

Project Report(17MBAPR407)

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND  
PROMOTIONAL OFFERS AT BIG BAZAAR BURDWAN”

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI



In partial fulfilment of the requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**  
Under the guidance of

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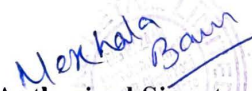
**MARCH-2019**

19<sup>th</sup> February 2019

**To Whom It May Concern**

This is to certify that **Mr.Mirza Samim,11A17MBA33**, student of **Acharya Institute of Technology** has carried out his project work entitled “ **A Study on Effectiveness of Advertisement and Promotional Offers at Big Bazaar**” from 3<sup>rd</sup> January to 16<sup>th</sup> February 2019.During his project he has seriously planned and organized the event given by us.The result of this work seems to be useful to our company.

We wish his success for his future endeavours.

  
**Authorized Signatory**  
**Future Retail Limited**



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(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 27/03/2019

## CERTIFICATE

This is to certify that **Mr. Mirza Samim** bearing **USN 1IA17MBA33** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**A Study on Effectiveness of Advertisement and Promotional Offers at Big Bazaar, Burdwan, West Bengal**" is prepared by him under the guidance of **Dr. Nijaguna G**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD  
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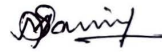
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## DECLARATION

I, **Mirza Samim**, Hereby declare that the project report entitled “**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR BURDWAN**”. Prepared by me under the guidance of **Dr. Nijaguna G**, Professor, faculty of MBA department, Acharya Institute of Technology and external assistance by **Mrs. Mekhala Basu**, HR Manager at Big Bazaar Burdwan .I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university/institutions.

Place: Bangalore



signature of the student

Date: 08/04/2019

## ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M MBagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the internship report,

I would like to thank **Dr.Nijaguna G**, Professor,department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mrs. MekhalaBasu**, HR Manager at Big Bazaar Burdwan, who gave me golden opportunity to do this wonderful project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the staff of MBA department of AIT for their valuable suggestions in completing this project report.

Place: Bangalore

Mirza Samim

Date: 08/04/2019

(11A17MBA33)

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## **EXECUTIVE SUMMARY**

The main objective of retail business is earning more profit and increasing its sales revenue with developing its business entity. It is possible when business occupied the whole retail market. For this action the information should reach every customer through advertisement and promotional offers with effective presentation upon television and internet. Now retail business is going to conduct advertisement and promotional activity to attract the target audience.

The retail sector is a evergreen business in Indian market, every retail companies fighting in market to win their customer heart and retain the customers. In retail industry always most benefit goes to first mover to upcoming sector, in India that benefit winner is “Big bazaar” because of this Big Bazaar always try to do something new and changing customer attitudes, buying habits etc. We can call big bazaar as trend setter to providing attractive offers and creative advertisements. It is creating business as providing all customer needs and wants under one roof and also offered to customers at affordable prices. So, in this project, study about effectiveness of advertisement and promotional offers is done by Big Bazar in Indian retail market.

The research titled “A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR” at Burdwan. This research is useful to resolve the retail marketing advertisement effectiveness on consumers buying behavior and visit to store. The study on advertisement and promotional offers useful to conduct promotional strategies to stores and it is helpful to analyze how to get customers’ attention towards stores for them to buy the product more and more.

The research determining the effectiveness of advertisement and promotional offers on earning customers towards store and customers are involving to visit store and buy more.

The study of research was based on marketing and prepared with well subjective to meet its objective The Primary research was conducting for that, it was using survey research method for collecting data from customers. For this survey structured questionnaire was used. The big bazaar visitors were our target respondents; so, this survey was conducted with sample size of 100 for the study on effectiveness of advertisement and promotional offers in Big Bazar.

As per the Research study all the Big Bazar visitors of stores were aware and get attended towards the advertisement and promotional offers of big bazaar.

**CHAPTER-1**  
**INTRODUCTION**

## **1.1 INTRODUCTION ABOUT THE INTERNSHIP**

The main aim of an internship program is to provide organisational experience and real-world experience to the candidates. It basically involves the students in academic preparation and is also a good platform to explore our business knowledge. It will also provide best experience to the candidates who all are developing with research projects. The research should be done on an individual basis for obtaining positive response of needs and interest of every candidate in research programme. Every candidate will be playing an active role in these types of research programmes.

The main motto of an internship programme is conducting and developing specific skills and knowledge about an organisation and to also create various business contacts between organisations. Such types of programmes also help in building self confidence in the competitive business world.

Such types of internship programmes help the candidates to handle individual problems in a professional way and information related to a particular job in an organisation. It provides some major options to the candidates as they can change their future career plans with various convenience sector.

Few points describing the benefits of various internship programmes to the candidates:

- It helps in developing personal as well as professional experience in the business world.
- Networking in various areas can be developed by the candidates.
- Mentoring as well as performance feedback form the company advisor can be done by the Candidates.

## **TOPIC CHOSEN FOR THE STUDY**

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR”

## **PERIOD OF RESEARCH**

Period of six weeks.

## **REASON FOR CHOOSING THE TOPIC**

- To gather information related to the effectiveness of each media.
- To collect the information related to consumer perception towards various promotional strategies used by big bazar.
- To determine whether the promotional offers and schemes are helpful to them or not.
- To know consumer perception towards the various promotional measures used by big bazar.
- To know the satisfaction level of consumers of big bazaar and then comparing them to other competitors of big bazar.

## **1.2 INDUSTRY PROFILE**

### **INTRODUCTION**

Retailing means selling goods from a fixed location. Variety of products are offered under a single roof by retail industries and Indian retail sector comprises of two main groups organised and unorganised retail stores. Stores having wide range of products are mostly preferred by Indian customers. These are also known as departmental stores.

Retailers are the chain between manufacturer and end consumers. The main purpose of retailing involves selling of goods and services directly to the end consumers. For fulfilling various needs and wants they need to go to the retailers. Retailers come across the various demands of customers through target markets promotional strategies and satisfying their needs and wants through supply chain management. Services are being provided to individual as well as wholesalers in small or large order by the retailers. One of the easiest ways to access to the consumers is through various promotional offers given by the retailers. The Indian retail sectors are the largest industries in India. Such retail industries are covering more than 10% of Indian employment opportunity.

## **RETAILING IN INDIA**

The retail sectors are divided into 2 segments which are organised and unorganised retail sectors. At currently, the organised retail sector is rising very rapidly. So, the retail sector is trying to change the lifestyle of Indian consumer. Presently the Indian consumers are well aware about quality of product and services.

Till 2012, the Indian government did not accept FDI on retail multi brands, any ownership in supermarket and also 51% limited ownership on single brand retail outlets. But in January 2012, Indian government decided to give opportunity to a single brand retailer, they owned at 100% ownership, but they should 30% source from India and providing employment opportunities in India. In November 2012, the Indian government decided retail reform to liberalizing the condition for multi brands and single brand store. This way MNC entered towards Indian retail market. such as Wall-mart, Carrefour and Tesco. Same way single brand also investing more in Indian retail store which are IKEA, Nike, Apples etc.

Currently the Indian retail sector is growing positively. According to retail sector, 12 crore and also annual growing rate of retail sector is 5.7%. Majorly food and grocery retail stores contributing 7.439 crore per annum of world highest retail in India only.

Indian retail contributing more for GDP compared to other countries and that is India 10%, USA 10%, China 8% and Brazil 6%. Indian retail sector working favourably to the customers, we can see some favouring works.

- Indian retail sector improving in purchasing power of customers through per capital income.
- Retail sectors promoting use of credit card facilities.

## **RETAIL FORMATS IN INDIA**

### **▪ Specialty Stores**

It is a single brand specialty stores and providing best services to customers. Reebok and Manchester United stores are example of this.

### **▪ Departmental Stores**

It is carrying variety of products and wide trange of assortment at lower price than other store to customers. Example is food world.

- **Convenience Stores**

It is located in residential areas, customer can buy immediately and that is why that quite of high price and quality of products. Example is Reliance Fresh.

- **Discount Stores**

They sell huge products but less than MRP rate. In this Stores give preferences to the manufacturer brands. Example is the Loot.

- **Hypermarket**

It is located at fixed area and providing variety t of products at affordable prices to consumers and providing best services to the consumers and carrying of consumers.

- **Supermarket**

It is selling mainly grocery and non-food products. Example is spar.

- **Malls**

It is located mainly in big cities and consisting high quality products. It is providing products, food and entertainment in single outlet. Example is Orion.

- **Vending Machines**

This system is not popular in India. Actually, it came recently. This is an automatic machine, in which customer can put money and take the product immediately.

## **CHALLENGES FACED BY INDIAN RETAIL INDUSTRY**

- Huge Competition between organized retailers and unorganized retailers.
- Unavailability of supply chain management in retail sectors.
- Indian retail sector is growing very fast and the demand is increasing day by day.
- Indian based infrastructure is having very low level in Indian retailing.
- Negative response is being observed in retail sector related to Indian tax system and stamp duty.
- Indian retail industry is facing shortage in goods value and administrative error.
- Unavailability of skilled labors in Indian retail sectors.
- Indian government is having more restriction related to foreign direct investment.
- There is no recognition of Indian retail sector as an industry till now.

## **1.3 COMPANY PROFILE**

### **FUTURE GROUP**

Future group is a one of the Indian private company. It's headquarter located at Mumbai. The future group is significantly growing in retail sector and fashion sector in India with help of most popular super market chains. These are like food bazaar, big bazaar, brand factory, lifestyle stores and central etc. and future group is entering into manufacturing of foods and FMCG like brands are tasty treat, Ekta, golden harvest, fresh and pure, mera swad, such etc. and also providing home product in fashion like indigo nation, ring, scullers, all, Lombard, john millers.

The future retail and future lifestyle fashion these two retail companies are listed as Indian top retail companies. According to BSE more than 36,000 people are working in future group.

Under future group more segments operating companies are there and these are

Retail sector – future retail ltd, future consumer enterprise limited and future lifestyle fashion ltd

- Financial sector – future capital holdings, future ventures and future general
- Other sector – future supply chains, future learning and future brands

### **ORGANISATION PROFILE**

Big bazaar was incorporated at September 2001. It has launched first store at Kolkata and it has opened 3 stores within 22 days in Kolkata, Bangalore and Hyderabad. Big bazaar is providing all categories of products within one roof with affordable prices. It is working like Wal-Mart and going successful way in India. All the success of big bazaar behind only one man is there he is a Mr. Kishore Biyani, CEO of future group.

In big bazaar we can see over 1, 70,000 products within one roof. We can find best quality of product at low price. Currently big bazaar is operating in India only. Earlier big bazaar was lurching only with fashion like apparel, accessory, merchandise and cosmetics. After that added food bazaar, Furniture bazaar, and electronic bazaar etc.

Big bazaar conducting more promotional offers like Wednesday bazaar, big day bazaar, and great exchange offers these way and coming with new logos and taglines, like earlier come with “Naya India ka bazaar” after that change like “Isse sasta aur accha kahin nahin” big bazaar is promoting through various medias like television, social media and print and publishing new logos through medias.



## **1.4 PROMOTERS**

In big bazaar, promoters coming only on offers days like Wednesday bazaar, Sunday bazaar, big day, exchange offers or any other special days. Promoters coming to big bazaar almost three fourth product of big bazaar, in offers days they can try to double the sale of product. The name of particular product promoters we can see in below,

### **Beauty department:**

LAKME, FRENCH FACTOR, LOTUS, VEGA, PARIS, BIOTIQUE.

- **Process food:**

PILLSBURY, NESTLE, ITC, KELLOGS, WEIKFIELD, CADBURY, HORLIKS, BRITANIA, PARLE, MC-VITICS, SOULFULL, PEDIASURE, DUKES, VEGIT, YAKURT, NILGIRIS, KNOR SOUP and NUTRALITE.

- **Non-food:**

NIVEA, HIMAMI, MOHA, GARNIER, ENGAGE, MARICO, PARKAVENEE, J&J, MAMY POKO, SOFY, RIKIT, STRIEX, SENSODYNE, PEPSODENT, HENKO, SOLMATE, GILLATE, HUL, P&G, LIBERO, and CHICO.

- **Staples:**

DHARA, FORTUNE, OLEEVE ACTIVE, GEMINI, EMAMI, EASTERN and 24 MANTRA.

## **1.5 VISION**

- Future group shall deliver everything, everywhere, every time for every Indian consumer in the most profitable manner.

## **1.6 MISSION**

- We will be the trendsetters in evolving formats, creating retail reality, making consumption affordable for all customer segments for classes and masses.
- We shall infuse Indian brands with confidence and renewed ambition.
- We shall be efficient, cost-conscious and committed to quality in whatever we do.
- We shall ensure that our positive attitude, sincerity, humility, and united determination shall be the driving force to make us successful.

## 1.7 QUALITY POLICIES

- Big bazaar has promised to customers for meet their requirements by providing timely and continuous service.
- Big bazaar develops its work process by trained employees and improves the product and service quality as per the customer's feedback.
- Big bazaar providing all the 365-day services to customers.
- To maintain the product and services quality the big bazaar adopted a new technology and innovation in all the big bazaar stores across the country.
- The main policy of big bazaar is providing good quality of product within one roof as per the customer needs and wants.

## VALUES

- **Indianness:**

Understand the Indian community and delivered services on community basis and also treat like every customer are same.

- **Leadership:**

Maintain positive way in thought and business. It is creating innovative ideas, implement and it is a responsible for that creation. It is not feared to any movement in business.

- **Respect and Humility:**

Caring of every individual and providing different facilities to everyone and before taking any changes should communicating about that, respect to the people also inside and outside the organization.

- **Introspection:**

Get feedback from customer and try to correct the mistakes, learn more from failures and learn strength factors from failures, resolve the alternative solutions for salving particular problem.

- **Openness:**

It is always openness to create new ideas. Respect the suggestion of others and always openness to learning from different experience.

- **Valuing and Nurturing relationship:**

Maintain good relationship with customers and provide more what they promised, maintain stakeholder relationship for developing organization, respect to Indian society and communities and creating good relationship with them.

- **Positivity:**

Taking problems like challenges and solving those problems without any damages to business and implement innovative actions.

