

# 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

## I. INTRODUCTION

Sales promotion is very important as it not only helps to boost sales, but it also helps a business to draw new customers while at the same time retaining older ones. There are a variety of sales promotional strategies that a business can use to increase their sales; however, it is important that we first understand what a sales promotion strategy actually is and why it is so important.

A sales promotion strategy is an activity that is designed to help boost the sales of a product or service. This can be done through an advertising campaign, public relation activities, a free sampling campaign, a free gift campaign, a trading stamps campaign, through demonstrations and exhibitions, through prize giving competitions, through temporary price cuts, and through door-to-door sales, telemarketing, personal sales letters, and emails. The importance of a sales promotion strategy cannot be underestimated. This is because a sales promotion strategy is important to a business boosting its sales.

Reliance Smart is one of the largest & fastest growing Grocery retail chains in India. Synonymous to its name, Smart is a new age supermarket serving the needs of today’s smart and value seeking customers. Reliance Smart offers a one-stop shopping experience by offering fresh produce, bakery, dairy products, home and personal care products, general merchandise, smart apparels and appliances, making it a complete shopping destination. In many cases Smart stores are co-located with our fashion & electronics store Reliance Trends and Reliance Digital, giving customers a wide choice for all their shopping needs.

Reliance Smart’s incredible value proposition rewards shoppers more for bigger purchases, every single time they shop, with 100% assortment being offered below MRP all year round. All this while delivering superior quality products, best of the brands, latest launches and a world-class shopping experience. Further strengthening the value proposition Smart stores offer Reliance Retail Private Brands

**II. LITERATURE REVIEW**

The purpose of this literature review is to provide a comprehensive analysis of previous research and studies conducted on the topic of sales promotion strategies and their impact on customer buying behavior, specifically in the context of Reliance Smart Bazaar. Sales promotion strategies are an integral part of marketing efforts, aimed at increasing sales, attracting customers, and influencing their purchasing decisions. Understanding the relationship between sales promotion strategies and customer behavior is crucial for businesses to effectively design and implement promotional activities. This literature review highlights the importance of sales promotion strategies in influencing customer buying behavior. The findings indicate that sales promotions can have a significant impact on both cognitive and behavioral responses, leading to increased customer purchases. However, there are several moderating factors that influence this relationship, and further research is needed to explore these factors in greater depth. By understanding the underlying mechanisms and effects of sales promotion strategies, businesses, such as Reliance Smart Bazaar, can develop effective marketing strategies to attract and retain customers.

**2.1 Objectives**

- To find out the sales promotional activities carried by Smart Bazaar
- To find out the tools and techniques of sales promotion that used in Smart Bazaar.
- To know the level of satisfaction towards the sales promotional activities carried by Smart Bazaar.
- To identify the factors influencing to buy the product in Smart Bazaar.
- To give the suggestion for improve the sales promotion in competitive market

**2.2 Hypothesis**

The hypothesis assumes that customers are more likely to engage in buying behaviour when presented with appealing sales promotions. It suggests that these strategies will create a sense of urgency or excitement among customers, leading to increased store traffic, higher purchase frequency, larger basket sizes, and overall improved buying behavior.

**Null Hypothesis:** Sales promotion technique have significantly impact on customer buying behavior at Smart Bazaar, Nagpur.

**Alternative Hypothesis:** Sales promotion technique have not significantly impact on customer buying behavior at Smart Bazaar, Nagpur.

**III. RESEARCH METHODOLOGY**

Data Collection	
Primary	Questionnaire, observation method
Secondary	Journals, websites, books, company manual
Statistical tool	Chi square, Simple percentage, Weighted average, Simple Correlation

#### SOURCES OF DATA

The two main sources of data for the present study been used are primary and secondary data.

#### PRIMARY DATA

This data was collected from the respondents.

**SECONDARY DATA:** Under this the sources were taken from books, company brochures and internet for this study

#### SAMPLE SIZE

Considering the nature and extent of the study and with the time constraint a sample size of "50" respondent.

#### IV. ANALYSIS AND INTERPRETATION

For data interpretation and analysis Bar chart and Pie chart for classification of respondents based on age, gender, marital status, qualification, sales promotion activities the customer satisfied more in Smart bazaar etc.

#### V. CONCLUSION

- Most of the customers buying decision sare depend on the quality and lowest price of the products.
- Most of the customer's walk- in to buy the products from food department of Smartbazaar.
- Only monthly savings and big day (SS5D) offer are very good schemes to promote the sales.

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