

A Study on Sales Promotion Activities and Marketing Strategy in Hypermarket

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ABSTRACT

The marketing tactics and sales promotion initiatives used by the hypermarket retail chain are examined in this study. In the retail sector, hypermarkets are important because they are expansive retail establishments that provide a wide variety of goods. Understanding how sales promotions and marketing tactics are used in hypermarkets to draw customers, increase sales, and boost competitiveness is the main goal of this study. The study uses a mixed-methods approach that includes surveys, interviews, and a review of the literature to look at customer service, pricing, product assortment, advertising, and general marketing strategies in addition to common sales promotion tactics like discounts, coupons, and loyalty programs. This study intends to give hypermarket managers insights to improve customer happiness and business performance within the retail chain of hypermarkets by assessing findings and talking about consequences. This will be achieved by optimizing sales promotion activities and marketing tactics.

Keywords: 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 large supermarkets that have nearly everything you need, including clothing, electronics, and groceries. Since they belong to a retail chain, the same corporation owns a large number of them.

This study will examine how these hypermarkets employ promotions and strategies to increase sales. We are interested in learning how they market their goods and entice customers to visit their establishments.

We may discover how the retail chain of hypermarkets draws people and increases revenue by examining their marketing techniques and sales promotion activities. Managers of hypermarkets can use this information to make better judgments that will enhance their establishments and satisfy their patrons.

REVIEW OF LITERATURE

Hypermarkets utilize sales promotions, which are similar to exclusive deals or discounts, to draw in customers. For instance, they might distribute coupons or run "buy one, get one free" promotions. These promos can give consumers the impression that they're receiving a good price, which increases their likelihood of making a purchase, according to earlier studies. Hypermarkets employ marketing methods to entice customers to visit their establishments. This can include their product offerings, pricing strategies, advertising strategies, and customer service practices. According to studies, these tactics are crucial to the success of hypermarkets.

Scope of the Study:

Analysis of Sales Promotion Activities: This study will thoroughly look at all of the sales promotion initiatives that Retail Hypermarket has put in place, including loyalty programs, seasonal promotions, discounts, special offers, and any other promotional strategies used to draw in and keep consumers.

Marketing Strategy Evaluation: This study's scope will include a thorough analysis of Retail Hypermarket's marketing strategy, including its messaging, target audience segmentation, advertising channels, brand positioning, and general approach to customer interaction.

Impact on Consumer Behavior:

The study will investigate how Retail Hypermarket's marketing strategy and sales promotion efforts affect consumer behavior, including brand loyalty, satisfaction levels, and overall shopping experiences.

Objectives of the Study:

- Retail Hypermarket's marketing plan and sales promotion initiatives.
- A successful marketing plan that persuades customers to buy a retail hypermarket product.
- Access and examine Retail Hypermarket customers' general behavioral patterns.
- How Retail Hypermarket uses sales promotion activities to create and preserve its position in the retail industry.

RESEARCH METHODOLOGY

A very broad definition of research is the methodical collection of data and information, followed by its analysis to further our understanding of any given topic. Through the use of methodical techniques, research aims to uncover answers to both intellectual and practical questions. We all possess 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 list of every item in your population is called a sampling frame. A sampling frame differs from a population in that the frame is specialized, but the population is general. The sample frame for this study consists of Coimbatore customers.

Sampling Size

The number of sample units chosen from the universe for the data gathering activity is referred to as the sample size. In any statistical context, including a public opinion survey or a scientific experiment, sample size is the total number of individual samples or observations. The ideal sample size is one that is neither too big nor too tiny. The sample size in this case is 120.

Sample Procedures

The method used by the researcher to choose the sample units from the population is known as the sampling procedure or technique. Personal administration of the questionnaire yielded the relevant facts or information. Sample selection can be done in a number of ways. Simple random sampling is the method or approach employed in this investigation.

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 piece of information that the researcher has gathered directly from the source for a particular project or goal. There are various methods for gathering primary data. Nonetheless, self-administered surveys, interviews, field observations, and experiments are the most widely used methods. Compared to data collecting, primary data collection is more costly and time-consuming.

Secondary Data:

Data that is gathered by a party other than the user is referred to as secondary data. Censuses, data gathered by government agencies, organizational records, and data initially gathered for other research goals are common sources of secondary data for social science.

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:

External factors that are out of the researchers' control, such shifts in consumer tastes, market conditions, or regulatory rules, could have an impact on the study. The accuracy and generalizability of the study's conclusions may be impacted by these outside variables.

DATA ANALYSIS AND INTERPRETATION

Table- 1 Classification of Respondents Based on Age

The respondents are divided into four categories

Age	No of Respondent	Percentage
Below20	40	38%
21-40	45	39%
41-50	20	16%
Above50	15	7%
Total	120	100

Source: Primary Data

Inference

A breakdown of the 120 respondents is shown in Table 1: 45 are between the ages of 21 and 40, 40 are under 20, 20 are between the ages of 41 and 50, and 15 are above 50. It has been shown that the bulk of study participants are between the ages of 21 and 40.

