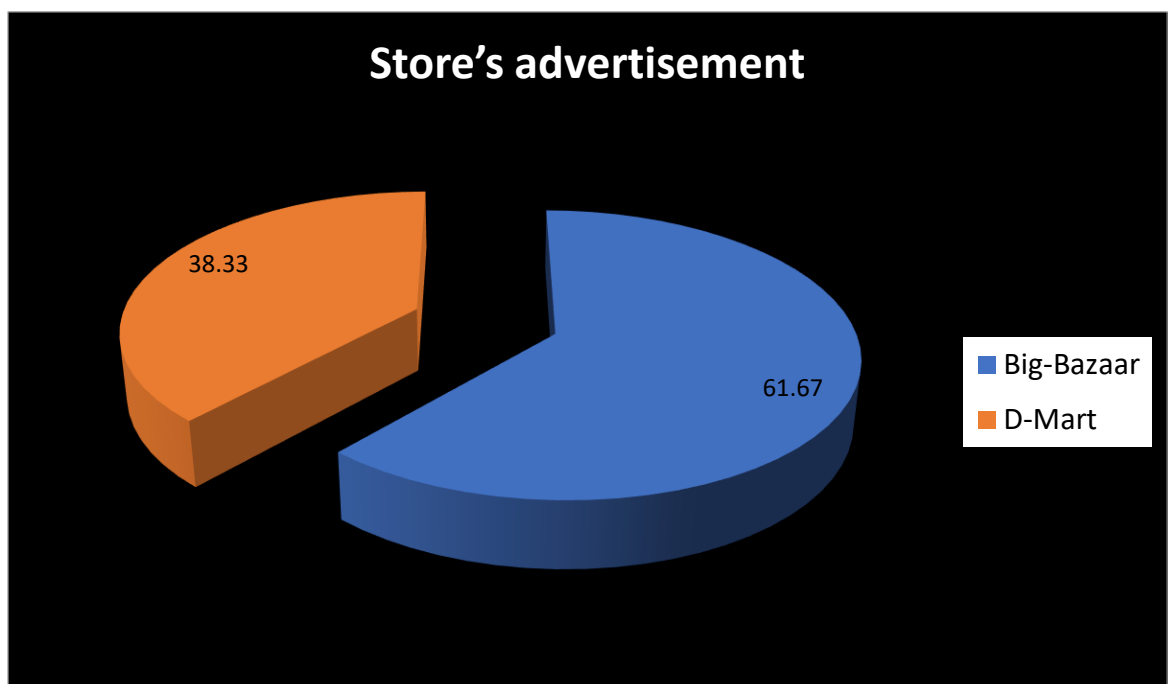
- Competitors with a global presence.
- Online markets can affect the market share of Big Bazaar.
- Changing Government policies.

CHAPTER-3

Data Analysis

Store's advertisement

Store	No.	%
Big-Bazaar	74	61.67
D-Mart	46	38.33
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response for more powerful advertise to Big-Bazaar is 61.67% & D-Mart is 38.33%.

INTRPRETATION:

Majority of the customers are given response for most powerful advertisement is Big-Bazaar.

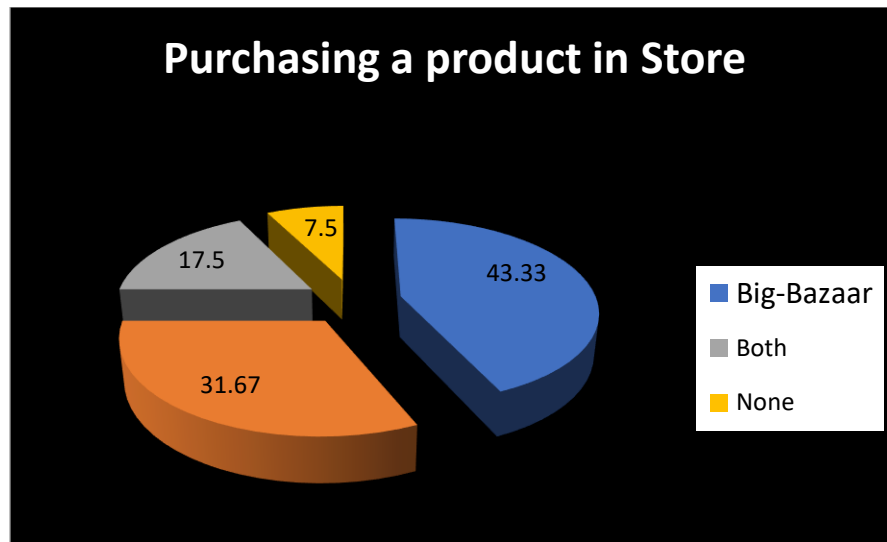
We can also interpret that the big-bazaar comparison is more powerful people attract with advertisement like T.V., Hoarding, and newspaper, is most of the part of purchasing by advertisement.

3.2 4p's of Big Bazaar

Product:

➤ Purchasing a product in Store

Store	NO.	%
Big-Bazaar	52	43.33
v-mart	38	31.67
Both	30	25.5
None	0	0.0
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response Big-Bazaar is 43.33% & V-mart is 31.67% & both is 17.5% and none 7.5%.

INTERPRETATION:

Majority of the customers are given response to Big-Bazaar, we can also interpret from this that big bazaar has located itself in a good place from where it is able to attract customers. As a hypermarket which is to be located far off the city, big bazaar has located itself in a good place from where it is convenient for people to visit big bazaar.

