

A Study of Sales Promotion Strategies and its Impact on Customer Buying Behavior at Reliance Smart Bazaar, Nagpur

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Abstract: *The purpose of this research study is to examine the various sales promotion strategies employed by Reliance Bazaar, a prominent retail store in Nagpur, and their influence on customer buying behavior. Sales promotions play a crucial role in stimulating customer interest and driving purchasing decisions, making it essential for businesses to understand their impact on consumer behavior.*

This study adopts a mixed-methods approach, combining qualitative and quantitative research techniques. The qualitative phase involves in-depth interviews with store managers and marketing personnel to gain insights into the sales promotion strategies employed by Reliance Bazaar. The quantitative phase consists of survey questionnaires distributed to a sample of customers visiting the store, allowing for a comprehensive analysis of customer buying behavior.

The research aims to achieve the following objectives: (1) Identify the various sales promotion strategies adopted by Reliance Bazaar, including discounts, coupons, freebies, loyalty programs, and special events; (2) Evaluate the effectiveness of these sales promotion strategies in attracting customers and influencing their buying behavior; (3) Examine the role of demographic factors, such as age, gender, and income, in moderating the impact of sales promotions on customer behavior; and (4) Provide recommendations to Reliance Bazaar for enhancing their sales promotion strategies based on the findings.

The findings from this study will contribute to the existing body of knowledge on sales promotion strategies and their impact on customer buying behavior. By understanding which sales promotion tactics are most effective, businesses can tailor their strategies to maximize customer engagement and drive sales. Additionally, the study will provide valuable insights for Reliance Bazaar to optimize their marketing efforts and improve customer satisfaction, ultimately fostering long-term loyalty and competitive advantage in the retail industry.

Keywords: Sales promotion strategies, Customer buying behavior, Discounts coupons freebies, Customer engagement, marketing efforts, Special events

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