Table 2: Classification of Respondents' Monthly Income Classification

Based on their monthly salary, the respondents are separated into four groups.

Monthly Income	No of Respondent	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

Out of 120 respondents, Table 2 reveals that 43 earn less than \$10,000 per month, 31 earn between \$16,000 and \$25,000 per month, 24 earn between \$10,000 and \$15,000 per month, and 22 earn more than \$25,000. It is determined that the bulk of study participants earn less than \$10,000 per month.

Table 3: Classification of Respondents' Categorization by Reason for Buying at Retail Hypermarket

Based on their primary motivation for making a purchase at a retail hypermarket, the respondents are separated into four groups.

Purchase Reason	No. of. Respondent	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

Table 3 reveals that of the 120 respondents, 38 gave the reason that they were buying a gift, 33 gave the reason that the price was appropriate, 29 gave the reason that they were saving time, and 20 gave the reason that they were getting a discount.

It has been determined that gifts were the primary motive for purchase for the majority of survey participants.

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

Table 4 indicates that of the 120 respondents, 38 spent between 2000 and 5000, 31 spent less than 1200, 31 spent between 1200 and 2000, and 20 spent more than 5000.

It has been shown that the majority of study participants spend between \$2,000 and \$5,000 per month.

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	100

Source: Primary Data

Inference

Out of 120 responders, 36 had cheap prices, 31 had competitive rates, 27 had fair rates, and 27 had exorbitant rates, according to Table 5.

It is determined that the majority of survey participants thought the prices of the products were reasonable.

Table 6: Classification of Respondents Categorization by Willingness to Return to Retail Hypermarket Again

The respondents are separated into three groups based on how often they visit the retailhypermarket 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

Table 7 indicates that 74 out of 120 respondents recommend shopping, 27 may recommend it, and 19 will not recommend it.

It has been determined that the majority of survey participants will recommend Retail Hypermarket to others.

Findings

- Of the 120 participants, the largest percentage (38%) are under the age of 20.
- Sixty-five percent of the sample is female.
- Of the respondents, 46% identify as students, which is a sizable chunk.
- Of those surveyed, 44% reported earning less than \$10,000 per month.
- For 34% of respondents, friends and family are their main information source.
- Of the respondents, 31% are most drawn to the "1+1" offer.
- 36% of respondents selected clothing and fashion items, making them the most often purchased category.
- For 28% of respondents, the promise of getting gifts is the primary motivator for purchases.
- A sizable portion of respondents—32 percent—spend between \$2,000 and \$5,000 every month.
- A sizable percentage of respondents—43 percent—have a favorable opinion of salespeople.
- Thirty-one percent of respondents said they like to shop because of the range of things available.
- A large percentage of respondents—36 percent—enjoy going shopping with friends or family.
- 31% of respondents said they spend about an hour each time they go shopping.
- The majority of respondents—34 percent—have known about the hypermarket for two to four years.
- Of those surveyed, 32% reported visiting frequently, once a month.
- Thirty percent of respondents believe that prices are reasonable.
- Of those surveyed, 35% said they had a good shopping experience.
- Of those surveyed, 44% said they had a favorable overall experience.

- Of those who responded, 39% thought the commercial was "very attractive".
- Of those surveyed, 55% said they plan to return to the hypermarket.
- Eighty-four percent of respondents said the parking facilities were good.
- Sixty-seven percent would suggest the hypermarket to others.
- The hypermarket has a 5-star rating from 39% of respondents.

Suggestion

To monitor the long-term effects of marketing strategy and sales promotion activities on consumer behavior and company performance, conduct longitudinal research.

- Examine trends over time to spot emerging patterns, seasonal fluctuations, and shifts in customer preferences. Identify best practices, evaluate performance, and pinpoint opportunities for development by conducting comparison analysis between Retail Hypermarket and its rivals.
- Examine how different retail categories and geographical areas execute marketing strategies and how effective sales promotions vary.
- Examine how cutting-edge technology like artificial intelligence, augmented reality, and the Internet of Things can improve marketing plan efficacy and sales promotion efforts.
- Assess how measures for digital transformation have affected Retail Hypermarket's ability to stand out in the market and compete.
- Examine ways to improve the consumer experience even further by implementing interactive shopping, tailored recommendations, and smooth omnichannel integration.
- Examine how sentiment analysis and consumer feedback systems can promote ongoing enhancements to marketing strategy and sales promotion efforts.

CONCLUSION

Without a question, Retail Hypermarket is India's top retailer. With its clients, it has established a warm and affectionate relationship. Building long-term relationships with all of its stakeholders is also a top priority, as this is crucial for a successful commercial endeavor. The departmental managers all report directly to the store manager, who in turn reports to the zonal head, demonstrating the professionalism of the organization's hierarchy. The top apparel and fashion design fabric company is Retail Hypermarket, which has 25 years of experience in the fabric weaving industry.