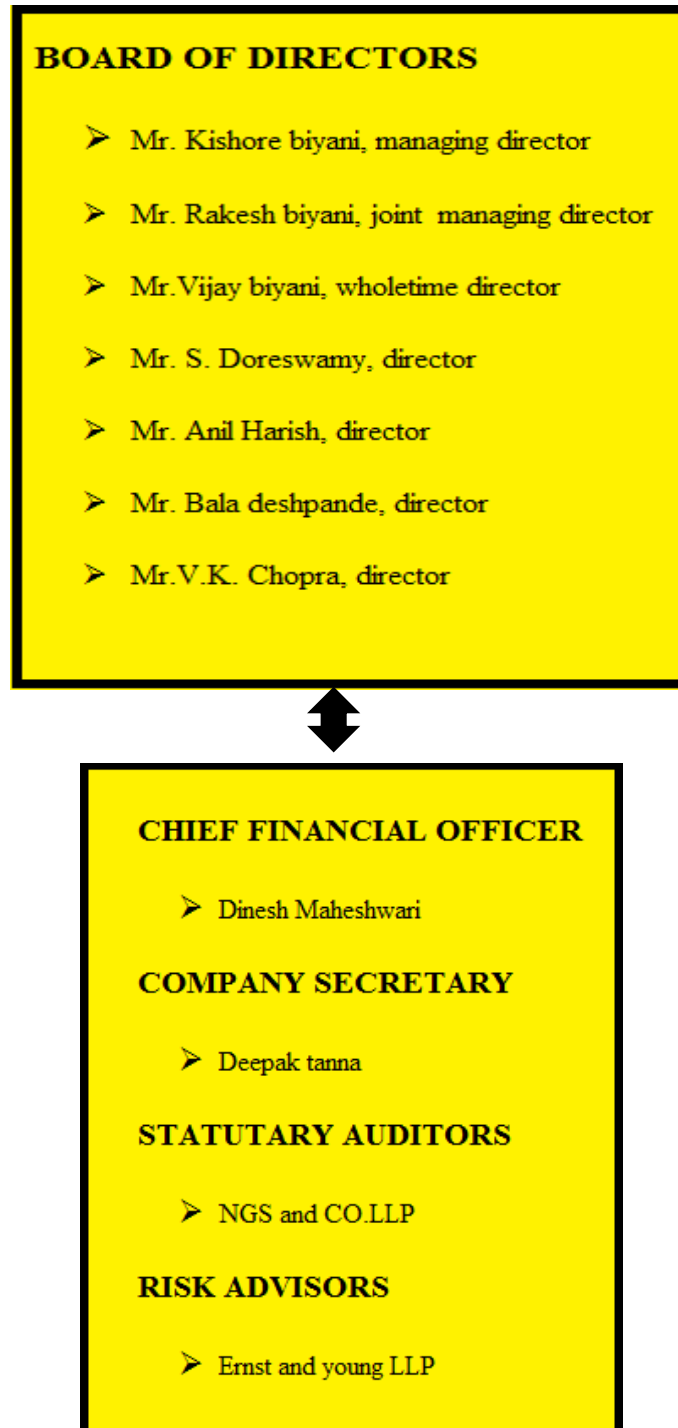
- **Adoptability:**

Always openness to adopt any changes in business, learn more about new skills, it has flexible nature in business and it can manage multitask

- **Flow**

Always learning with different experience and inspired from global business. It is creating alternative ways to reach its goals.

## OWNERSHIP PATTERN



Ownership pattern

## **1.8 PRODUCT / SERVICE PROFILE**

Big bazaar is a one of hypermarket, it is providing 170,000 products in a one single building. We can see many brands in big bazaar. In Burdwan, Big Bazaar is spread over three floors and it have big product profile.

### **Different product departments**

#### **Ground floor**

Fashion ladies wear	Ladies Footwear
Home fashion	Ladies western wear
Dress material	Ladies ethnic wear
Ladies night wear	Customer service desk
Trial rooms	Baggage counter
Cash counter	Beauty section

#### **First floor**

Fashion men's wear	Men's jeans and t-shirts
Kid's accessories	Men's night wear
Men's occasion wear	Men's shirts and trousers
Men's footwear	Kid's footwear
Men's accessories	Kid's fashion
Trial rooms	Cash counter
Wash rooms	Dirking water

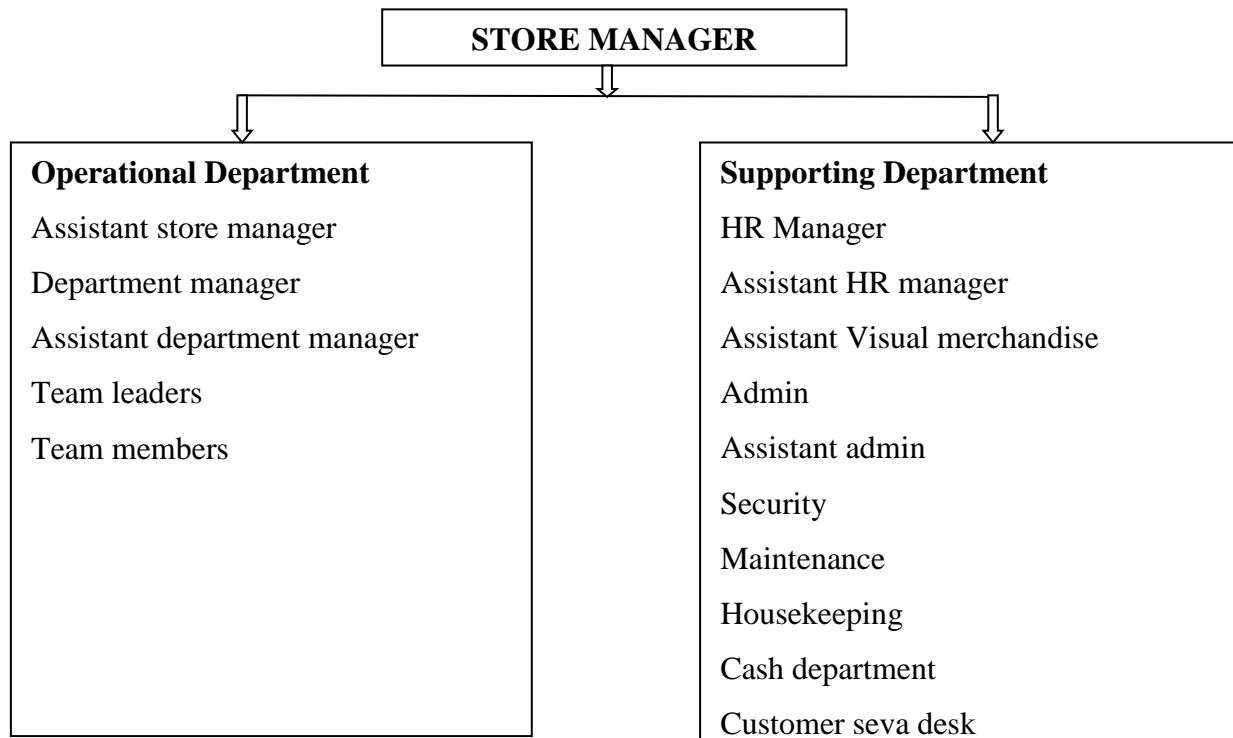
#### **Second floor**

Home wear	Home fashion
Luggage	Stationary
Toys	Sport items
Electronics	Cash counter
Drinking water	Wash room

### Third floor

Food bazaar	Staple
Dough batter	Rice counter
Beverages	Refrigerated products
Vegetable cutting	Spice market
Dairy fresh	Fruits and vegetables
Atta station	Chakki counter
Fresh for you	Apple mandi
Food junction	Banana mandi
Cash counter	Coconut mandi
Pay on delivery service desk	Customer service desk

### HIERARCHY IN THE STORE



Hierarchy in the store

## **AREAS OF OPERATION**

Big bazaar is conducting Operation for running venture with good position and facing competitors. Its main objective is providing best services to consumer and making profit in positive way. Big bazaar involving tow way of operation, that are floor operation and where house operation.

### **Floor Operation**

Floor operation main responsibility is running store with attracting people towards store and know the people and study the consumer behavior. Floor operation most important areas are:

#### **❖ Merchandise management:**

- Analyze the customer needs and wants through supply the right products
- Planning future selling point in present like increasing sales and any promotional activity.
- Buy the product from different manufacturer or whole seller for minimizing the product price to customer.
- Manage product in floor as a use of proper system.
- Following FIFO method to store stock.

#### **❖ Layout management:**

Big bazaar is effectively use of store with supporting of interiors design, it is attracting the customers and it is help increasing big bazaar total revenue of Burdwan.

#### **❖ Offerings:**

Big bazaar giving special offers to customer that's future card, payback card, profit club card, Sunday bazaar, exchange offers.

#### **❖ Visual displays:**

Big bazaar conducts visual displays through a window display, lighting store, colors effecting within stores and music plays for attracting customer, these are all function easily increasing sales revenue.

#### **❖ Customer service:**

Big bazaar providing best services to customer, these are like credit note issue, re-fund of money, listening customer complaints, home delivery services, gift package facilities, order

on call facilities, special offers announcement at CSD.

❖ **Employee management:**

Employee management is important in any company and also big bazaar hiring the people, training to them as treat customer as friendly and also retain the best employees and also big bazaar treat employees as customer.

**MRP mismatch management:**

Big bazaar procure product directly from manufacturer so they should do MRP mismatch progress this process going where house operation and it will be changing as per offers.

**Barcode issue:**

Big bazaar is issuing barcode to all the products in warehouse. It increasing operational efficiency in Big bazaar, and supporting to big bazaar positively like saving time, reduce errors, decreasing operational cost.

**Shrinkage management:**

In India most shrinkage is going in retail sector; big bazaar tries to avoid this type of shrinkage and it is conducting measures for these through where house.

**Stock take:**

Big bazaar directly buys the product from manufacture or whole seller, in warehouse divided the product as per particular category, and customer have deferent product in under one building and customer easily recognize what they want.

## **1.9 COMPETITORS**

**Shoppers stop:**

Shoppers stop is basically Indian Retail Company, headquarter located in Mumbai.it handling discount department store, hypermarket and supercenter. More than 14,000 plus employees working in shoppers stop.

**Trent:** Trent is come under a TATA group, basically it is Indian company, was incorporated at 1998 and its headquarters located at Mumbai and Maharashtra. Trent given most preference to western culture in India



**Lifestyle:**

Lifestyle is generally based on fashion clothing, it is incorporated at 1999, headquarter located at Bangalore. It is running now across 26 major cities and 43 stores located at major residential areas.

**Spencer's:**

Spencer's incorporated at 1996 and headquarter located at Kolkata, running under parent group of sp Sanjiv Goenka. approx. 400 stores are running in India and there are 60,000 employees working in Spencer's.

**Spar:**

Spar is a grocery stores and hypermarkets, basically it is Netherlands Company and headquarter at Amsterdam. It was incorporated at 1932.

**Reliance fresh:**

Reliance fresh is a super market chain of reliance group, was incorporated at 2006. Reliance fresh Headquarter located at Mumbai. The founder of Reliance fresh is Mukesh Ambani.

**More:**

More was incorporated at 2007 and founder is humar mangalam birla. Handling supermarket and hypermarket. In more there are 11,000 plus employees are working now.

**Food world:**

Food world located at Bangalore, it is generally based on subsidiary type of business, Food world is incorporated at 1996, and it's covering across all part of India through 67 store of food world.

**D-mart:**

D-mart is private owned company and it is incorporated at 2005. The founder RK Damani, it is handling department store and headquarter located at Mumbai. Minimum income of 1 year is a one billion of US dollar.

## 1.10 SWOT ANALYSIS



### **Strength**

- Big Bazaar provides wide range of products and services.
- Strong presence in local market.
- Affordability for middle class is provided by Big Bazaar.
- Attractive promotional offers given by Big Bazaar to attract customers through discount, sales, exchange offers etc.
- Providing home delivery facilities.
- Good branding and Advertisement by using celebrity as a brand ambassador.

### **Weakness**

- Big bazaar is not known globally.
- Customer loyalty for particular brand which is not available in Big Bazaar store.
- Overcrowded during offers.
- Long line in billing counter, people distract from this.
- Falling revenue /sq. ft.

## **Opportunities**

- A lot of scope in Indian retail market.
- Entering in high premium segment.
- Big Bazaar can plan to expand globally by tie-ups.
- Increase in consuming middle-class population.
- Increased rural penetration can also benefit Big Bazaar.
- Opportunities in online space.

## **Threats**

- Competitors with global presence.
- Government policies more instruction on retail sector.
- Online market can severely affect the market share of Big Bazaar.
- Low price brand perceived to be of low quality in Indian consumer minds.

## **1.11 FUTURE GROWTH AND PROSPECT**

The future group is planning to expand retail sector and it planning to invest more than Rs 500 crore, the future group CEO, Kishore Biyani informed about it. Now under future group operating companies are future retail ltd, future consumer enterprise ltd and future lifestyle fashions ltd.

In year 2016 the future retail ltd had planned to open 20 big bazaar stores, 6 to 7 of super market chain central stores and 10 stores of brand factory.

Capital expenditure of future group will increase from Rs 500 crore to 600 crores.

Online retailer is giving tough competition to future retailers so future group decided to invest Rs 200 crore for advertising in one financial year.

Big bazaar is planning to conduct weekly campaign for promotions. It will positively effect on sales like will rise 25% to 28% in year 2018 from year 2017 of 16%.

Biyani planning to if all three business sales will grow at 30% in year 2018, the revenue of future group will increase to Rs 22,500 crore.

## **DESCRIPTION OF TASK HANDLED**

### **Sale of profit club membership card:**

It is membership card of big bazaar. If customer deposit 10,000 rupee they will get extra benefit of 2000 rupee for shopping and that 12000 rupee they can utilize in 12 months. Each month they can shop for 1000 rupee for 12 months, if customer deposit 5000 rupee then he will get 1000 extra benefit total 6000 rupee for 15 months and the customer only can purchase 500 rupee per month. In this profit club the customer also gets free carrying bag.

### **Store announcement:**

Store announcement is done by CSD department. This announcement is about customer special offers, discount, and new facilities of big bazaar for customer and staff announcement about any clarification from deferent department for customer issues.

### **Gift wrapping:**

In CSD the gift wrapping is done and it is provided free to customer without taking any charges only they have to give the cash memo of bill to the CSD staff.

### **Exchange of product:**

If customers dissatisfied from something of purchased from big bazaar product, the customer can exchange the product within 15 days of purchase. But that product condition should be in sealable condition and there should be reason for exchange, the product. If customer have any guaranteed purchase product that will get repairs or exchange if any problem is found in that product and that will be done under certain condition.

