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A STUDY ON SALES AND PROMOTIONAL ACTIVITIES AT SMART BAZAAR

P. Praveen Kumar, II MBA, Department Of MBA, Malla Reddy Engineering College (Autonomous), Hyd, E-mail: praveenpatel.17302@gmail.com

BH.L. Mohan Raju, Assistant Professor, Department of MBA, Malla Reddy Engineering College (Autonomous), Hyderabad, E-mail: mohanrajubh@gmail.com

ABSTRACT

This study investigated the influence of sales and promotional activities on consumer behaviour within the context of an organized retail outlet, Smart Bazaar. Utilizing a sample of 100 customers selected through simple random and mall intercept methods, the research employed closed-ended questionnaires to collect primary data encompassing demographic variables, multiple-choice preferences, and Likert-scale evaluations. Secondary data were sourced from academic journals, books, internet resources, and the company's official website. Data analysis involved frequency distributions, descriptive statistics, and visualizations via bar and pie charts, conducted with MS Excel and SPSS. Key areas of focus included frequency of store visits, factors influencing outlet selection, promotional preferences, awareness channels, and the impact of promotions on purchase behaviour.

Key Words: - Sales promotion, Promotional strategies, Retail marketing

INTRODUCTION

Sales and promotional activities constituted a pivotal component of modern marketing strategy and played a decisive role in stimulating consumer demand and influencing purchasing decisions. These activities functioned as tools through which firms communicated their value propositions, differentiated their offerings, and created persuasive incentives for consumer action. The nature and intensity of sales and promotional strategies evolved significantly in response to market dynamics, technological advancement, and shifts in consumer behaviour. The rise of

competitive retail environments necessitated firms to develop more aggressive and well-structured promotional frameworks to maintain market share and ensure customer retention. Advertising, personal selling, sales promotion, public relations, and direct marketing emerged as critical elements within the promotional mix, offering multifaceted approaches to reach potential customers effectively

REVIEW OF LITERATURE

Bondarenko and Vishnevsky (2023) examined promotional marketing as a strategic method for increasing sales within small and medium enterprises. They analysed various promotional tools—discounts, coupons, loyalty schemes, point-of-purchase displays—and assessed their effectiveness through a mixed-method design combining survey data from retail managers and sales performance records. Their findings indicated that time-limited discounts and loyalty programs produced the most significant short-term uplift in sales volume, whereas informational promotions (e.g., product demonstrations) yielded more sustainable growth in customer retention. The authors concluded that promotional marketing required careful calibration of incentive depth and frequency to balance immediate revenue gains against long-term brand equity preservation.

Singh et al. (2023) investigated the transformative impact of artificial intelligence (AI) on sales and marketing functions across various industries. They conducted a comprehensive literature review and case studies of leading firms employing AI-driven customer segmentation, dynamic pricing, and

chatbots for personalized outreach. Their analysis revealed that AI adoption led to measurable improvements in lead conversion rates, reduced customer acquisition costs, and enhanced predictive accuracy for demand forecasting. The study also highlighted challenges related to data privacy, algorithmic bias, and the need for upskilling marketing personnel. Ultimately, Singh and colleagues asserted that AI integration represented a paradigm shift in marketing operations, necessitating new governance frameworks and cross-functional collaboration.

Tough et al. (2023) explored digital marketing communication activities on the online magazine Gitanyow. They applied content analysis to promotional posts, banner ads, and social-media integrations, alongside user-engagement metrics such as click-through rates and time spent on page. Their results demonstrated that multimedia content—particularly video testimonials and interactive polls—generated higher engagement than static advertisements. The authors further identified that consistency in brand messaging across platforms strengthened audience recall and fostered community building. They concluded that digital marketing communications required a holistic approach, integrating content strategy, audience analytics, and real-time feedback mechanisms to optimize promotional efficacy in online publishing environments.

NEED FOR THE STUDY

This study held critical significance in understanding the practical application and outcomes of sales and promotional strategies within the organized retail sector. The intense competition among retail businesses demanded a thorough examination of the methods employed to attract and retain customers. The effectiveness of sales techniques and promotional campaigns determined not only short-term profitability but also the sustainability of market position. This study offered empirical insights into the influence of

promotional initiatives on consumer behaviour, contributing to the refinement of marketing strategy and operational planning. Furthermore, it addressed the growing necessity to evaluate return on promotional investments, which remained a pressing concern for retail managers and marketing professionals.