BIG-BAZAAR

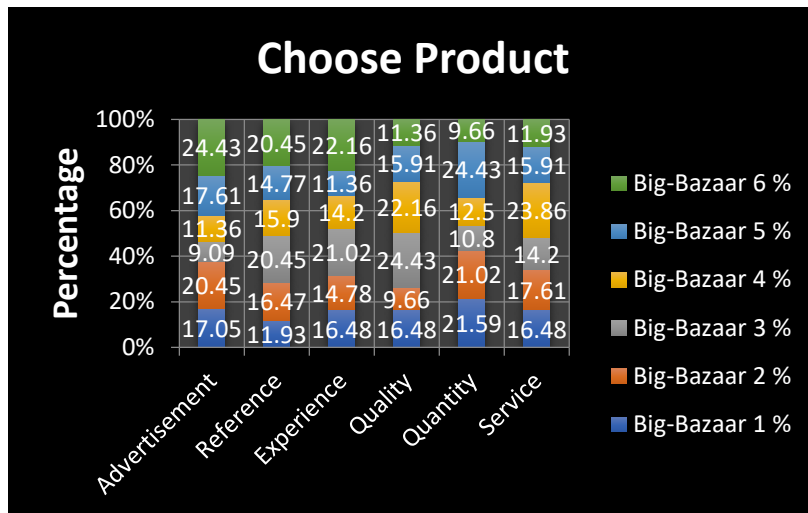
Big Bazaar offers a wide range of products which range from apparels, food, farm products, furniture, child care, toys, etc. of various brands like Pantaloon, Levis, Allen Solly, Pepsi, Coca- Cola, HUL, ITC, P&G, LG, Samsung, Nokia, HP etc.

Big Bazaar also promotes a number of in house brands like:

- DJ & C
- Tasty Treat
- Clean Mate
- Sensei
- Care Mate

➤ **Choose the product from the store.**

Big-Bazaar						
	1	2	3	4	5	6
	%	%	%	%	%	%
Advertisement	17.05	20.45	9.09	11.36	17.61	24.43
Reference	11.93	16.47	20.45	15.9	14.77	20.45
Experience	16.48	14.78	21.02	14.2	11.36	22.16
Quality	16.48	9.66	24.43	22.16	15.91	11.36
Quantity	21.59	21.02	10.8	12.5	24.43	9.66
Service	16.48	17.61	14.2	23.86	15.91	11.93



ANALYSIS:

From the survey, from 120 respondents, gave response for choose product from the store to First Rank Big-Bazaar is 17.04%, & Second rank is 20.40%, & Third rank is 9.09%, & Fourth rank is 11.36%, & Fifth rank is 17.61%, & Sixth rank is 24.46% of them Advertisement. Give First rank is 11.93%, & Second rank is 16.48%, & Third rank is 20.45%, & Fourth rank is 15.90%, & Fifth rank is 14.77%, & Sixth rank is 20.45%, of them Reference. Give First rank is 16.48%, & Second rank is 14.78%, & Third rank is 21.02%, & Fourth rank is 14.20%, & Fifth rank is 11.36%, & Sixth rank is 20.15%, of them Experience. is 22.15%, & Fifth rank being 15.90%, & Sixth rank is 11.36%, of them Quality. Give First rank is 21.59%, & Second rank is 21.02%, & Third rank is 10.79%, & Fourth rank is 12.15%, & Fifth rank is 24.43%, & Sixth rank is 9.65%, of them Quantity. Give First rank is 16.48%, & Second rank is 17.61%, & Third rank is 14.20%, & Fourth rank is 23.66%, & Fifth rank is 15.90%, & Sixth rank is 11.93%, of them Service.

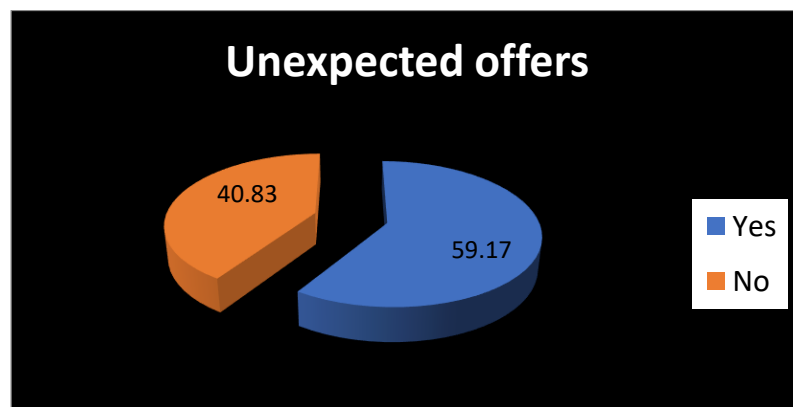
INTREPRETATION:

Majority of the customers are giving response for quantity is the most choose the product from the store. We can also interpret that 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 food and leisure and entertainment sections are also of this product are available in bulk at big bazaar.

Pricing:

➤ **Unexpected offers**

	No.	%
Yes	71	59.17
No	49	40.83
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response for like to make your purchase under unexpected offers to yes be 59.17%, & No is 40.83%.

INTERPRETATION:

Majority of the customers are given response for interested to buy under unexpected offers only.