CSD staffs will check the product before exchange or issue credit note they should check gate pass and, like any damages, purchase date. After exchange the product the credit not details is maintained in a return book.

### **Home delivery:**

Home delivery is done by big bazaar within 3 kms radius over the purchase of 1000 rupee. The liquid product, biscuit, the glass type product is not delivered by big bazaar that item should be taken away by the customer with them.

### **Gift vouchers:**

Gift's voucher is a gift that can be exchangeable for goods in big bazaar. It is available in all over Indian big bazaars and food bazaar. Available denomination of rupee 50, 100, 250, 500, 1000, this gift vouchers are valid on the basis of that voucher.

**Customer interaction:**

- Handling the customer in a very smart and promptness way.
- Handling angry customer with very effective way.
- Listening customer's problem properly.
- Solving customer problem quickly.

**FACILITIES:**

Big bazaar providing variety of services to customer which are:

- Temperature is maintained as per weather.
- Lighting services for attracting the customer and showing extra.
- Providing drinking water facilities.
- Sitting arrangements for customer in each floor.

**Special offer:**

Free offer is given to some customer which is not printed on the signage which is generally provided by the staff of the big bazaar.

**Telephone calls:**

Customer can use the telephone service for home delivery, query, product availability, complaints, store location, and any other solution for quickly customer can use this facility.

**Share with us:**

Share with us big bazaar providing to its customers for collecting complaint through, share with us book, and collect feedback through "share with us forms".

**Pay back card:**

It is a membership card for the customer of big bazaar. The points get added for the customer every purchase and sometime given extra offer to card members. Big bazaar gives 0.25 paisa to earning of every one point and that can be used for the future shopping purpose.

**CHAPTER-2**  
**CONCEPTUAL BACKGROUND AND**  
**LITERATURE REVIEW**

## **2.1 THEORETICAL BACKGROUND OF THE STUDY ADVERTISEMENT**

Advertisement as a tool of communication, but mostly as a marketing tool is subject to many theories and explanatory and normative models. The word ‘Advertisement comes from the Latin word of Advert ere “which helps to understand minds of people towards product.

Advertisement is helps to transfer the business promotional information to present and prospective customer. It generally provides information about firm, place of availability and quality of product. Advertisement is more important for seller in modern and large-scale production, without advertisement and promotional activity they cannot push product for sales effectively in competitive marketing. Advertisements and promotional activity break for personal selling. Advertisement and promotional activity is concentrating on modern world and considering competition and adopt modern technology through find customer fashion and taste and promote product effectively in retail market.

### **FEATURE OF ADVERTISEMENT AND PROMOTIONAL OFFERS**

Advertisement reach the information to masses through mass communication. Advertisement and promotional offers are a non-personal communication because it is concentrating on targeted audience not only individually.

#### **Information:**

Advertisement provides details information about the product and benefits to the buyers.

#### **Suggestive**

The Advertisement should be capable to provide proper suggestions to customers.

#### **Profit maximization:**

Advertisement is indirect income to the organization.

#### **Non-personal presentation:**

Advertisement is not going to meet in individually goal of the employee but it can observe the customers personal appeal.

#### **Consumer choice:**

Advertisement is totally based on consumer choice. It is also influence the customers for buying goods as per consumer preference like budget and choice. Right choice of product makes happy to customers.

**Art, science and profession:**

Advertisement is based on the creativity of the art and science.

**Element of marketing mix:**

Advertisement is a one of the major tools of four promotional mix. Advertisements is indirectly contributing to sell goods and services.

**OBJECTIVES OF ADVERTISEMENT**

- To new product in marketing among the customers.
- To helpful in personal selling and it can use as sales man.
- To create awareness of new product.
- To face the competition in very effectively.
- To entering in to new market or concentrate on targeted audience.
- To increase the sale revenue in the competition market.
- To attract and retain the customer.

**IMPORTANCE OF ADVERTISEMENT****Promotion of sales:**

Advertisement is promoting the sale of goods and services through informing people about particular product details. Advertisement is helpful to earn new customers in national and international level.

**Introduction of new product:**

Advertising helpful to introduce new product, whoever introduce new product in market they need to aware about product to people. Without advertisement nobody cannot introduce new product. Advertisements are quickly aware particular product.

**Creation of public image:**

Advertisement is building the value of the advertiser. It is trying to fulfill customer needs through informing character of product. In This way it increases this values and goodwill. It is necessary to every business for fight against competitors.



**Mass production:**

Advertisement providing large scale production. It supports to promote large scale production. Because business organization knows, with help of advertisement easily promote large-scale business. Mass production is helpful to reduce the cost of production of product.

**Research:**

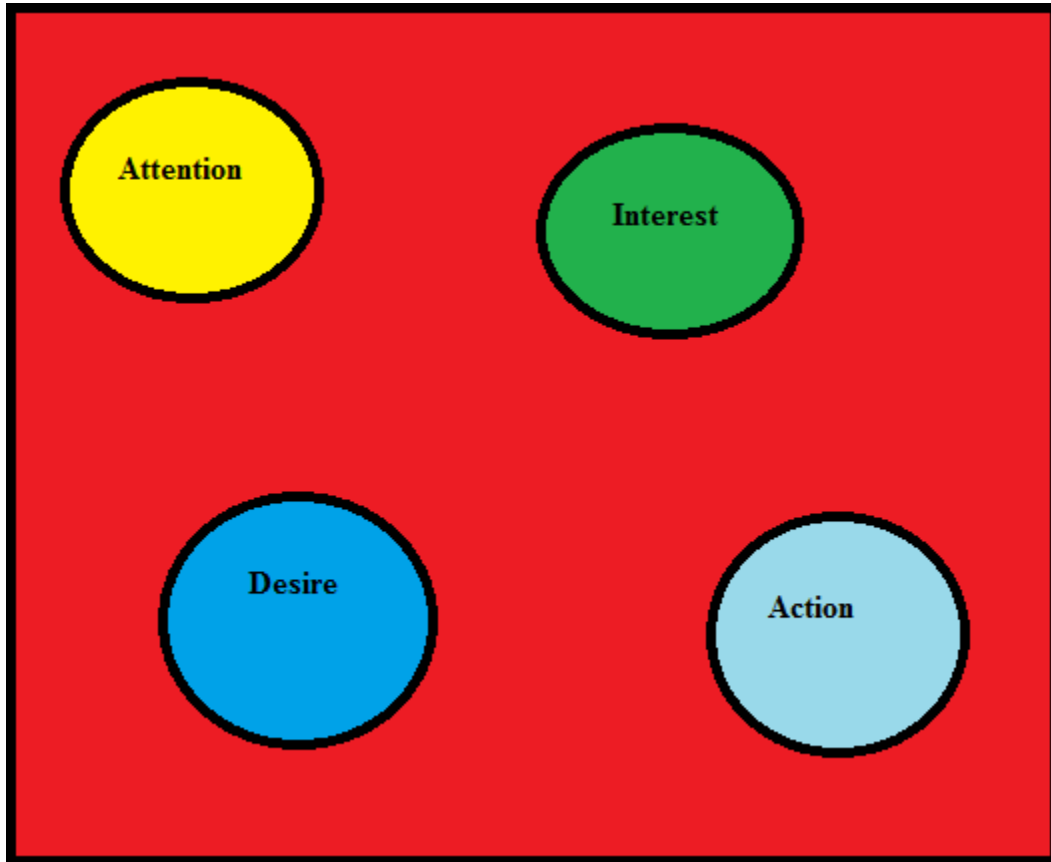
Advertisement is involving for development and research activity. Advertising had the competitive activity in marketing. Every business tried to differentiate of its product compare to competitors and tried to give substitution in product though advertisement these are all possible. Every business needed to conduct research and development in market. If it is not conduct it will go out from the market.

**Education to people:**

Advertisement is improving knowledge of people about new products, uses and conditions. Advertisement helpful to change people lifestyle, attitude, and buying behaviors and help to give it up old habits and it is increasing standard of living of society.

## **AIDA MODEL**

AIDA is a tool for ensuring the writing, copy and grabs attention. The four steps of tools are needed to attract the consumers, visit the website and buy the product.



AIDA Model

### **Attention:**

In a media need to attract filled world and grab the attention of people through a power full worlds and power full picture catch readers and influence to read and wait for what say next.

### **Interest:**

It is one of the challenging levels in AIDA model. After got the attention of readers we should engage more with the readers and try to understand to them of particular message. Taking the benefit of readers and catching reader's attention.

### **Desire:**

In AIDA model interest and desire is a hand in hand after building the readers interest, there need to help them for better understand and how you help them in better way as per the readers personal needs and wants.

**Action:**

Finally should be clear about readers what action should take for readers and make a request to them for getting action.

**ACTIVE PARTICIPANT IN ADVERTISEMENT**

- Advertiser
- Advertisement agencies
- Mass media.
- Advertisement production firms
- Target audience
- Advertisement production artist
- Government authorities

**AREAS OF CONDUCTING ADVERTISEMENT**

- Outdoor advertisement
- Mobile advertisement
- Television advertisement
- Newspaper advertisement
- Radio advertisement
- Online advertisement
- Cinema advertisement
- Magazines advertisement

**PROMOTION**

Sales promotion is mainly based on discounts. It is directly impacting on consumer buying behavior. In discount most popular ways are one is price discount on product other one is bonus packs. In these two ways consumers receive extra than original price. In this way promotion offers are given extra achievement on product sale. Promotion offers are comparing to advertisement it is most important to improving product sales. Promotion offers we can carry as short term and as long-term period of activity.

## **TYPES OF SALES PROMOTION**

### **Free trial sample:**

Before purchase of product consumers are get one free sample and after that trial that product then they will decide to buy or not.

### **Price deal:**

Price deal is a short term reduces on price like given 50% offer.

### **Loyal reward program:**

It means consumer can have point in every purchase of total amount and also have facility of credit purchase.

### **Price pack:**

In price pack offered to customers more quality of product at the same value of price or decreasing price for some quality of product.

### **Free trials:**

Given opportunity to customers for free trial offers without any charges for that.

### **Mobile couponing:**

Mobile couponing is available on mobile only. Consumer just shows the mobile phone to salesman and they will reduce in main balance of purchase.

### **Kids eat free specials:**

On total dining amount, provide one kinds meal free. It should positively attract customers

## **FACTORS INFLUENCING PROMOTION MIX**

### **Type of product:**

Product can divided as branded product, necessity product, non-branded product, luxury products and new products there all product is necessity of verity of promotional tool.

### **Use of product:**

Product are using for industries, necessity product and luxurious product these are all different promotional tool. These are all effect on media and promotional tool.

### **Purchase quantity:**

Company is considering the purchase quantity for promotes the product. It conducting personal selling for heavy users and conduct advertising for small sellers these way we can handled product very easily.

**Fund available:**

Financial strength is very important to every company for conduct promotional offers because television, newspaper, radio, online advertisement and magazines these are all heavy costly expenses for promote product.

**Type of market:**

Market is divided on human characteristics like education, income, knowledge, location, profession, sex these are very important factor for conduct promotional offers.

**Size of market:**

In a business four stages are there like new brand, growing brand, stable brand, and decline brand each stage of brands have different promotional strategies.

## 2.2 REVIEW OF LITERATURE

**Vecchio, Devon, Del** (2006) In this report the result of the study, which examined the effective of sales promotional offers and advertisement is creating a huge range of difference in retail marketing business. Promotion can also increase or decrease the preference for a brand.

**Laroche and Michel** (2005) Examined the effect of coupons on brand selection and categorization of consumers. As on study there both direct advertising and cross advertising effect, it is presence coupon to people about particular brand. It will effect on attitude and buying intentions of consumers towards particular brand.

**Anderson** (2004) Examined how the present price promotional offers impact in future purchasing. As reported the higher price discount in present period will increase future purchase by fresh purchaser. But it will reduce future purchases by regular purchaser.

**Mela, F. Carl** (1997) Reviewed the long-term impact of advertising and promotion on brand choice of consumer's behavior. As the study it will possible when change in promotional policies of retailers and advertising concept of manufacturers. When the advertising will reduce and promotional offers will increase then only customer attract through more price and promotion over long time and easily pick the same brand.

**Sethuraman, Ray** (1996) Examined the discount effect between high priced and low-priced brands. The finding as the major national brand can sale the product without any reduce in its price compare to other competitor brands.

**Alvarez and Rodolfo** (2005) Studied the effectiveness of sales promotion on selecting brand. As a report promotion is helpful to manufacturer and retailer for fulfilling their objectives. Immediate reduction of price is major technique for influence to select brand. Which promotions is based on price it become have more effectiveness.

**Vyas, H. Preeta** (2005) Examined the consumer preferences with effect of sales promotion. As on study the promotional offers which is better, which promotional offers immediate incentive offering of price-cut nature and it is likely available to all consumer segment.

**Janiszewski, Cunha, chris and mcrus** (2004) Studied the effectiveness of the price discount on the attractiveness of the product. The price discounts are effective that only when the customer will receive the most weight of product discount. Price discount is depending upon each different product.

**Kureshi, Sonal and Vyas, Preetha** (2002) Examined the impact of sales promotion offers on toilet soaps in retail. As this study free gifts are most of the retailer using in premium scheme and also popular toilets soap segments are conducting price-off. The price-off is the most popular and attractive tool for promoting sales of toilet soaps.

**Priya, Corfman and Ragubir, kim** (1999) Examined the effectiveness of price promotions on pre-trial brand. Reported as price promotions are affecting on pre-trial brand with some unfavorable conditions these are, when brand earlier was not promoted. When promotions were used more information about particular that product. When the analyzer was not more expert and when the promotion was different compare to other.

**S. Manjith and kent, Yadav, B. Monroe** (1993) Studied the effectiveness of bundle offers on consumer perception. As their results bundle offers including more additional saving offers also it is more impact on customer perception. This transaction is saving more than offered individual items.

**Raghubir, Priya** (2005) Examined the consumers response for the promotional offers of “free gift with purchase” as the study this joint bundle offer compared with „buy one get one free” promotional offers, consumers are very less to pay for free product offer. In this same way when given free product on purchase of bundle product. Consumers are very less to pay for purchase of alone product.

**Shor, L.Oliver and Mikhael, Richand** (2003) Examined the effectiveness of digital coupons on customer perception. as results providing a digital coupons and it is price reduction given more positive effect on consumer perception than traditional couponing.