SCOPE OF THE STUDY

The scope of the present study encompassed a comprehensive investigation into the various sales and promotional strategies employed within the organized retail sector. The study focused on the identification, categorization, and evaluation of both traditional and contemporary promotional techniques used to influence customer behavior and boost sales performance. It covered aspects such as pricing discounts, display advertising, loyalty programs, product bundling, and digital promotions. The study extended to include customer perceptions of these activities, the frequency of their exposure to promotional campaigns, and the subsequent impact on their buying decisions.

OBJECTIVES OF THE STUDY

1. To examine the different sales strategies adopted by Reliance Smart Bazaar.
2. To identify the promotional activities implemented at Smart Bazaar.
3. To assess the impact of promotional activities on customer buying behaviour at Smart Bazaar.

SOURCES OF DATA

- **Primary Data:** Customer responses collected through a structured questionnaire
- **Secondary Data:**
 - Academic journals
 - Textbooks and reference materials
 - Reliable internet sources
 - Official company website

Sample Technique: Convenience Sampling Method

Sample Size: 100**STATISTICAL TOOLS AND TECHNIQUES**

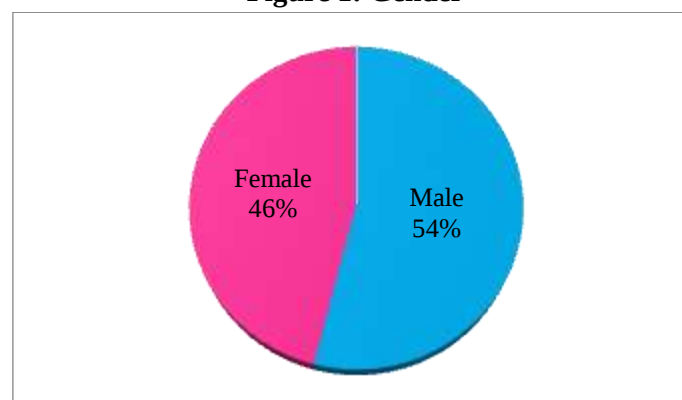
- Frequency analysis
- Descriptive statistics
- Bar charts for graphical representation
- Pie charts for categorical data visualization
- Use of Microsoft Excel for data tabulation and charting
- Use of SPSS for statistical computation and summary output

LIMITATIONS OF THE STUDY

1. The sample size was limited to 100 respondents, which may not reflect the broader customer population.
2. The data collection was confined to a period of 45 days, restricting long-term behavioural observations.
3. The study focused only on in-store customers, excluding online retail consumer perspectives.

DATA ANALYSIS AND INTERPRETATION:**1. Gender****Table 1: Gender**

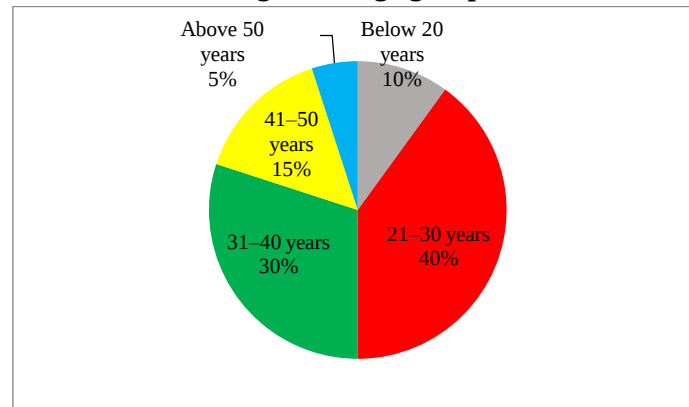
Gender	Frequency	Percentage
Male	54	54.0%
Female	46	46.0%
Total	100	100.0%

Figure 1: Gender**Interpretation**

The above table demonstrated that 54.0% of respondents were male and 46.0% were female. This distribution indicated that male participants were slightly more represented than female participants, which was acceptable for examining gender differences in perceptions of sales and promotional activities.