BIG-BAZAAR

The pricing objective at Big Bazaar is to get ³Maximum Market Share. Pricing at Big Bazaar is based on the following techniques:

- **Value Pricing (EDLP - Every Day Low pricing):**

Big Bazaar promises consumers the lowest available price without coupon clipping, waiting for discount promotions, or comparison shopping.

- **Promotional Pricing:**

Big Bazaar offers financing at low interest rate. The concept of psychological discounting (Rs. 99, Rs. 49, etc.) is also used to attract customers. Big Bazaar also caters on Special Event Pricing (Close to Diwali, Gudi Padva, and Durga Pooja).

- **Differentiated Pricing:**

Differentiated pricing i.e. difference in rate based on peak and non- peak hours or days of

shopping is also a pricing technique used in Indian retail, which is aggressively used by Big Bazaar. E.g. Wednesday Bazaar

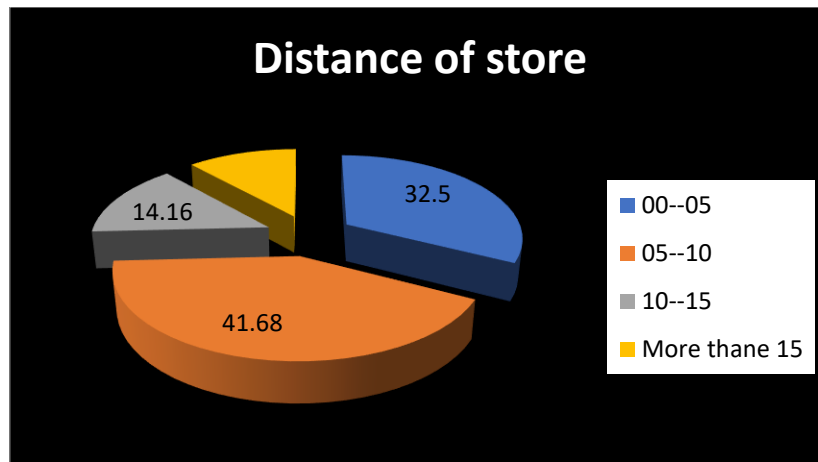
Bundling:

It refers to selling combo-packs and offering discount to customers. The combo- packs add value to customer and lead to increased sales. Big Bazaar lays a lot of importance on bundling.

Place:

Distance of store

	No.	%
00-05	39	32.5
05-10	50	41.68
10-15	17	14.16
More than 15	14	11.66
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response for How much distance to the store to 32.5% of them 0-5 km, & 41.68% of them 5-10 km, & 14.16% of them 10-15 km, & 11.66% of them More than 15 km.

INTERPRETATION:

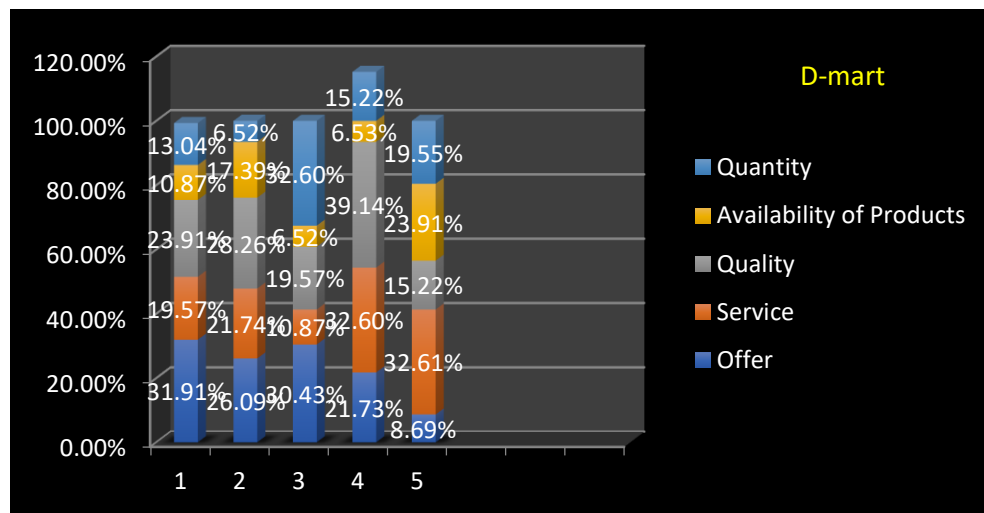
Majority of the customers are given response for 0-5 km distance to the store.

Promotion:

- **Choose factor for most while purchasing.**

Big-Bazaar										
Factor	1		2		3		4		5	
	No.	%	No.	%	No.	%	No.	%	No.	%
Offer	22	29.73	21	20.27	17	22.97	10	13.51	14	18.92

Service	15	20.27	12	16.21	27	36.49	12	16.22	22	29.73
Quality	17	22.97	20	27.02	12	16.21	11	14.86	18	24.32
Availability of Products	09	12.16	08	18.91	14	18.92	25	33.78	08	10.81
Quantity	11	14.86	13	17.57	04	05.41	16	21.62	12	16.22
Total	74	100	74	100	74	100	74	100	74	100



ANALYSIS:

From the survey, from 120 respondents, gave response for Choose from factor which attracted you most while purchasing, to give first rank Big-Bazaar is 29.73%, & second rank is 20.27%, & third rank is 22.97%, fourth rank is 13.51% and five rank 18.92% of them Offer. Give first rank Big-Bazaar is 20.27%, & second rank is 16.21%, & third rank is 25.68%, fourth rank is 31.08% of them Service. Give first rank Big-Bazaar is 22.99%, & second rank is 20.28%, & third rank is 16.22%, fourth rank is 40.54% of them Quality. Give first rank Big-Bazaar is 14.86%, & second rank is 35.14%, & third rank is 35.13%, fourth rank is 14.87% of them Availability of Product.

