

A Study of Advertisement and Sales Promotion Strategies Adopted by Big Bazaar in Nagpur

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Abstract: Retailing is the business where an organization directly sells its products and services to an end consumer and this is for his personal use. By definition whenever an organization is a manufacturing or a whole seller sells directly to the end consumer it is actually operating in the Retail space. Retail in India is witnessing a huge revamping. Retail is a rising sector in India. It has emerged as most energetic and fast paced biggest industries with several players entering the market. Sales promotions are a marketing tool for manufacturers as well as for retailers.

Keywords: Location; Marketing; Store layout and Appearance; Service and Assortment

I. INTRODUCTION

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans, with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases.

II. LITERATURE REVIEW

WILLETT AND KOLLAT (1967) – Examined that customers personality and their intellectual capability manipulate more on inclination purchase.

HOCH AND ROOK (1985) -It has focused on the cognitive and emotional response which experienced by the consumer during purchase. It is the psychological model of consumer preferences buying. It deals with certain characteristic they are as follows

- An unexpected and the unstructured aspiration perform.
- The situation of mental disequilibrium performs.
- The commencement of emotional conflict and effort.
- Lessening in the cognitive evaluation

GOODEY & ABRATT (1990) – Examined that Manufacturers and the retailers in the industrialized countries spend a large sum of amount on personal advertisement and the promotion to increase the sales on merchandise through “preferences buying “. In – store stimuli hold true across culture. Analysis of variables such as brand loyalty, specificity outlet and presence of shopping list also impact on cross cultural basis.

2.1 Objectives

- To know the Marketing and promotional strategy of Big Bazaar.
- To analyse the customer Buying Behaviour
- To study the different schemes provided by Big Bazaar to attract and satisfy customer
- To study the satisfaction level of customers at Big Bazaar.
- To identify the people who are the customers of Big Bazaar.
- To attract and retain the customers

2.2 Hypothesis

- Big Bazaar is the NO.1 Retail Outlay in Nagpur City.
- Big Bazaar uses Excellent Marketing Strategies.

III. RESEARCH METHODOLOGY

Research design is the plan, structure to answer whom, when, where and how the subject is under investigation. Here plan is an outline of the research scheme & which the researcher has to work. The structure of the research is a more specific outline and the strategy out, specifying the methods to be used in the connection & analysis of the data. Research is based on logical and systematic way. The study of overall question explains with the help of scientific technique and specific procedure and getting data from customer and analysing these on logical and scientific tools. The appropriate information is important to conduct this research so that information collected from customers and some information collected from online relevant websites.

Collection of data:

In this research, internal and external source of data are used and collected raw material through facts and figure of researcher's works. Collecting data from company records and document these are all internal data and other data are external.

IV. DATA ANALYSIS & INTERPRETATION

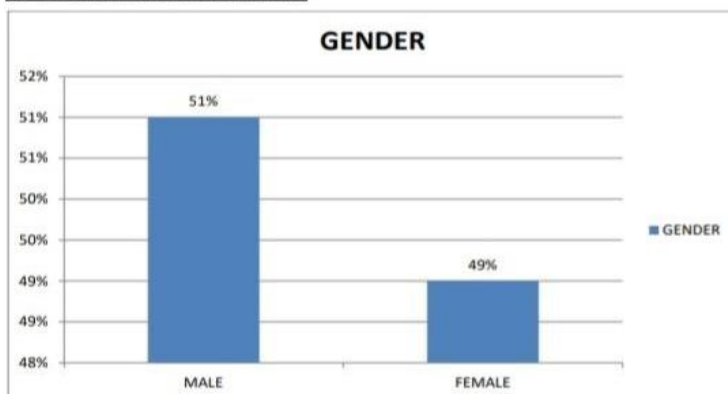
4.1 TABLE SHOWING GENDER

Gender	No of respondents	% Of Respondents
MALE	51	51
FEMALE	49	49
TOTAL	100	100

DATA ANALYSIS:

Table shows that 51% of respondents are male and 49% of respondents are female.

4.1 CHART SHOWING GENDER



INTERPRETATION: -

Graph shows that male respondents are slightly more than that of female respondents.

V. CONCLUSION

- The study concludes that majority of the customer like to purchasing at Big-Bazaar because of product quality, quantity discount, offers, service facility reasonable price which make the customer satisfied and more comfortable.
- Customers shop more in the food Big-Bazaar and the men's wear department. And also, customers feel that Big-Bazaar has variety of product for them.
- Considering the fact that there is a lot middle class family in India, Big-Bazaar has had a huge impact on the middle-class section of India, company should come with promotional strategies and try to attract them because till now they not get market as much they should get.

REFERENCES

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QUESTIONNAIRE

Name:

1. Gender:

- A. Male
- B. Female

2. Occupation:

- A. Student
- B Self- Employed
- C. Professional
- D. Housewife

3. Are you?

- A. Single
- B. Married