2. Age Group**Table 2: Age group**

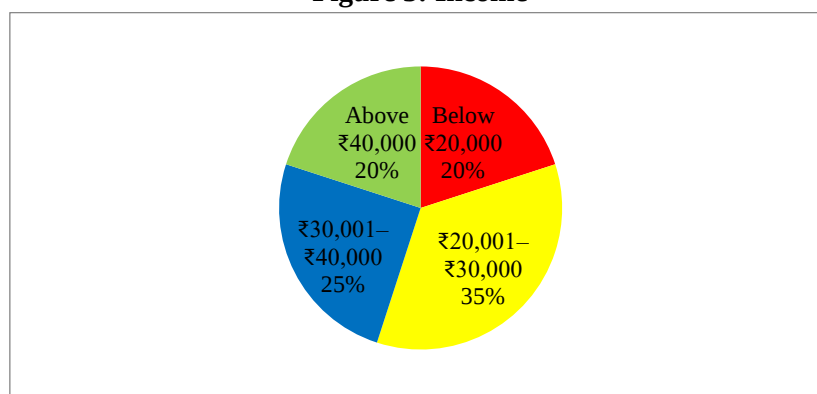
Age Group	Frequency	Percentage
Below 20 years	10	10.0%
21–30 years	40	40.0%
31–40 years	30	30.0%
41–50 years	15	15.0%
Above 50 years	5	5.0%
Total	100	100.0%

Figure 2: Age group**Interpretation**

The distribution of age revealed that the largest cohort of respondents (40.0%) fell within the 21–30 years category, followed by 30.0% in the 31–40 years range. Participants below 20 and above 50 years comprised 10.0% and 5.0% respectively, indicating that the sample skewed toward young adults.

3. Monthly Income**Table 3: Income**

Monthly Income	Frequency	Percentage
Below ₹20,000	20	20.0%
₹20,001–₹30,000	35	35.0%
₹30,001–₹40,000	25	25.0%
Above ₹40,000	20	20.0%
Total	100	100.0%

Figure 3: Income**Interpretation**

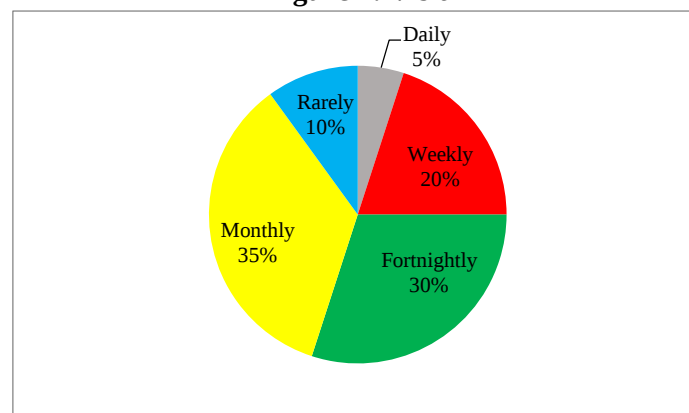
The income distribution showed that 35.0% of respondents earned between ₹20,001 and ₹30,000 per month, while 20.0% fell into both the lowest (<₹20,000) and highest (>₹40,000) income brackets. This indicated a moderate spread of income levels within the sample.

4. Visit Frequency to Smart Bazaar

Table 4: Visit

Visit Frequency	Frequency	Percentage
Daily	5	5.0%
Weekly	20	20.0%
Fortnightly	30	30.0%
Monthly	35	35.0%
Rarely	10	10.0%
Total	100	100.0%

Figure 4: Visit



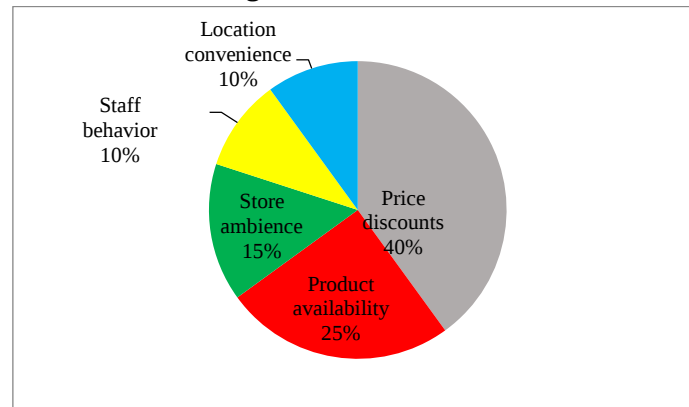
Interpretation

Monthly visitors constituted the largest group at 35.0%, followed by fortnightly shoppers at 30.0%. Only 5.0% visited daily, suggesting that most customers engaged with Smart Bazaar on a less frequent, scheduled basis.