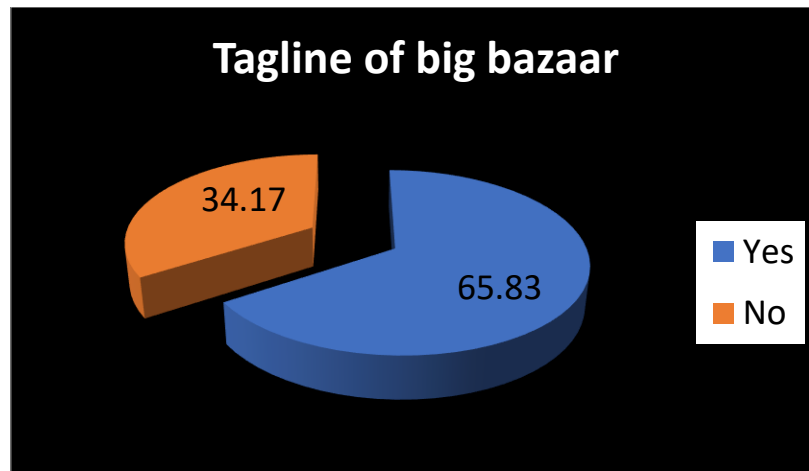
INTERPRETATION:

Majority of the customers are like to offer to Big-Bazaar. We can also interpret that some people are like Wednesday Discount Offers on Food, Fashion, household Items at Big Bazaar.

Big-Bazaar

- “Saal ke sabse saste 3 din”
 - Hafte ka sabse sasta din “Wednesday bazaar”
 - Exchange Offers “Junk swap offer”
 - Future card (3% discount)
 - Shakti card
 - Advertisement (print ad, TV ad, radio)
 - Brand endorsement by M.S Dhoni and Asin
-
- **Tagline of big bazaar ‘Isse Sasta Aur Acha Kahin Nahin’?**

	No.	%
Yes	79	65.83
No	41	34.17
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response for agree with the tagline of big bazaar 'Isse Sasta Aur Acha Kahin Nahin' to yes is 65.83% & No is 34.17%.

INTERPRETATION:

Majority of the customers are given response for satisfied with the tagline of big bazaar 'Isse Sasta Aur Acha Kahin Nahin' we can also interpret from this that tagline of big bazaar is an even it provides more wide range of product.

4.1 Big-Bazaar

DEVELOPING YOUR PROMOTIONAL STRATEGIEY

Developing an effective promotional strategy demands more than just being aware of the tools promotional. Promotion is an ongoing process that requires much planning. A strategy is simply a careful plan. The effectiveness of your strategy depends on more than how much money you put into it. Effectiveness results from the thoroughness of your planning and the consistency with which you carry it out.

Promotional Strategies

Where promotion comes into play. But what exactly is promotion? Well, the act of promoting or the fact of being promoted; advancement. Encouragement of the progress, growth, or acceptance of something, furtherance. Advertising, publicity. Essentially this covers everything from commercial to magazine ads and even free items given out at exhibitions and trade shows. Promotion is performed many different ways by many different people but when it all comes down to it there is really only one purpose.