**Jacob, Alain, D.Astous and Isabelle** (2002) Examined the consumer reaction for premium ased sales promotional offers. According to study consumer level will appreciation, when there is relatively available lower quality of goods for purchase. When the value of offer specified. When the interest in buying in premium.

**Francis and Padgett** (1995) Examined the relationship between promotion purchasing and regular purchasing. The study shows positive relationship between promotional purchase and regular price purchase. The promotional offer is involving for access the customer towards product. Three fourth of regular customers make purchase more on regular price.

**Huber, Orlmeyer and Joel, Gwen** (1991) Examined negative impact of promotional offers on brand experience. As on study when consumer had negative impact on purchased brands on discount offers than customers go to buy brands on regular price.

**Jan-Benedict** (2002) Examined the competitor react to others advertising attacks and price promotional offers. As on study competitors react to others it is a nature of business. The competitors actually react to other competitors in same way. If given promotional offers from one side and competitors also gives promotional offers to customers. If attack with advertising from one side and competitors also attack with advertising. Whatever argues is there that will carry some few long-run of reaction.

**Mary, P. Conchar** (2005) Studied the effect of promotional and advertising spending on firm. As on study there is a going positive relationship between promotional and advertising spending on firm. It is expected to rising shareholder wealth and earning future cash flows.

**Batra** (1995) Examined the effectiveness of advertisement on sale. As on study advertisement influence on short term sales and also market share.

**Ryan, Smith, Elder** (2008) Examined the effectiveness of advertisement on consumer perception. as on study in food court the advertisement effect on taste of the food then customer necessarily come for buy that and suggesting about food. It helps to improve in taste as this taste of the food helps to increase sales.

**Lefferly and Goldsmith** (2002) Examined the effectiveness of websites advertisement on consumer response. As on study the website advertising is helpful to create understanding, Product selection, reviving and changing customer attitude and influence the customer perception towards particular brand.

**Adelaar** (2003) Examined the effectiveness of advertising on emotion and impulse purchase behavior. As on study the environment provides more experience to consumer these types of experiences used for promote a product and selling a product. These environmental experiences of advertising directly impact on consumer and influence to buy the product.



**CHAPTER-3**  
**RESEARCH DESIGN**

## **RESEARCH DESIGN**

### **TOPIC CHOSEN FOR THE STUDY**

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT BIG BAZAAR”

### **PERIOD OF RESEARCH**

Period of six weeks

### **3.1 STATEMENT OF PROBLEM**

In current scenario the advertisement and promotional offers are the major problems to all the retail industry. So, it is very difficult to identify the customer needs and wants, and serving to customers. It is also very difficult for the marketers to retain current customers and attract the future customers. In a retail store, advertisement and promotional offers are required to attract current customers.

### **3.2 NEED FOR THE STUDY**

- The companies always trying to win the customers heart, as customer is a king and king is not a bargained.
- The big bazaar comes out with different promotional offers to fulfil the customer needs and wants.
- Promotional offers play important role to create awareness about the market, to sell the product to attract the customers and to increase the profit margin.

### **3.3 OBJECTIVES**

- To study the effectiveness of advertisement on sales.
- To know the media effectiveness and efficiency.
- To understand schemes and offers provided by big bazaar.

### **3.4 SCOPE OF THE STUDY**

- This study helps to the retailers to devise market and make the strategies for target market.
- It helps to collect information about customers’ needs and wants, lifestyle and attitudet towards shopping.
- It helps to know how much the consumers are attracted towards advertisement and promotional offers.
- It helps to resolve which media is more effectively suitable for advertising.

### **3.5 RESEARCH METHODOLOGY**

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.

- **RESEARCH DESIGN**

Type of Methodology: Descriptive research.

The Analytical Research methodology adopted for carrying out the study was at the first stage theoretical study is attempted and the second stage observed customer behaviour on big bazaar advertisement and promotion activity inside the retail store.

- **Sample Design**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non-probability sampling is used.

- **Sampling**

Sampling design	: Non-probability sampling
Sampling technique	: Random sampling
Sample unit	: Store visitor
Sample size	: 100 respondents
Area of study	: Big bazaar Burdwan Arcade-West Bengal
Data analysis method	: Tables and graphical method

## ❖ DATA COLLECTION METHOD

In this research, internal and external source of data are used. Collected raw materials 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.

In data collection, there are 2 types-

### ▪ Primary Data

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

### ▪ Secondary Data

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

## ❖ RESEARCH INSTRUMENT

In this, primary method of questionnaire is used for collecting data.

## 3.6 HYPOTHESIS TESTING

### ❖ NULL HYPOTHESIS

Ho. There is no significant relationship between attractiveness of the Advertisement and Type of offers in Big Bazaar

### ❖ ALTERNATIVE HYPOTHESIS

H1: There is a significant relationship between attractiveness of the Advertisement and Type of offers in Big Bazaar

.

**Table: Correlations between attractiveness of Advertisement and types of offers in Big Bazaar**

**Correlations**

		Attractiveness of the advertisement	Type of offers in BB
Attractiveness of the advertisement	Pearson Correlation	1	-.197*
	Sig. (2-tailed)		.050
	N	100	100
Type of offers in BB	Pearson Correlation	-.197*	1
	Sig. (2-tailed)	.050	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

**Analysis:** It is found in correlation table that both the variables are negatively correlated with a value of -0.197. @95 % level of confidence.

**Interpretation :** It is interpreted that The attractiveness of the advertisement does not influence the type of offers in big bazaar as per the opinion of the respondents, because the type of offers also include the advertisement and others factors such as discounts, 1+1 offers, extra offers . So these factors have been positively correlated with sales in big bazaar but not with advertisement.

### **3.7 LIMITATION OF THE STUDY**

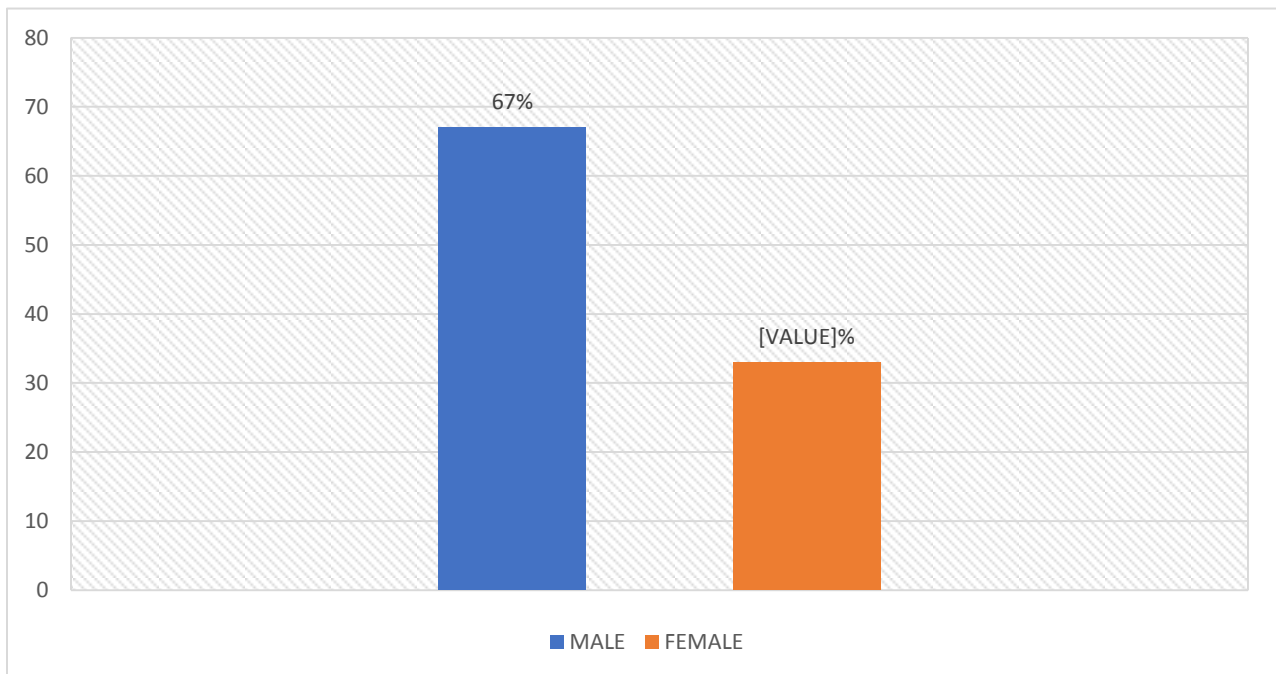
- A period of 6 weeks was not sufficient to cover our internship and not possible to collect large number of respondents and cannot able to study in depth of the subject.
- Consumers in the stores busy with shopping, so it was very difficult to collect answer to questionnaire.
- People have shown negative attitude while filling personal details in questionnaire.
- It might be possible that the answers given by the customer are of biasness.

**CHAPTER-4**  
**ANALYSIS AND INTERPRETATION**

**TABLE NO-01:** Respondents divided on gender

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	67	67%
2	Female	33	33%
3	Total	100	100%

**Analysis:** As per survey out of 100 Respondents, there are 67 Male responders and 33 Female Responders.



**CHART NO-01:** Graph showing Respondents divided on gender.

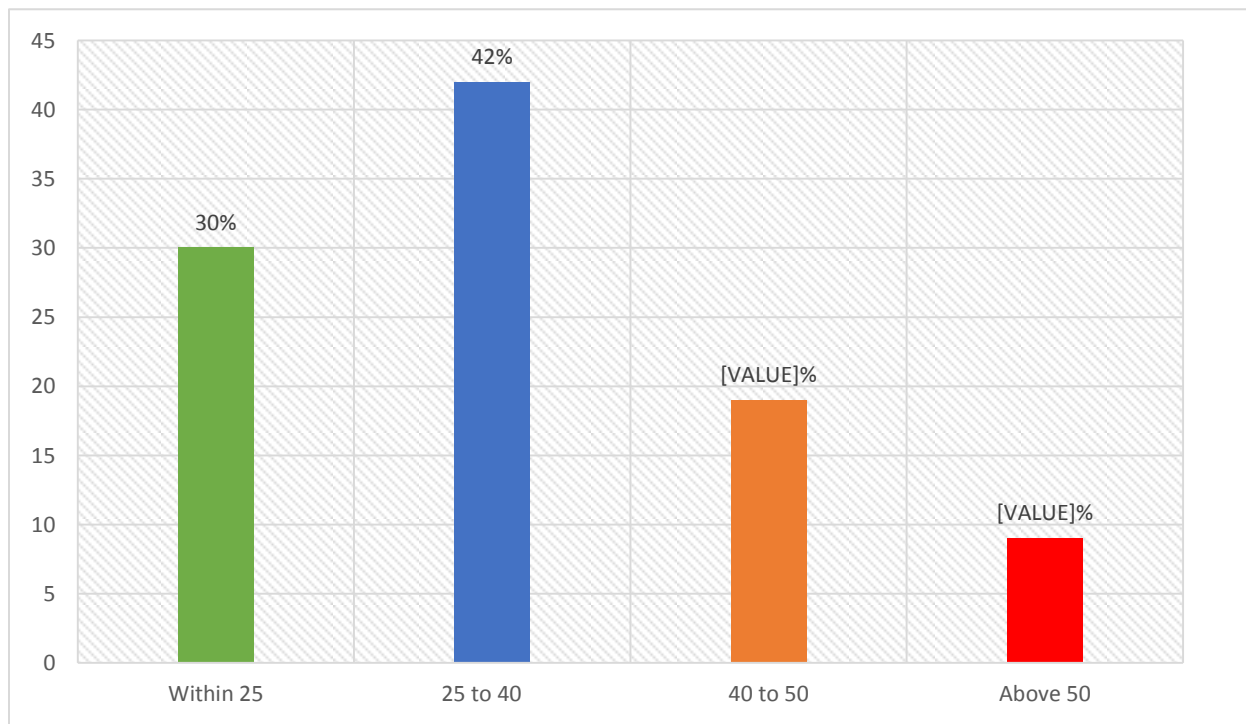
**Interpretation:** For this survey among 100 respondents both male and female are equally respondent.



**TABLE NO -2:** Respondents divided on age group

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Within 25	30	30%
2	25 to 40	42	42%
3	40 to 50	19	19%
4	Above 50	9	9%
5	TOTAL	100	100%

**Analysis:** As on survey 30 percent of the responders are within 25-year age group, 42 percent of the responders are between 25-40 age group, 19 percent of the responders are between 40-50 age group and 9 percent of the responders are above 50 age group.



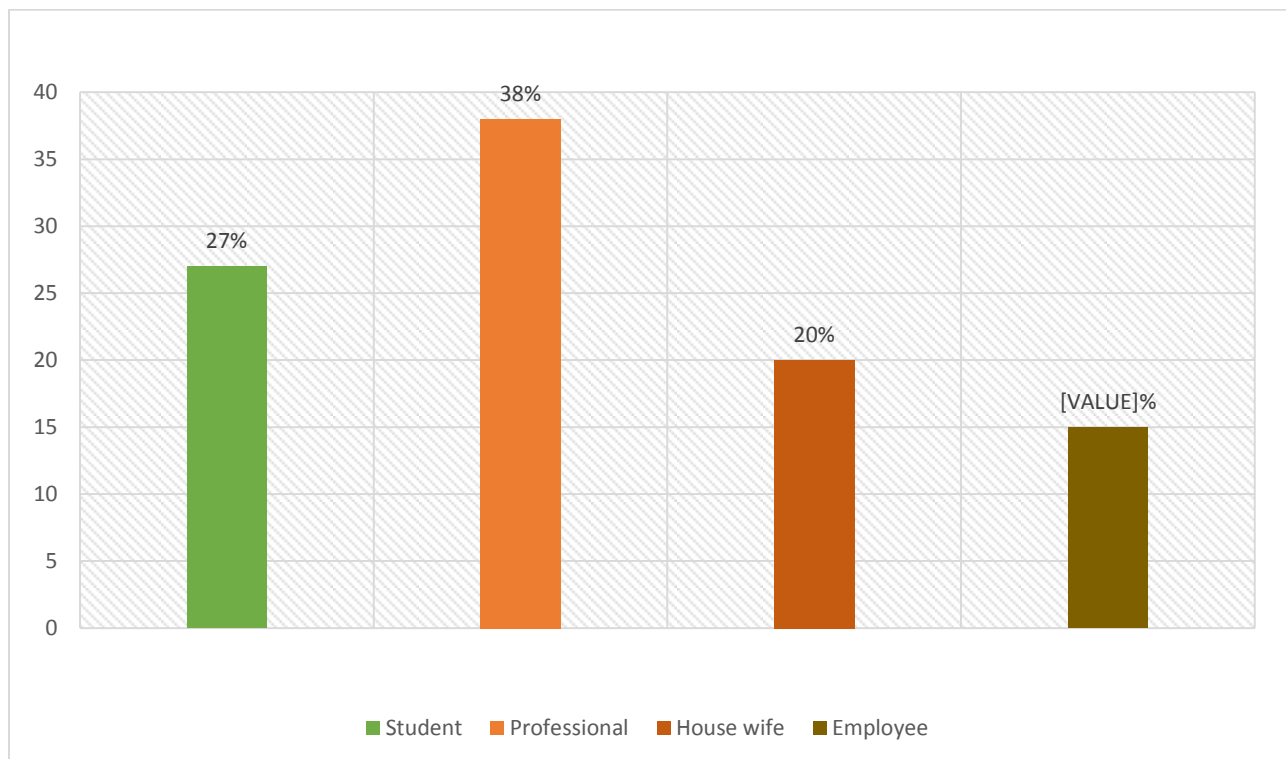
**CHART NO-02:** Graph showing respondents divided on age group

**Interpretation:** The survey taken from different age group of customers, most of the customer come for shop between 25-40 age group.