5. Influence on Store Choice

Table 5: Store choice

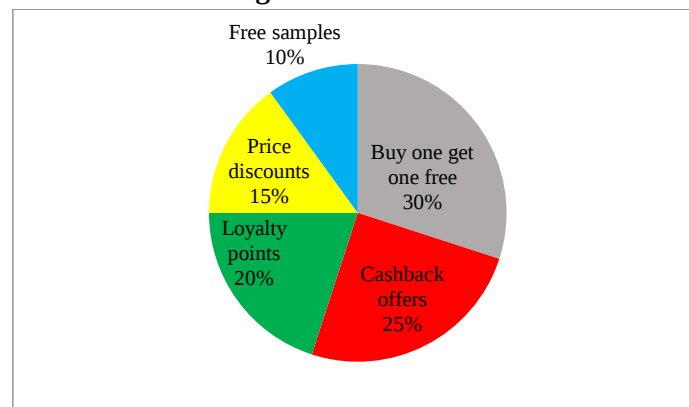
Influence Factor	Frequency	Percentage
Price discounts	40	40.0%
Product availability	25	25.0%
Store ambience	15	15.0%
Staff behavior	10	10.0%
Location convenience	10	10.0%
Total	100	100.0%

Figure 5: Store choice**Interpretation**

Price discounts emerged as the primary influence on store choice for 40.0% of respondents, followed by product availability (25.0%). Ambience, staff behaviour, and location convenience held lesser sway, indicating that promotional pricing played the most decisive role.

6. Most Attractive Promotion Type**Table 6: Promotion**

Promotion Type	Frequency	Percentage
Buy one get one free	30	30.0%
Cashback offers	25	25.0%
Loyalty points	20	20.0%
Price discounts	15	15.0%
Free samples	10	10.0%
Total	100	100.0%

Figure 6: Promotion**Interpretation**

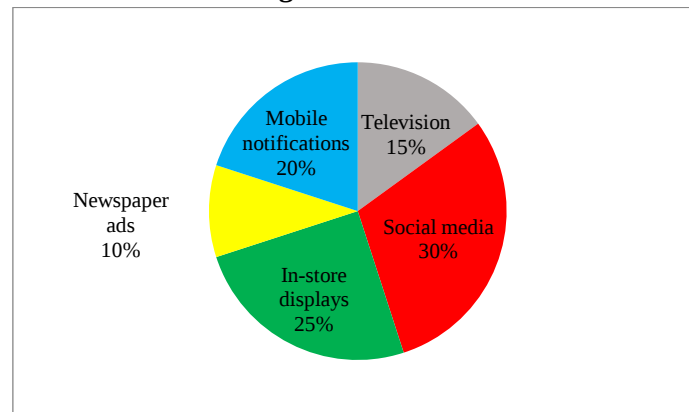
Buy one get one free promotion attracted the highest preference (30.0%), followed by cashback offers (25.0%). Traditional price discounts accounted for only 15.0%, suggesting that value-added schemes drove greater consumer interest in promotional activities.

7. Source of Promotional Awareness

Table 7: Source

Source	Frequency	Percentage
Television	15	15.0%
Social media	30	30.0%
In-store displays	25	25.0%
Newspaper ads	10	10.0%
Mobile notifications	20	20.0%
Total	100	100.0%

Figure 7: Source



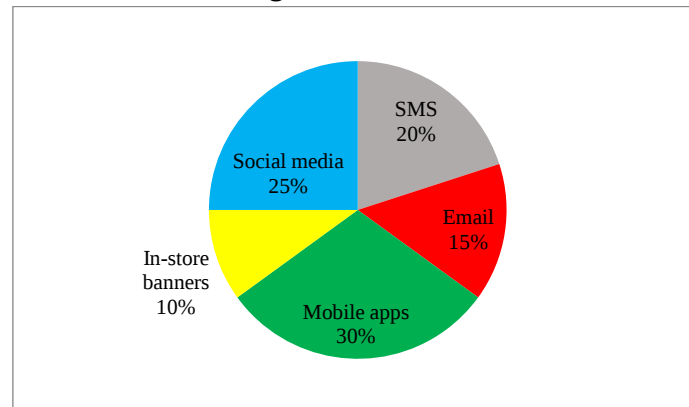
Interpretation

Social media served as the leading channel for promotional awareness (30.0%), followed by in-store displays (25.0%) and mobile notifications (20.0%). Traditional media like television and newspapers had lower impact, indicating a shift toward digital and in-store communication.