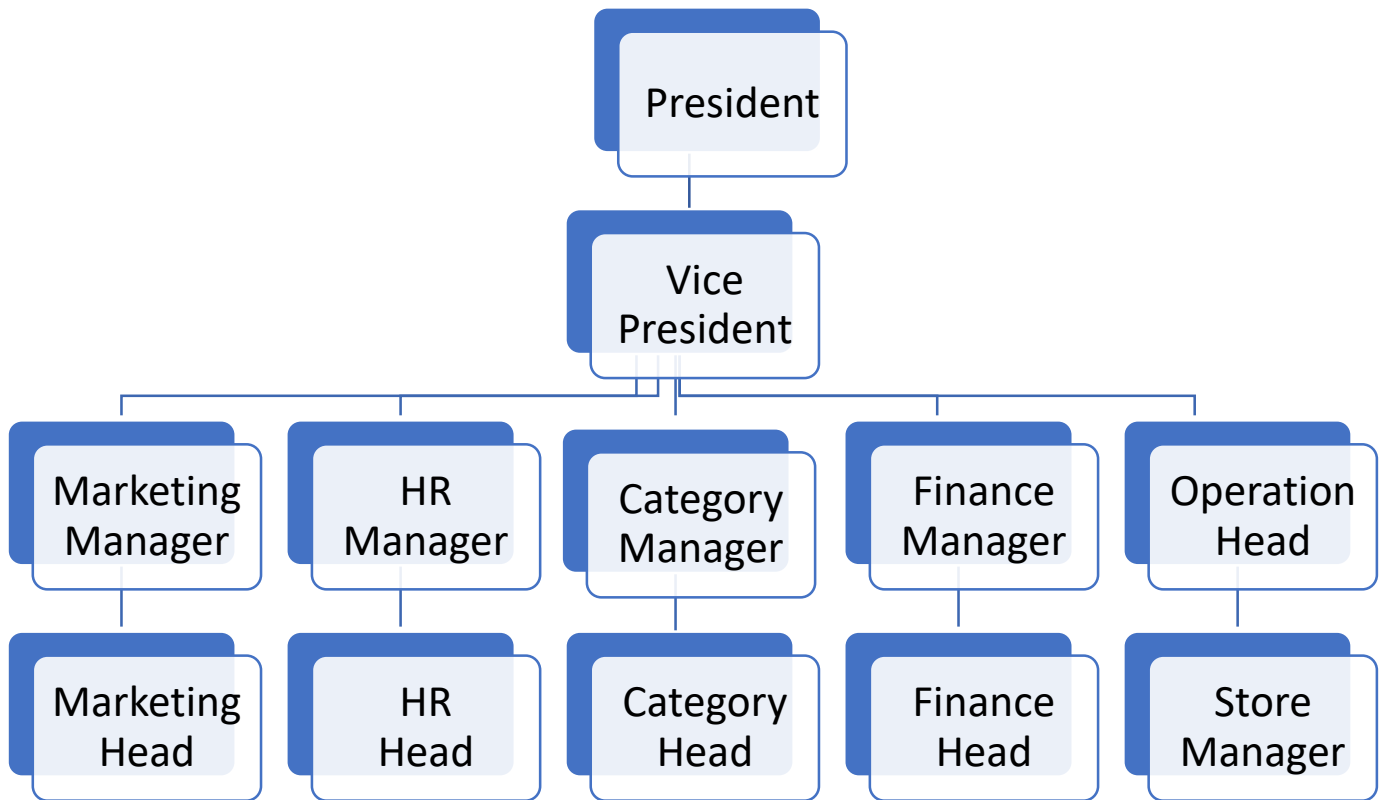
4.3 Organizational Structure (Zonal)

Organization is a set of people working together for accomplishment of a common objective. The role and responsibilities are stated clearly without any ambiguity. The positions occupied by different individuals are presented in the form of resources.

An organization structure consists of activities such as task allocation, coordination and supervision, which are directed towards the achievement of organization aims. It can also be considered as the viewing glass or perspective through which individuals see their organization and its environment.

An organization can be structured in many different ways, depending on their objective. The structure of an organization will determine the modes in which it operates and performs.

Organizational structure allows the expressed allocation of responsibilities for different entities such as the branch, department, workgroup, and individual. Organization structure affects organizational action in two big ways. First, it provides the foundation on which standard operating procedures and routines rest. Second, it determines which individuals get to participate in which decision-making processes.



Store Structure

The store structure of a retail store will vary by the size and type of the business. Most tasks involved with operating a retail business will be the same. However, small or independent retail stores may combine many sectors together under one division, while larger stores create various divisions for each particular function along with many layers of management.

For example, the small specialty shop may have all of its employees under one category called Store Operations. A large department store may have a complete staff consisting of a manager, assistant manager and sales associates for its Sporting Goods department, Home and Garden, Bed and Bath, and each additional department.

In order to define the store's organization, start by specifying all tasks that need to be performed. Then divide those responsibilities among various individuals or channels. Group and classify each task into a job with a title and description. The final step is to develop an organization.

4.4 CUSTOMER BUYING DETERMINANTS:

Customer's satisfaction with a product depends upon how well the product performance lives up to customer expectation. It is a key influence on future buying behaviour.

Consumers make many buying decisions every day. Most large companies research Consumers buying decisions in great details to consumer questions about what customer buy, where customer buy, how and how much they buy, why they buy.

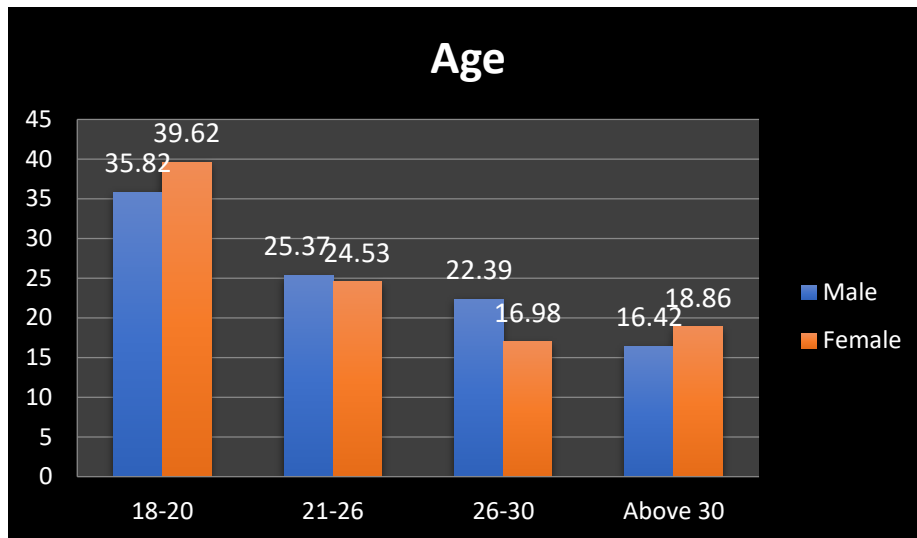
It is very easy to get the answer to first three questions. But finding way they buy is very difficult because it requires studying deep the Consumer behaviour. The model of the customer buying behaviour answers the question affecting buying behaviour of the customers.