**TABLE NO -3:** Respondents divided on occupation:

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Student	27	27%
2	Professional	38	38%
3	House wife	20	20%
4	Employee	15	15%
5	TOTAL	100	100%

**Analysis:** Among the Respondents there are 27 Percent student, 38 Percent professional, 20 Percent housewife and 15 Percent employee.



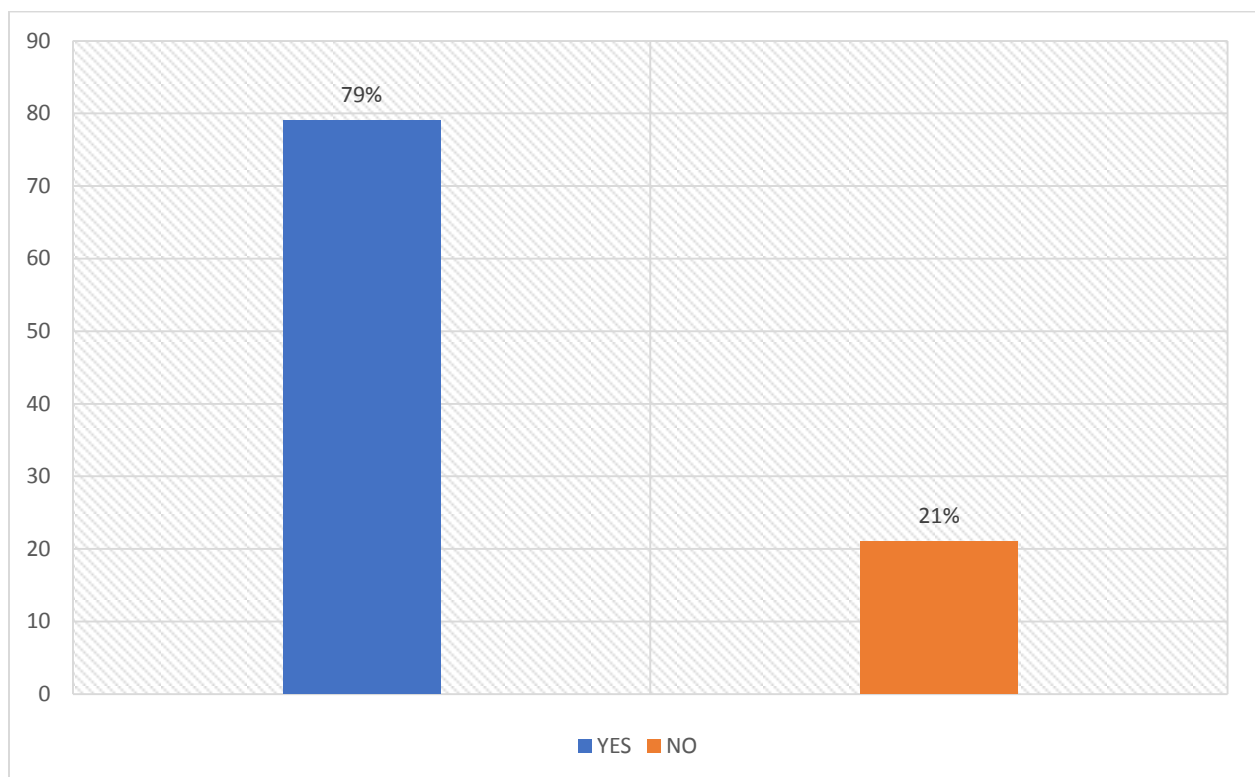
**CHART NO-3:** Graph showing respondents occupation.

Interpretation: In this survey professional and student are more responded than housewife and employee.

**TABLE NO-4:** Respondents divided on frequently visit Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	79	79%
2	No	21	21%
3	TOTAL	100	100%

**Analysis:** One thing we understand from this survey, 79 Percent of the respondent are frequently visitor's and 21 percent are less frequently visitors.



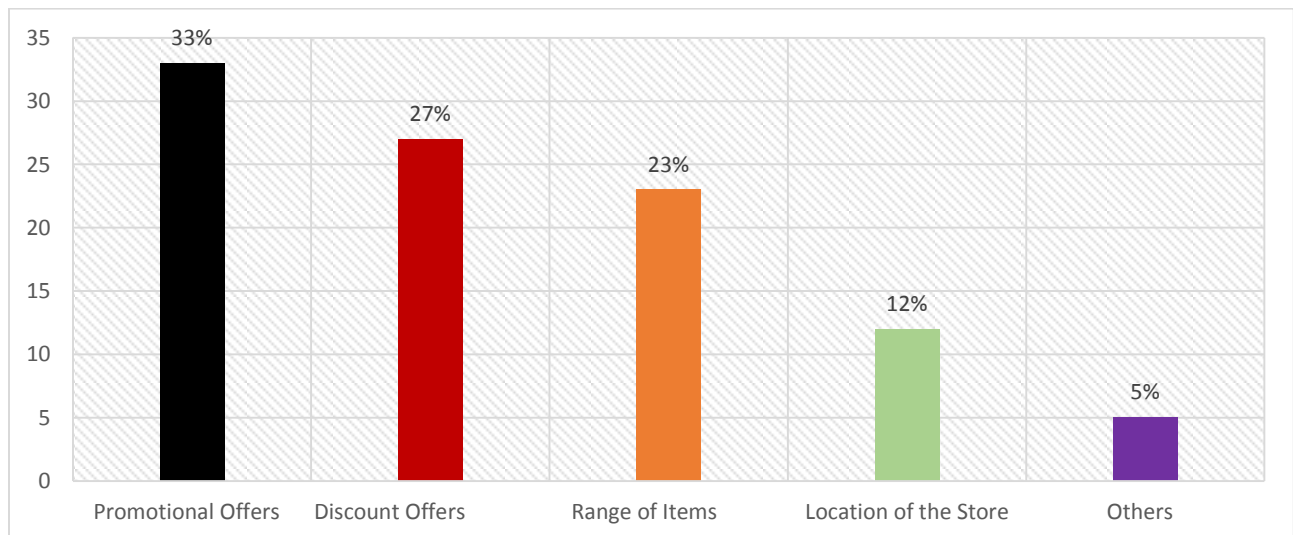
**CHART NO-4:** Graph showing frequently visitors of big bazaar.

**Interpretation:** As on survey 79 percent customers are frequently visitors.

**TABLE NO-5:** Reason for your visit

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Promotional Offers	33	33%
2	Discount Offers	27	27%
3	Range of Items	23	23%
4	Location of the Store	12	12%
5	Others	5	5%
6	TOTAL	100	100%

**Analysis:** Among the respondent's 33 percent of customers visit big bazaar influenced by promotional offers, 27 percent influenced by discount offers, 23 percent influenced by rang of items, 12 percent customer visit big bazaar for the reason of store near to consumer and 5 percent customer visit by their personal reasons.



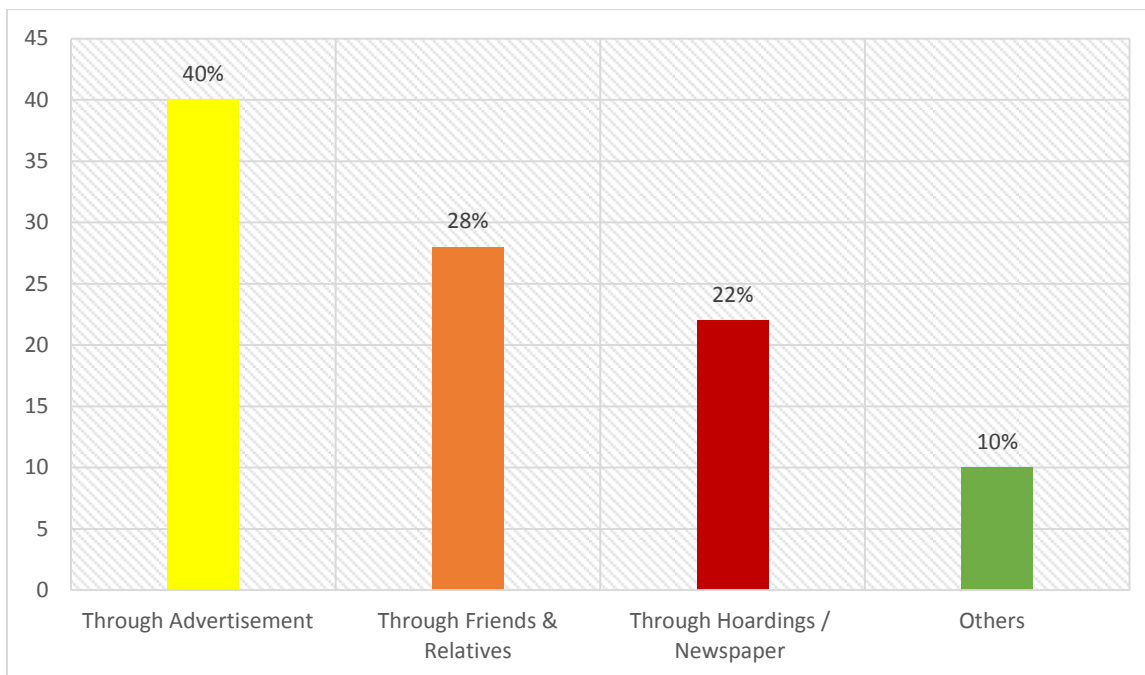
**CHART NO-5:** Graph showing the reason for customer visit to big bazaar;

**Interpretation:** As per survey more customer visit big bazaar influenced by promotional offers than other

**TABLE NO -6:** Respondents come to know about Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Through Advertisement	40	40%
2	Through Friends & Relatives	28	28%
3	Through Hoardings / Newspaper	22	22%
5	Others	10	10%
6	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent respondents there are 40 percent customers come to big bazaar influenced through advertisement, 28 percent through friends & relatives, 22 percent through hoardings /newspaper and 10 percent of customer come to big bazaar influenced by others media.



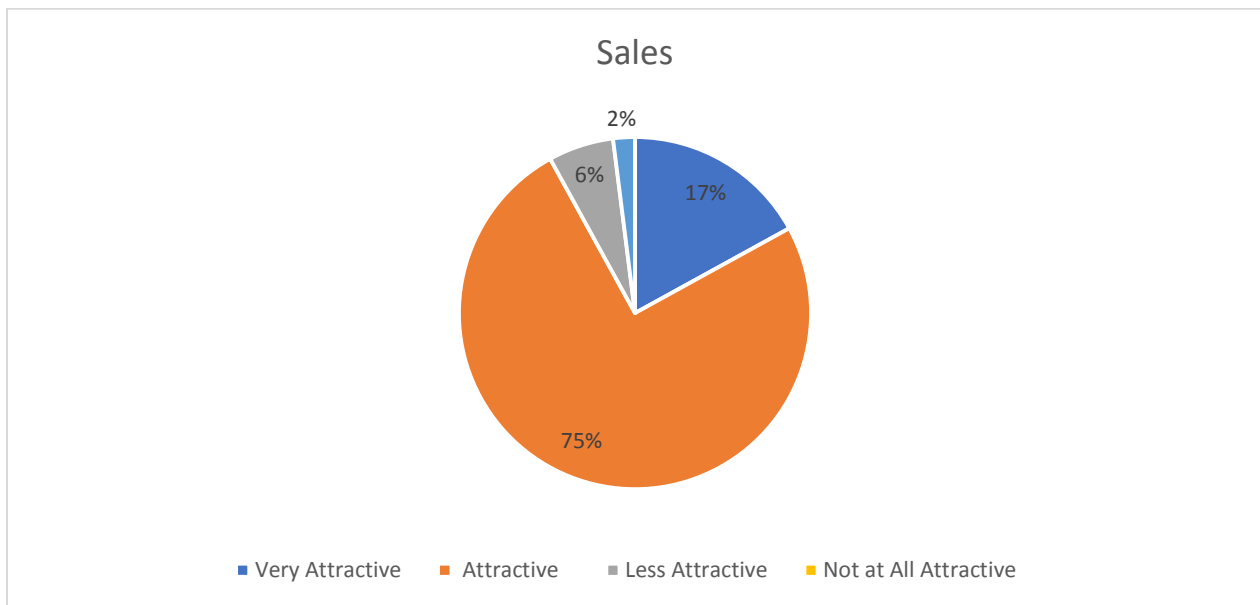
**CHART NO-6:** Graph showing the respondents come to know about Big Bazaar

**Interpretation:** As per survey more customer come to big bazaar influenced by advertisement and through friends & relatives than through hoarding/ newspaper and others.

**TABLE NO -7:** Rate the Attractiveness of the advertisement of Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Attractive	17	17%
2	Attractive	75	75%
3	Less Attractive	6	6%
4	Not at All Attractive	2	2%
5	TOTAL	100	100%

**Analysis:** Form this survey out of 100 percent respondents there are 17 percent customers are very attractive by the advertisement provided by big bazaar, 75 percent are attractive, 6 percent less attractive and 2 percent are not at all attractive.