8. Preferred Promotional Medium

Table 8: Medium

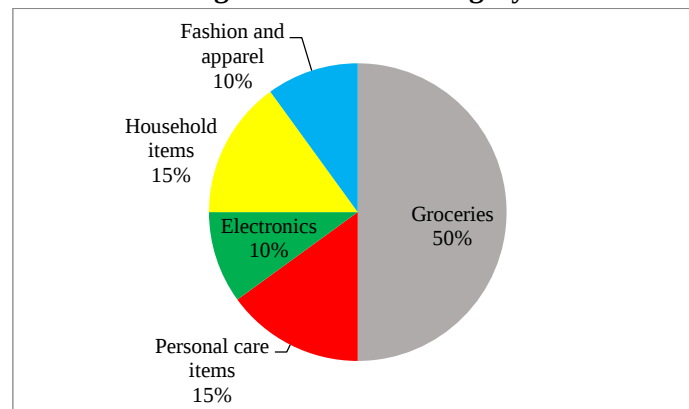
Medium	Frequency	Percentage
SMS	20	20.0%
Email	15	15.0%
Mobile apps	30	30.0%
In-store banners	10	10.0%
Social media	25	25.0%
Total	100	100.0%

Figure 8: Medium**Interpretation**

Mobile apps were the most preferred medium for receiving promotional information (30.0%), followed by social media (25.0%) and SMS (20.0%). In-store banners and email were less favoured, highlighting the importance of mobile-based channels.

9. Product Categories Purchased During Promotions**Table 9: Product category**

Category	Frequency	Percentage
Groceries	50	50.0%
Personal care items	15	15.0%
Electronics	10	10.0%
Household items	15	15.0%
Fashion and apparel	10	10.0%
Total	100	100.0%

Figure 9: Product category

Interpretation

Groceries dominated promotional purchases at 50.0%, with personal care and household items each at 15.0%. Lower engagement in electronics and fashion indicated that consumers primarily sought essentials during promotional periods.

FINDINGS:

- The sample consisted of a slightly higher proportion of male respondents (54.0%) compared to female respondents (46.0%), indicating marginal gender imbalance in perceptions of sales and promotional activities.
- The largest age cohort among respondents fell in the 21–30 years category (40.0%), followed by the 31–40 years group (30.0%), revealing a predominance of young adults in the study.
- The majority of participants reported a monthly income between ₹20,001 and ₹30,000 (35.0%), reflecting a moderate-income profile within the customer base.
- Most customers engaged with Smart Bazaar on a monthly basis (35.0%), with fortnightly visits ranking second (30.0%), suggesting scheduled rather than daily shopping patterns.
- Price discounts emerged as the primary factor influencing store choice for 40.0% of respondents, indicating that promotional pricing was the most decisive element in retail selection.
- “Buy one get one free” promotions attracted the highest preference (30.0%), demonstrating that value-added schemes were more compelling than straightforward price cuts.
- Social media served as the leading channel for promotional awareness (30.0%), followed by in-store displays (25.0%), highlighting the growing importance of digital and on-site communication.

- Mobile applications were the most preferred medium for receiving promotional information (30.0%), underscoring the critical role of app-based engagement in marketing outreach.
- Half of the respondents (50.0%) predominantly purchased groceries during promotional periods, indicating that essential items drove the bulk of promotional sales.

SUGGESTIONS:

- Retailers should expand “buy one get one free” and similar value-added promotions to capitalize on demonstrated consumer preference for such schemes.
- Marketing teams should intensify social media campaigns to leverage the platform’s leading role in promotional awareness.
- Development of and investment in mobile app features—such as push notifications and in-app exclusive deals—should be prioritized to match customer preferences.
- Promotional calendars should be structured around monthly and fortnightly cycles to align with observed shopping frequencies.

CONCLUSION

The present study examined the impact of sales and promotional activities on consumer behaviour at Smart Bazaar, employing a sample of 100 customers drawn via simple random and mall intercept techniques. The analysis revealed that promotional pricing and value-added schemes exerted the greatest influence on store choice and purchase volume, with price discounts and “buy one get one free” offers standing out as the most

effective drivers of customer engagement. Digital platforms—particularly social media and mobile applications—emerged as primary channels for promotional communication, underscoring the shifting landscape of retail marketing toward mobile and online interfaces. The predominance of young adult shoppers and moderate-income earners further contextualized the responsiveness patterns observed in the study.

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WEBSITES:

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