Consumers make many buying decisions every day. Most large companies research consumer buying decision in great details to answer question about what consumer buy, where they buy, how and ho

They are every where on the T.V. hoarding, posters and print media. Brands while proclasing their positive qualities pull down those of their rivals. Intangible assets such as brands, patents and know now have become increasingly dominats elements of company value. Brand are widely recognized as corporate assets but have been historically evaluated on non financial attributes like awareness, recognition.

➤ **Demographic Analysis- Age**

Age	Male		Female	
	No.	%	No.	%
18-20	24	35.82	21	39.62
21-26	17	25.37	13	24.53
26-30	15	22.39	9	16.98
Above 30	11	16.42	10	18.86
Total	67	100	53	100



ANALYSIS:

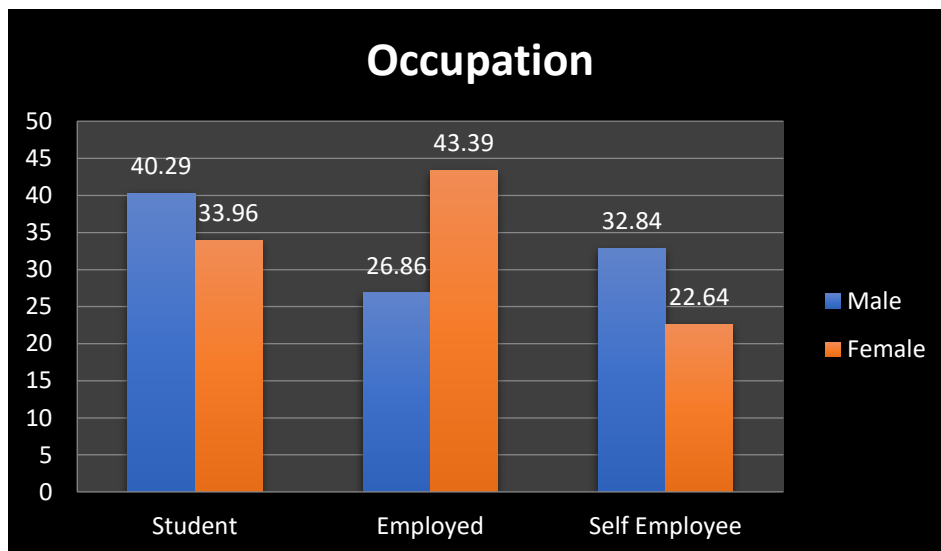
From the survey, from 120 respondents, gave response Male is 35.82% & Female is 39.62% of them 18-20 year., and gave preference Male is 25.37% & Female is 24.53% of them 21-26 year., and gave preference Male is 22.39% & Female is 16.98% of them 26-30 year., and gave preference Male is 16.42% & Female is 18.86% of them Above 30 years.

INTERPRETATION:

Majority of the Male and Female customers are giving response for 18-20 year, means his prefer to store.

➤ **OCCUPATION:**

Occupation	Male		Female	
	No.	%	No.	%
Student	27	40.29	18	33.96
Employed	18	26.86	23	43.39
Self Employee	22	32.84	12	22.64
Total	67	100	53	100



ANALYSIS:

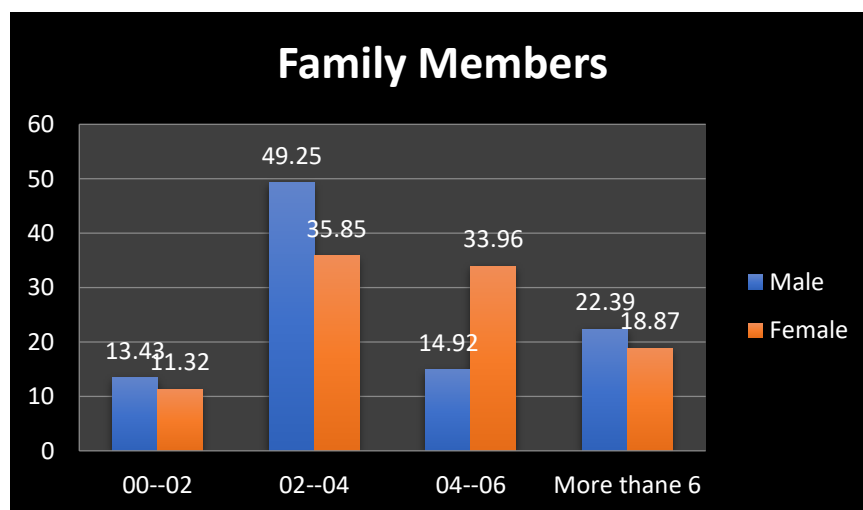
From the survey, from 120 respondents, gave response Male is 43.71% & Female is 39.85% of them Student. and gave preference Male is 40.72% & Female is 44.36% of them Employed., and gave preference Male is 15.57% & Female is 15.79% of them Self employee.

INTERPRETATION:

Majority of the male customers are given response to Student & Female customer are gave response to employed. We can also interpret that some boys are like visited to store. Because some boys are purchase a sport equipment (ball, bats, helmets, hoops, goals, etc.), & Jeans-T-shirt. Majority female are purchase a household items, jewel mart.