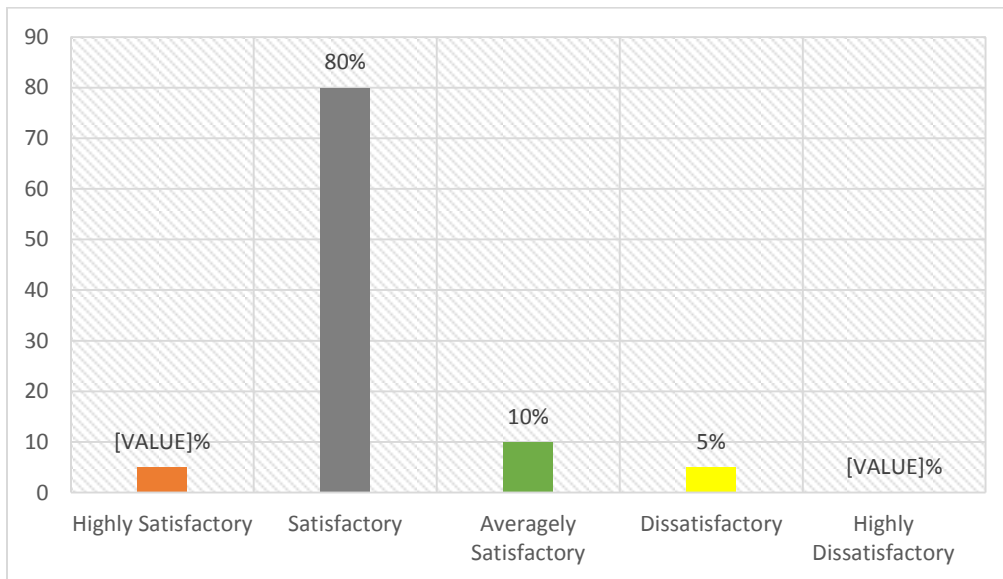
**CHART NO-7:** Graph showing the Attractiveness of the advertisement by Big Bazaar

**Interpretation:** As per survey we can understand most of the customer are attractive towards the advertisement provided by big bazaar.

**TABLE NO-8:** Rate the quality of product as per the advertisement of Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly Satisfactory	5	5%
2	Satisfactory	80	80%
3	Averagely Satisfactory	10	10%
4	Dissatisfactory	5	5%
5	Highly Dissatisfactory	0	0%
6	TOTAL	100	100%

**Analysis:** Based on the survey out of 100 percent respondents, the 5 percent customers are highly satisfactory of the quality of products as per the advertisement, 80 percent are satisfactory, 10 percent are averagely satisfactory, 5 percent are dissatisfactory and 0 percent highly dissatisfactory.



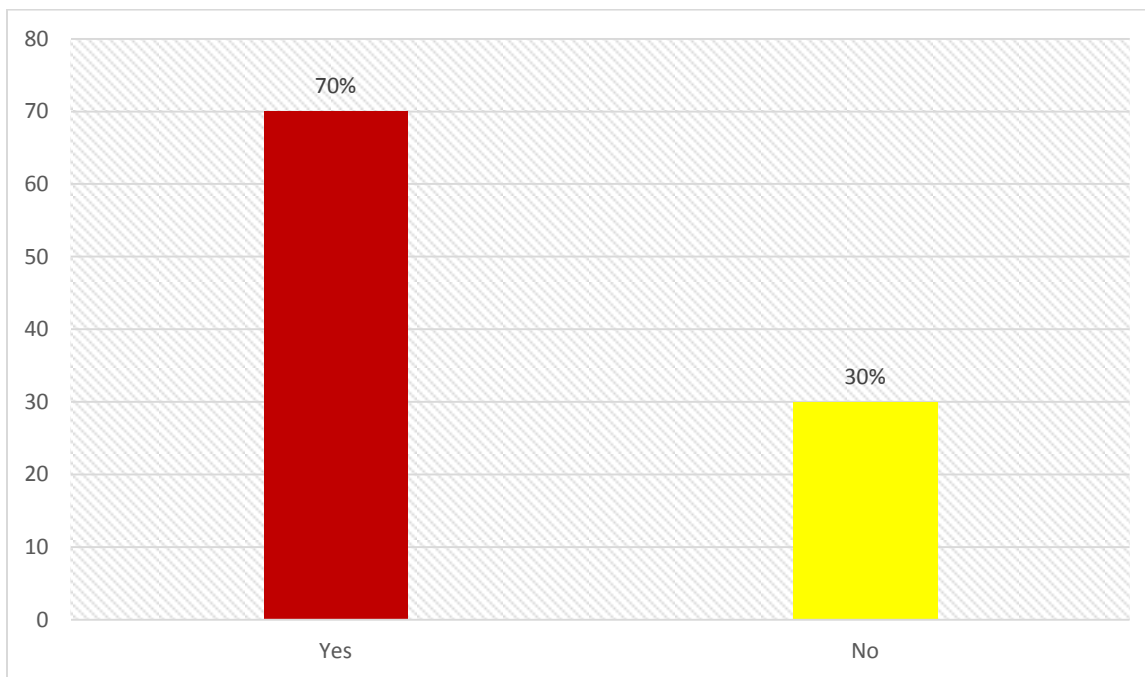
**CHART NO-8:** Graph showing rate the quality of product as per the advertisement of Big Bazaar

**Interpretation:** As per respondent of survey we come to know that most of the customer like the quality of product as per the advertisement.

**TABLE NO -9:** Advertisement of Big Bazaar attracts you to purchase items from Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	70	70%
2	No	30	30%
3	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent respondents the 70 percent of customer are attracts to purchase items from big bazaar influenced by advertisement and 30 percent of customer are not attracted by the advertisement.



**CHART NO-9:** Graph showing Advertisement of Big Bazaar attracts you to purchase items from Big Bazaar

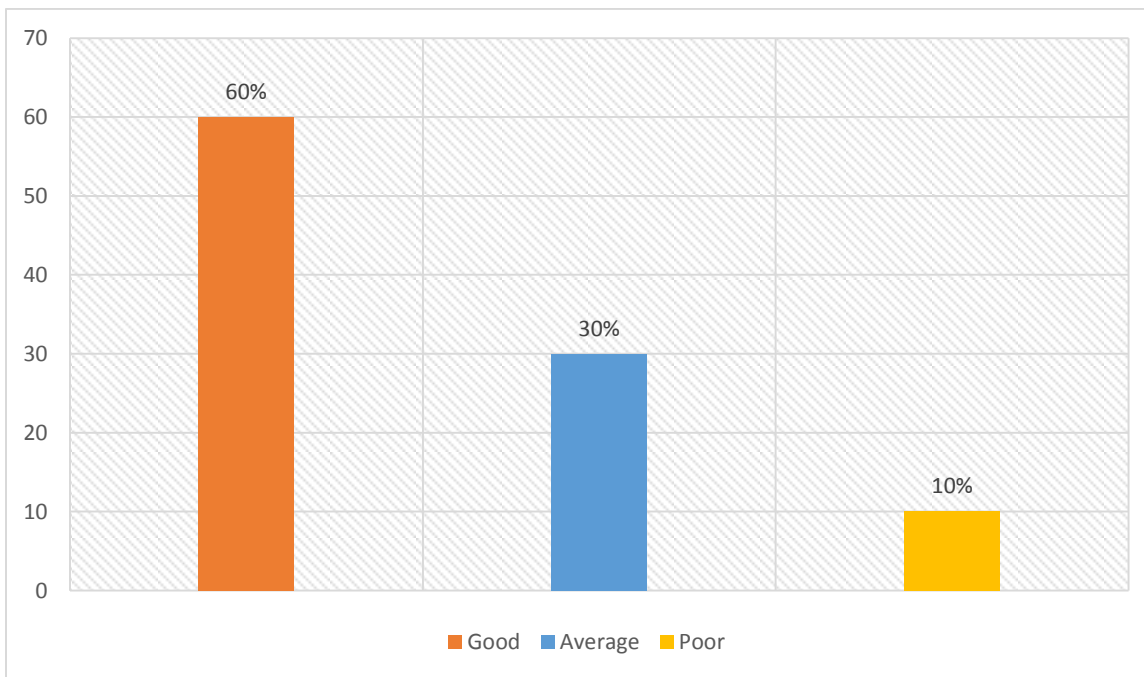
**Interpretation:** As on survey most of the customers are attracted by advertainment for purchasing item from the big bazaar.



**TABLE NO -10:** Your overall shopping Experience due to offers and discounts in Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Good	60	60%
2	Average	30	30%
3	Poor	10	10%
4	TOTAL	100	100%

**Analysis:** Based on the survey there are 60 percent of the customer experienced good to shop at big bazaar due to offers and discounts, 30 percent of the customer felt average and 10 percent of the customer experienced poor.



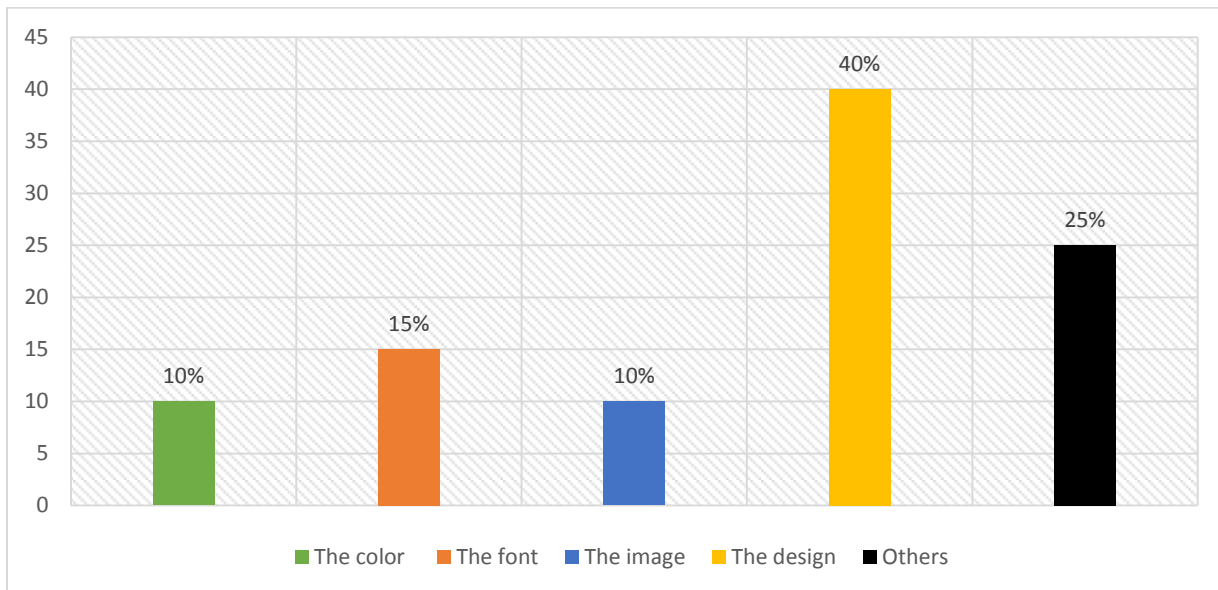
**CHART NO-10:** Graph showing the overall shopping Experience due to offers and discounts in Big Bazaar

**Interpretation:** As on survey more customer felt good and average to shop due to offers and discounts in big bazaar and less customer felt poor.

**TABLE NO -11:** The most attractive visual elements in Big Bazaar advertisement

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	The color	10	10%
2	The font	15	15%
3	The image	10	10%
4	The design	40	40%
5	Others	25	25%
6	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent respondents there are 10 percent customer like the color in big bazaar during advertisement, 15 percent customer like the font, 10 percent customer like the image, 40 percent customer like the design and 25 percent customer like others.



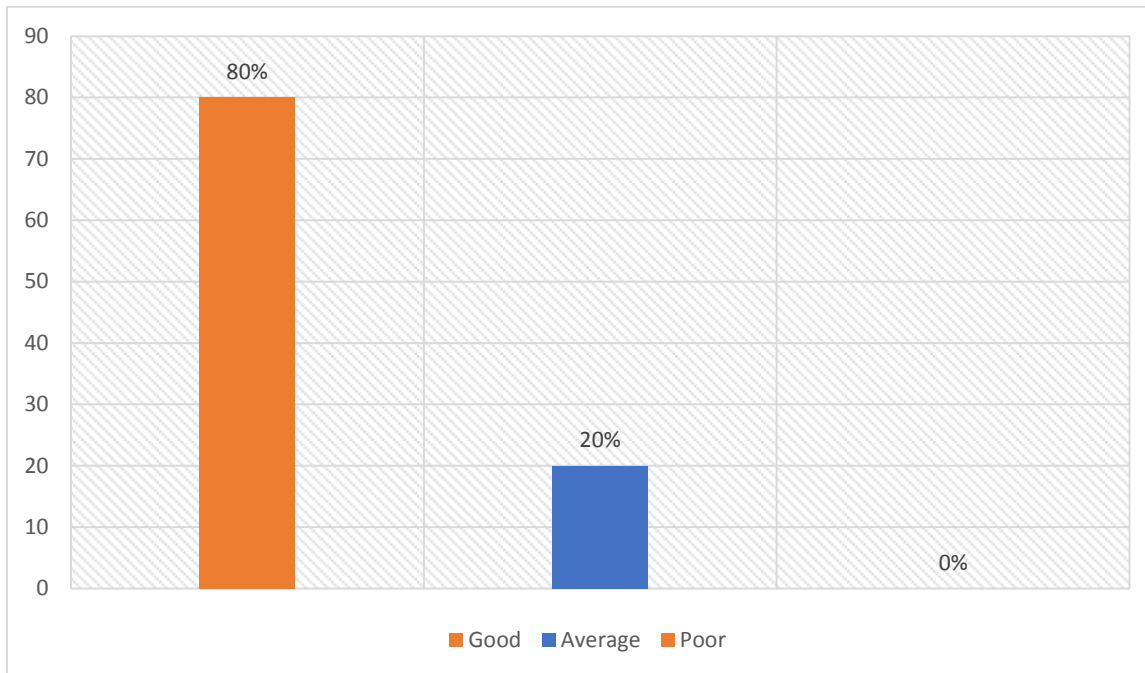
**CHART NO-11:** Graph showing the most attractive visual elements in Big Bazaar advertisement

**Interpretation:** As on survey more customer are attracted by the design and others visual elements of big bazaar advertisement.

**TABLE NO-12:** Rate the arrangement of Products during offers in Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Good	80	80%
2	Average	20	20% %
3	Poor	0	0%
4	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent of respondents there are 80 percent of customer rate good about the arrangements of products during offers in big bazaar, 20 percent of customer rate average and 0 percent customer rate poor about the arrangements of product.