➤ Family Member

Member	Male		Female	
	No.	%	No.	%
0-2	9	13.43	6	11.32
2-4	33	49.25	19	35.85
4-6	10	14.92	18	33.96
More than 6	15	22.39	10	18.87
Total	67	100	53	100



ANALYSIS:

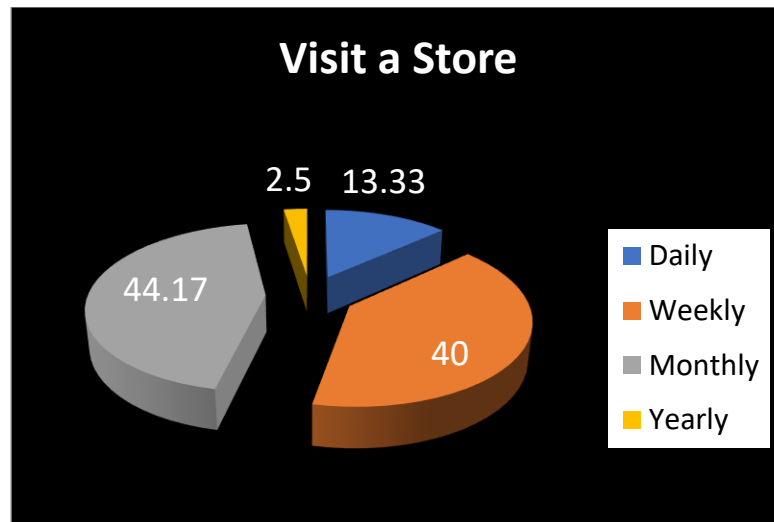
From the survey, from 120 respondents, gave response Male is 13.43% & Female is 11.32% of them 0-2 member, and gave preference Male is 49.25% & Female is 35.85% of them 2-4 member, and gave preference Male is 14.92% & Female is 33.96% of them 4-6 member, and gave preference Male 22.39% & Female 18.87% of them More than 6 members.

INTERPRETATION:

Majority of the male & female customers are given response for 2-4 family members. We can also interpret that mostly customer is not visited a store in more than 6 family member.

➤ **Visit a store.**

Time	No.	%
Daily	16	13.33
Weekly	48	40.00
Monthly	53	44.17
Yearly	3	2.5
Total	120	100



ANALYSIS:

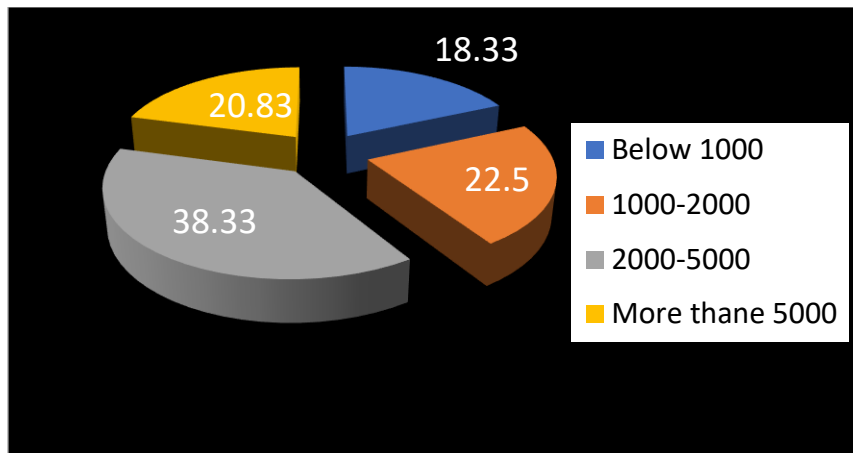
From the survey, from 120 respondents, gave response Daily is 13.33% & Weekly is 40.00 & Monthly is 44.17% and Yearly 2.5%.

INTRPRETATION:

Majority of the customers are give preference to store visited monthly. We can also interpret that some of the customer visited weekly and monthly basis for purchase their requirements.

➤ **Expense shopping.**

Amount	No.	%
Below 1000	22	18.33
1000-2000	27	22.5
2000-5000	46	38.33
More than 5000	25	20.83
Total	120	100



ANALYSIS:

From the survey, from 120 respondents, gave response for monthly expense while shopping to Below Rs.1000 is 18.33% & Rs.1000-2000 is 22.5% & Rs.2000-5000 is 38.33% and more than Rs.5000 is 20.83%.

INTERPRETATION:

We interpret that most of the customers purchase goods in bulk which leads them to spend a lot. Volume sales are high in store. Customers tend to purchase more goods from store as it provides goods at a discounted rate. Probably those persons who spend more in a visit to store are purchasing on a monthly basis. Those customers who are spending very less money that is below Rs 1000 are mostly coming in just to move around store and spend time. In the process they used to spend money on food items and also purchase some products while roaming in it. Impulse buying behavior of customers comes in to play to a large extent. More discounts shall be provided to people who do bulk purchase. This will encourage people to purchase more products.

FINDINGS

- Most of the customers buy their requirement in Big Bazaar on the basis of Weekly and monthly basis. Customers realized that Big Bazaar & d- mart stores provide qualitative products/service with reasonable price.
- At present time Big Bazaar provide different types of product assortments to the customers.
- Big bazaar 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 the year.
- Big Bazaar mainly deal with middle income group people who want qualitative product with reasonable cost.
- There are more than 50 big bazaars in different cities of India; it seems that there is a vast growth of big bazaar lying as customer's demand is increasing for big bazaars.
- the customers are given response for most powerful advertisement is Big-Bazaar. We can also interpret that the big-bazaar comparison is more powerful people attract with advertisement like T.V., Hoarding, newspaper, is most of the part of purchasing by advertisement.