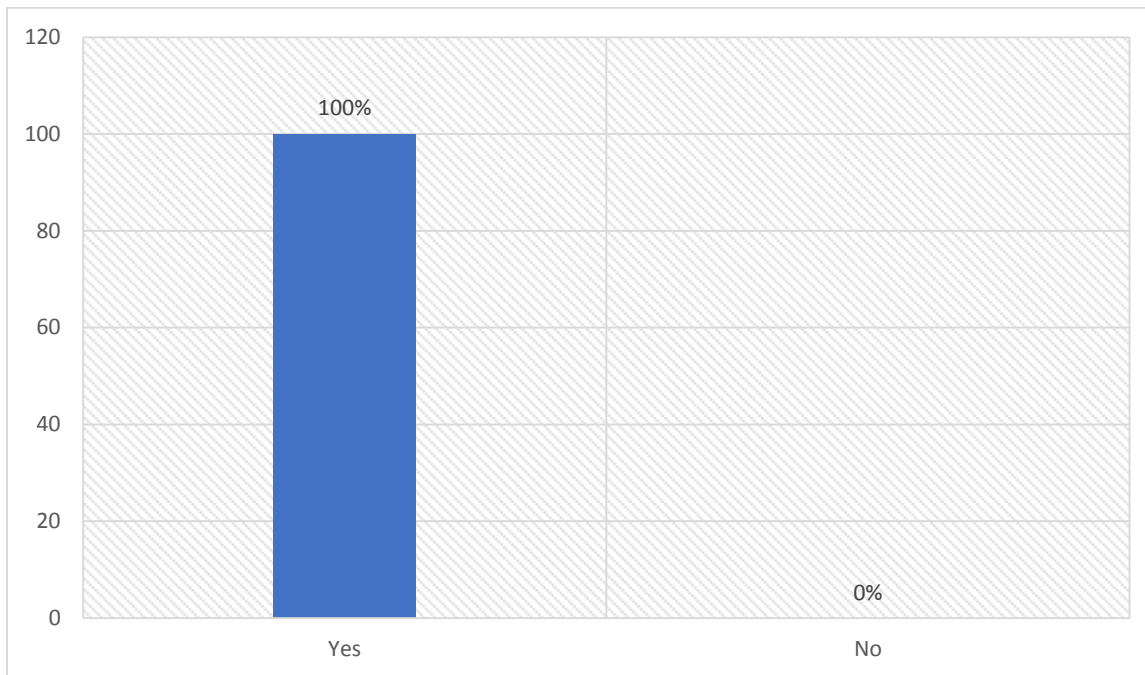
**CHART NO-12:** Graph showing rate of arrangement of Products during offers in Big Bazaar

**Interpretation:** As on survey most of the respondents they rate good and average about the arrangements of products during offers in big bazaar.

**TABLE NO -13:** Table showing whether the pricing Clearly written on the Shelf

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent respondents all the customer respond that the pricing is clearly written on shelf.



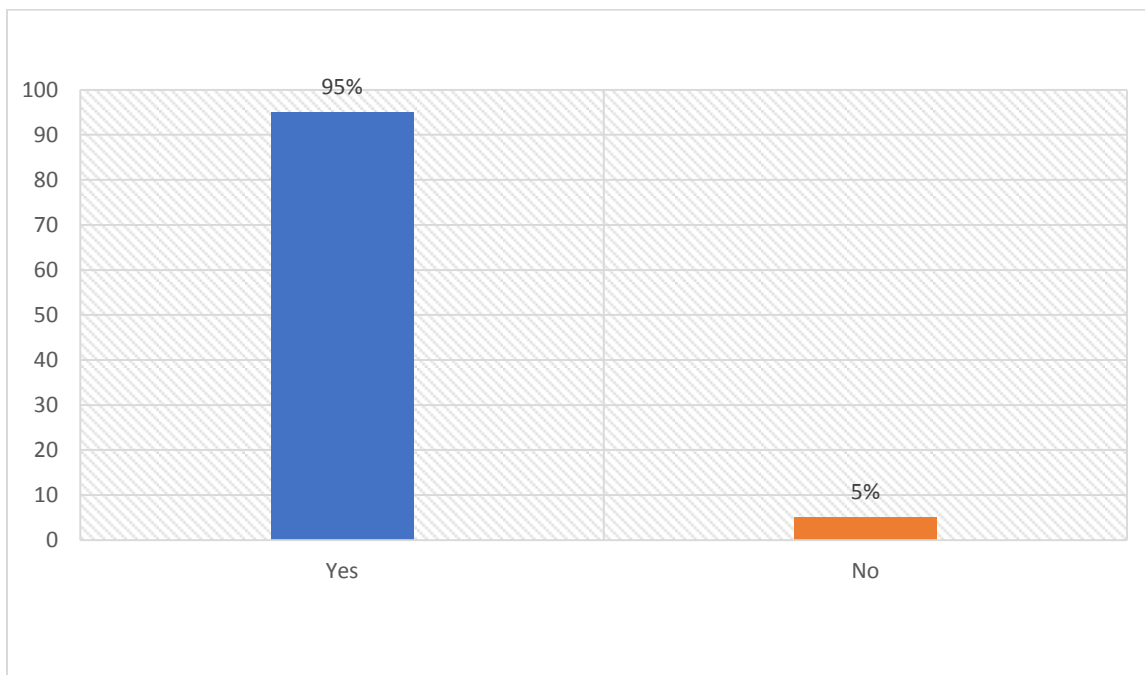
**CHART NO-13:** Graph showing the pricing Clearly written on the Shelf

**Interpretation:** As per survey it is found that the pricing is clearly written on shelf.

**TABLE NO-14:** Table showing whether the Offers are clearly presented through Displays in Big Bazaar

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	95	95%
2	No	5	5%
3	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent, 95 percent respondents tell that the offers are clearly presented through displays in big bazaar and 5 percent respondents tell opposite.



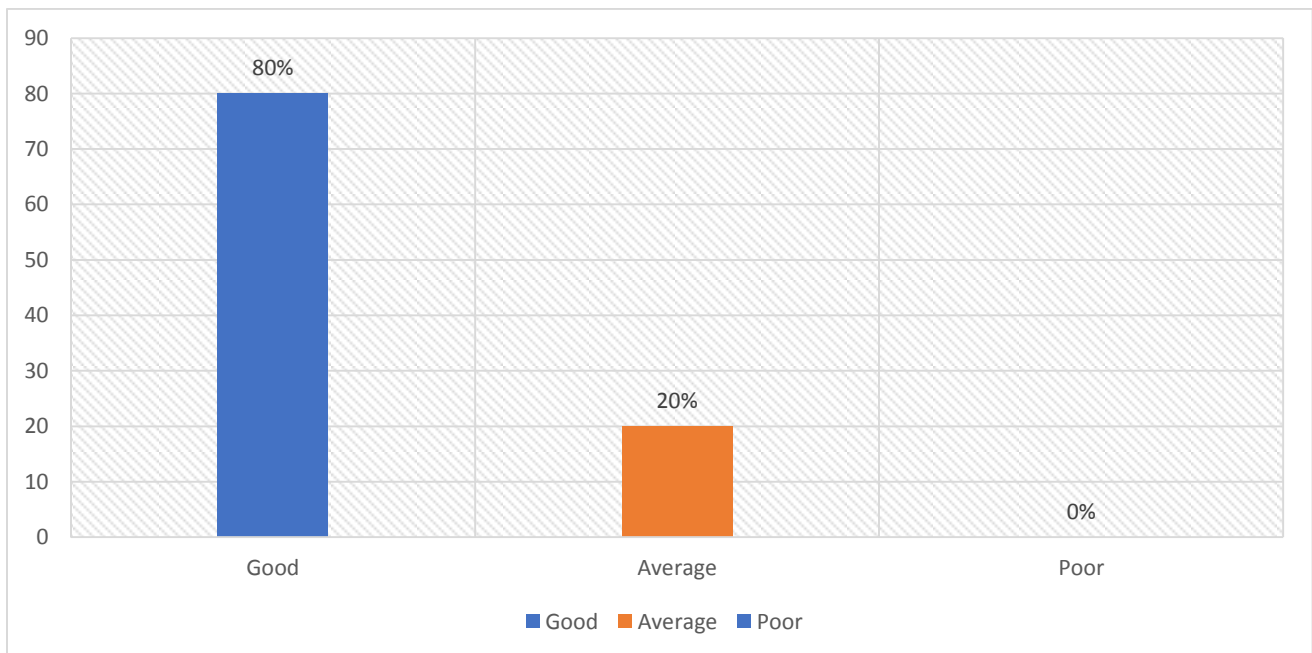
**CHART NO-14:** Graph showing whether the Offers are clearly presented through Displays in Big

**Interpretation:** As per survey it is found that most of the customer are satisfied with the offers clearly presented through display in big bazaar.

**TABLE NO-15:** rate the range of Products in Big Bazaar

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Good	80	80%
2	Average	20	20%
3	Poor	0	0%
4	TOTAL	100	100%

**Analysis:** As per survey out of 100 percent respondents there are 80 percent respondents believe that the range of product in big bazaar are good ,20 percent rate as average and 0 percent rate as poor.



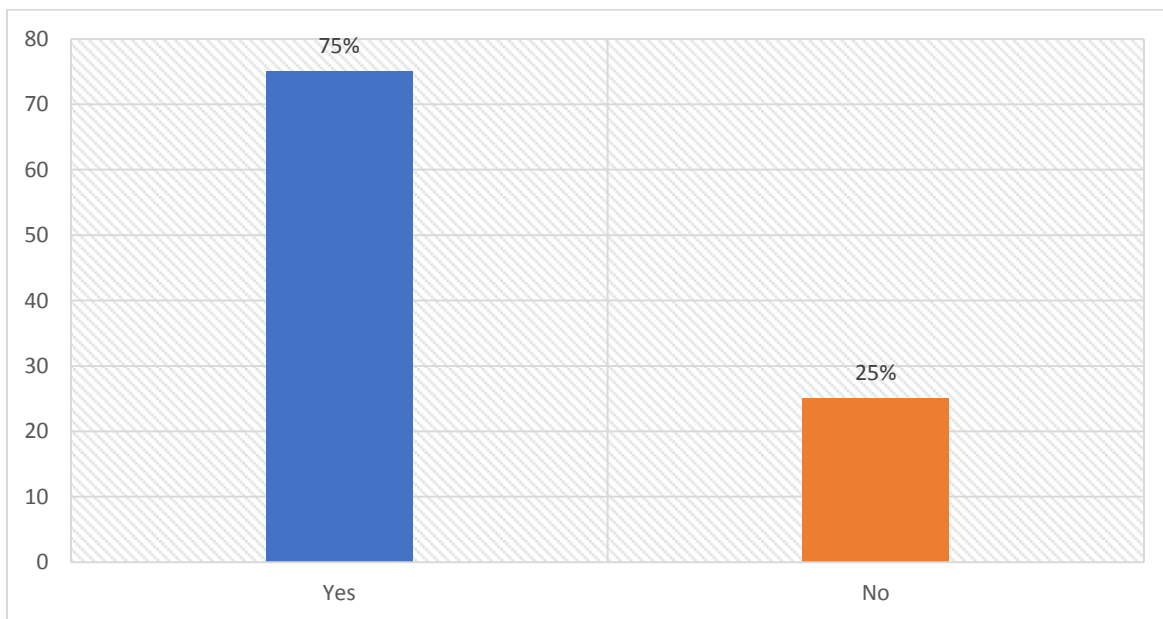
**CHART NO-15:** Graph showing the rate of range of Products in Big Bazaar

**Interpretation:** Based on the survey it is found that most of the customer felt good and average about the range of the product in big bazaar.

**TABLE NO-16:** Table showing whether the Displays and Promotional offers informed in the store attracts

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	75	100%
2	No	25	0%
3	TOTAL	100	100%

**Analysis:** From this survey out of 100 percent respondents, 75 percent of the customer are attracted by the displays and promotional offers informed in the store and 25 percent of customer are not attracted by the displays and promotional offers in the store.



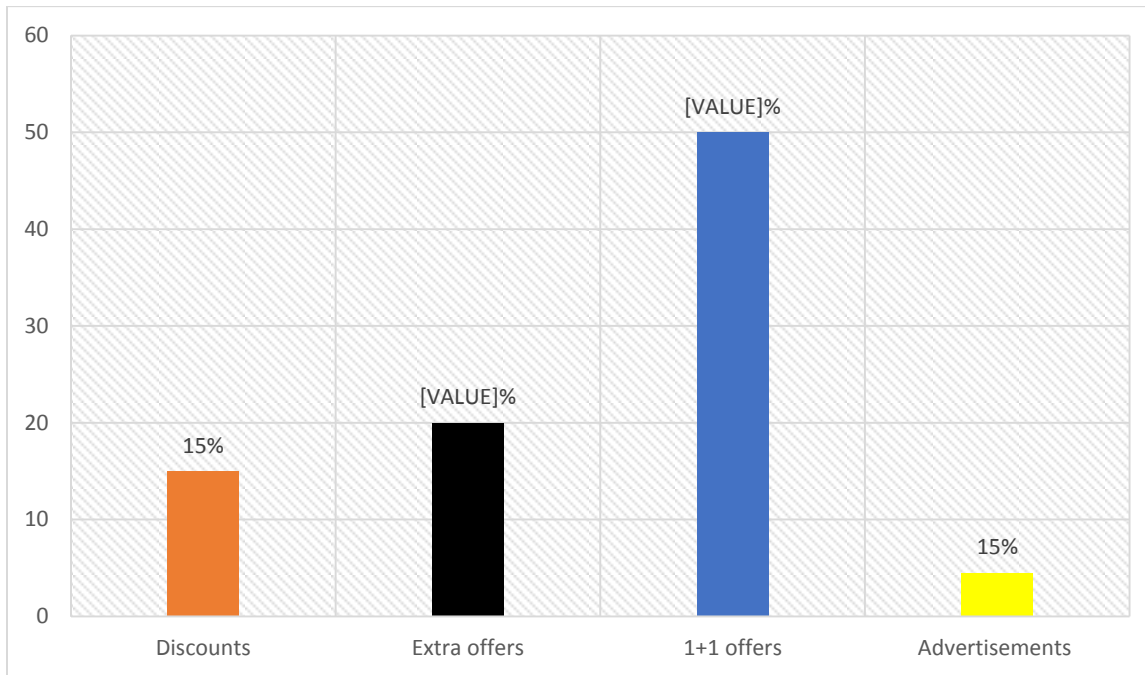
**CHART NO-16:** Graph showing whether the Displays and Promotional offers informed in the store attracts