SUGGESTIONS

- Big bazaar should provide large parking space for its customers so that they can easily park their vehicles.
- The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar during those days.

- Big bazaar should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar.
- 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
- They also concentrate on TV advertisement they should show ads and promotional offers in a regular interval in languages like Hindi English.
- Hoarding should be placed uncovered area.

LIMITATIONS

- 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.
- The study was restricted to only the customers of BIG BAZAAR.
- The time constrain was a limiting factor, as more time was required to carry out study on other aspects of the topic.
- The result and analysis based on the customer survey method and small sample size has taken only 120.
- Findings are related to particular areas.

CONCLUSION

Big Bazaar is a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big Bazaar has 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. Volume sales always take place in Big Bazaar. Impulse buying behaviour of customers comes in to play most of the times in Big Bazaar.

Big Bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellers, 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 throughout the year. It holds a large customer base and it seemed from the study that the customers are quite satisfied with Big Bazaar. As of now there are 34 Big Bazaar in different cities of India, it seems that there is a vast growth of Big Bazaar lying as customer's demand; increasing for Big Bazaar. It has emerged as a hub of shopping specially for middle class people.

Different types of products starting from a baby food to pizzas wide range is available under one roof. In Delhi it is the middle class people who mostly do marketing from Big Bazaar. Even most of the people do their monthly shopping from Big Bazaar. People not only visit Big Bazaar to do shopping but also visit for outing purpose as it provides a very nice ambience to its customers. As people go to malls they just tend to move around Big Bazaar

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 Dehradun in Big Bazaar. The major drawback of Big Bazaar is that it lacks in providing enough parking space for their customers. This may discourage the customers to come to Big Bazaar 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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- <http://www.scribd.com/doc/41556853/Bigbazaar-4p-Mix>

ANNEXIURES

<u>QUESTIONNAIRE</u>	Code No. _____
RAJPURA ROAD, DEHRANDUN	

**TOPIC – “A Study on the effective promotional strategy influencing customer for
The products of Big Bazaar”**

**(This Questionnaire is for the academic research purpose only; the data collected will be kept
confidential)**

PERSONAL DETAILS

1) NAME: _____

2) GENDER:

Male Female

3) Age.

a) 18-20 b) 21-26
c) 26-30 d) 30 and above

4) OCCUPATION:

a) Student

b) Employed

c) Self employed

d) Others _____

5) How many members are in your family?

a) 0-2 b) 2-4

c) 4-6 d) More than 6

QUESTIONS

1) Which store first comes to your mind when you think of purchasing a product?

a) Big Bazaar b) V-mart

c) Both* d) None

*Kindly tick out/rank both columns from question 5 to 9.

2) How frequently do you visit a store?

a) Daily b) Weekly

c) Monthly d) Yearly

3) Which store's advertisement is more powerful?

a) Big Bazaar b) V-mart

4) How much do you spend as monthly expense while shopping?

a) Below 1000 b) 1000-2000

c) 2000-5000 d) More than 5000

5) Which offer do you like the most?

{Please give rank}

Big Bazaar	
a) Buy-1 get-1 free	[]
b) Gift voucher	[]

c) Future card(5% Discount) []
d) Other_____

6) To purchase, what kind of services you go to the store?

{Please give rank}

Big Bazaar	
a) Food []	
b) Clothe []	
c) Accessories []	
d) Stationary []	
e) Other_____	

7) Rank the factor that attracted Please choose from below the factor which attracted you most while purchasing. {give rank}

Big Bazaar	
a) Offer []	
b) Service []	
c) Quality []	
d) Availability of products []	
e) Other_____	

8) From which source did you come to know about outlet?

{Please tick out}

Big Bazaar	
a) T. V. []	
b) Hoardings []	
c) Bus paintings []	
d) Newspaper []	
e) Other_____	

9) How would you choose the product from the store?

{Please give rank}

Big Bazaar	
a) Advertisement	[]
b) Reference	[]
c) Experience	[]
d) Quality	[]
e) Quantity	[]
f) Service	[]

10) Main reason for coming to the store?

{Give only first 5 rank}

- a) Value for money
- b) Discount
- c) Saving of time
- d) Wide product range available
- e) Brand consciousness
- f) Other _____

11) The advertisement affects your shopping behaviour?

a) Yes

b) No

12) Are you agree with the tagline of big bazaar 'Isse Sasta Aur Acha Kahin Nahin'?

a) Yes

b) No

14) Why big bazaar called big bazaar?

a) Widest range of products

b) Varieties of different brand

c) Other _____

16) How much distance do you have the store?

- a) 0-5 km b) 5-10 km
c) 10-15 km d) More than 15 km

17) Are you aware of promotional activities conducted by store?

- a) Yes b) No

18) Are you happy with the location of store?

- a) Yes b) No

19) Do your purchase pattern changes, looking at the promotions?

- a) Yes if yes, _____
b) No

20) Would you like to make your purchase under unexpected offers?

- a) Yes b) No

21) Are you satisfied with service provided by store?

- a) Yes b) No

22) Are you happy with the parking facility provided?

- a) Yes b) No

23) Any valuable suggestion?

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