**Interpretation:** As per survey it is found that most of the customer are attracted by the displays and promotional offers informed in the store

**TABLE NO-17:** Table showing which type of promotional activities attract customers

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Discounts	15	15%
2	Extra offers	20	20%
3	1+1 offers	50	50%
4	Advertisements	15	15%
5	TOTAL	100	100%

**Analysis:** From this survey 15 percent respondents attract by the discount, 20 percent attracts by the extra offers, 50 percent attract by the 1+1 offers and 15 percent customer attract by the advertisement promotional activity



**CHART NO-17:** Graph showing type of promotional activities attract customers

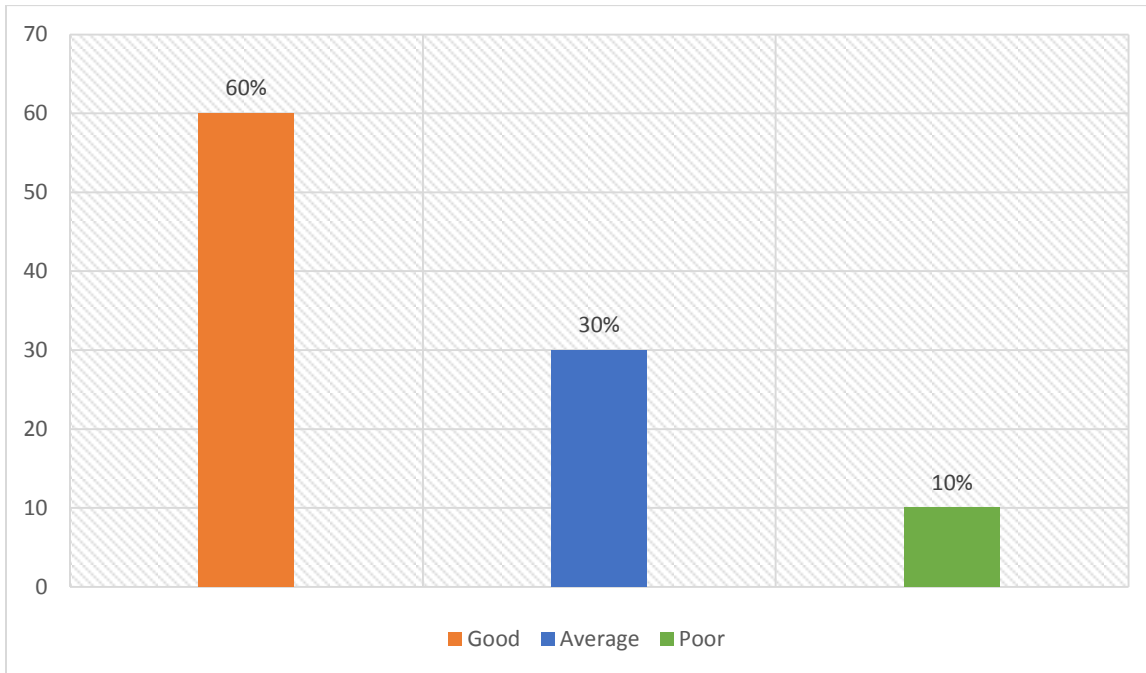
**Interpretation:** as per survey we can understand that most of the customer attracted by 1+1 offers and extra offers than discounts and advertisements.



**TABLE NO-18:** rate the customer schemes of the company

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Good	60	60%
2	Average	30	30%
3	Poor	10	10%
4	TOTAL	100	100%

**Analysis:** Based on the survey among 100 respondents, 60 percent rate good about the customer schemes, 30 percent rate average and 10 percent rate poor about the customer schemes of the company.



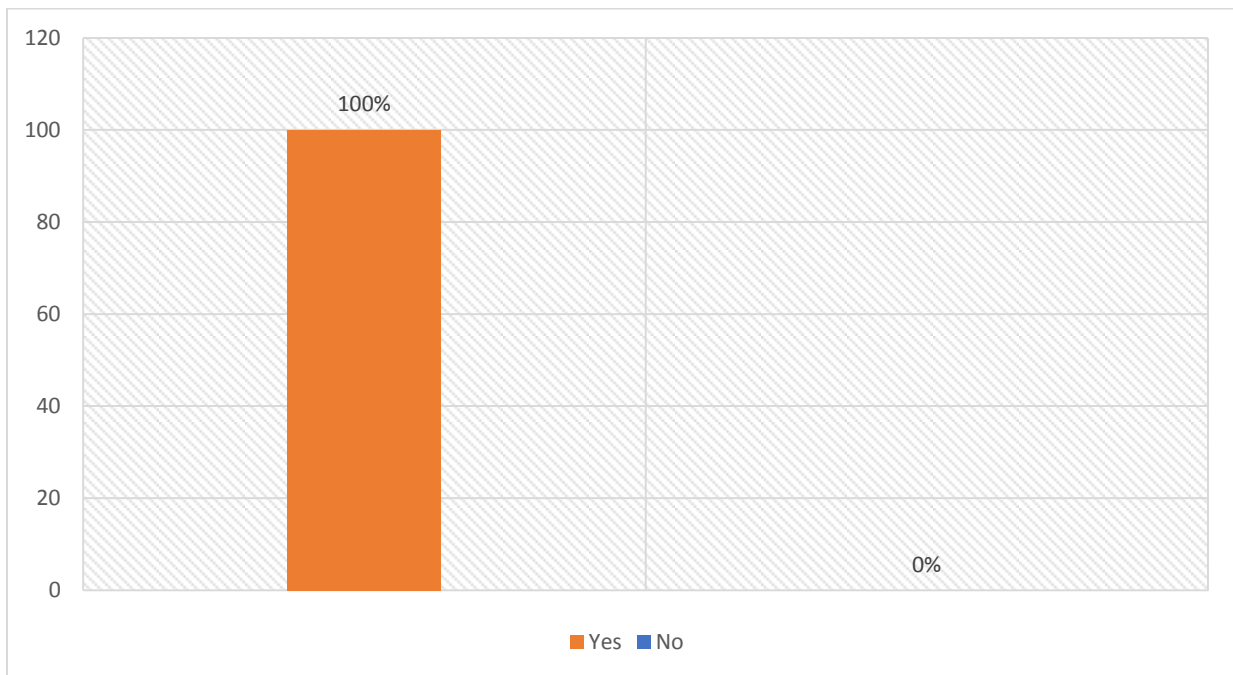
**CHART NO-18:** Graph showing rate of customer schemes of the company

**Interpretation:** As per survey it is found that more customer felt good about the customer schemes of the company.

**TABLE NO-19:** Table showing whether the display helps in easy shopping in big bazaar

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	TOTAL	100	100%

**Analysis:** From this survey out of 100 respondents, 100 percent of customer has responded display helps in shopping.



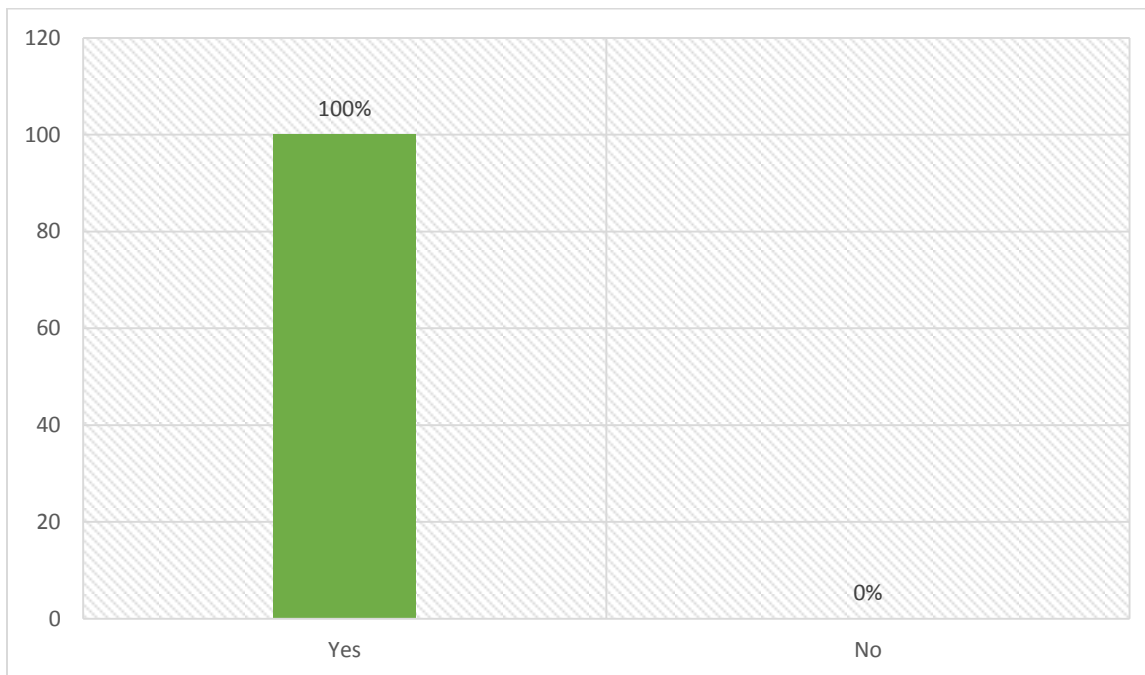
**CHART NO-19:** Graph showing whether the display helps in easy shopping in big bazaar

**Interpretation:** As per survey it is found that display helps all customer in easy shopping in big bazaar.

**TABLE NO-20:** Table showing whether the Sales Promotion activities helps to visit Big Bazaar again

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	TOTAL	100	100%

**Analysis:** Based on the survey out of 100 percent respondents, 100 percent replies yes that the sales promotion activities helps them to visit again in big bazaar.



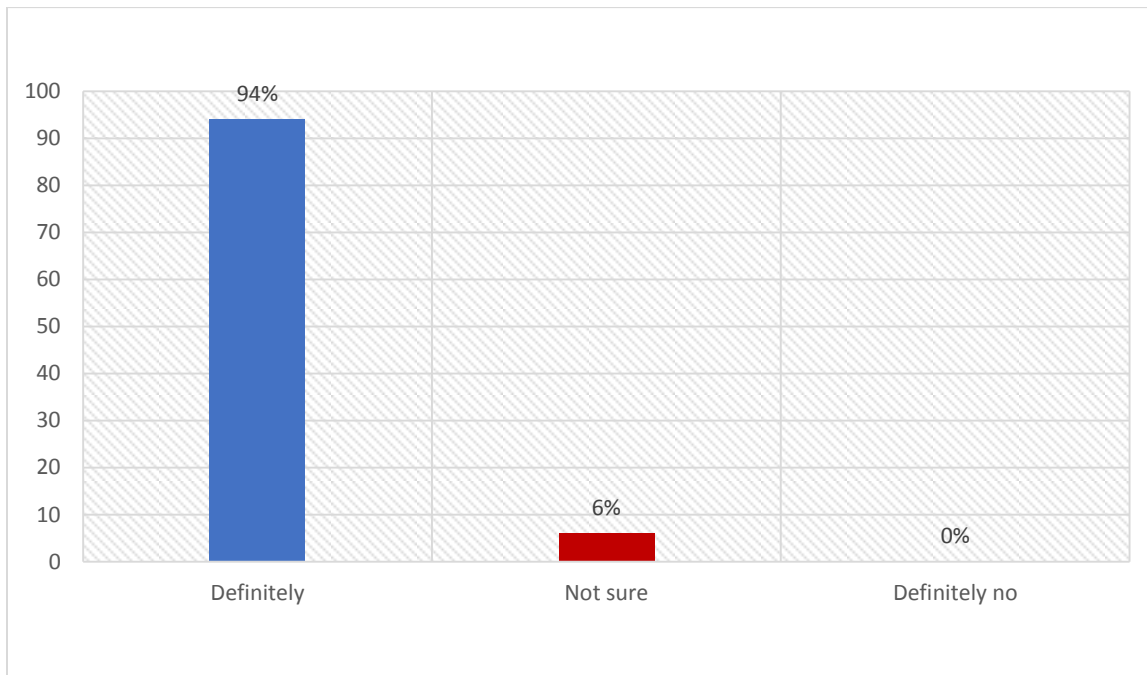
**CHART NO-20:** Graph showing whether the Sales Promotion activities helps to visit Big Bazaar again

**Interpretation:** As on survey we understand that sales promotion activities helps all the customer to visit big bazaar again.

**TABLE NO-21:** Table showing whether you would like to recommend Big Bazaar to your friends and relatives

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Definitely	94	94%
2	Not sure	6	6%
3	Definitely no	0	0%
4	TOTAL	100	100%

**Analysis:** Among the 100 respondents there are 94 percent customer recommend big bazaar to his friends and relatives and 6 percent of the customer not sure for recommend big bazaar to their friends and relatives.



**CHART NO-21:** Graph showing whether you would like to recommend Big Bazaar to your friends and relatives

**Interpretation:** As per survey maximum customer said definitely recommend big bazaar to his relatives and friends, because of the offers and quality of products provided by big bazaar.

**CHAPTER-5**  
**FIDINGS, CONCLUSION AND SUGGESTIONS**

## 5.1 FINDINGS

- As per survey males are responded more than female.
- As per survey most of the consumers come for shop between 25-40 age groups.
- From the survey it is found that most of the customer come for shop in big bazaar are professional 38 percent, student 27 percent, and house wife 20 percent.
- It is found that 79 percent of the consumers visit big bazaar frequently.
- As on survey most of the customer come to big bazaar getting influenced by promotional offers discount, and the range of product available in the store.
- Maximum customer come to know about big bazaar through advertisement and through friends and relatives.
- Based on survey 75 percent customer felt attractive about the advertisement provided by big bazaar.
- Big bazaar advertisements also helpful as effectively influence to visit store and helps to recognize big bazaar as departmental stores.
- As per consumers survey most attracted visual elements are the image and the design at advertisement.
- Most of the customer are satisfied about the quality of product as per the advertisement.
- From the survey it is found that the displays are helpful for the customer to shop easily.
- As on survey we can understand that the promotional activities also help them to visit big bazaar again.
- Based on survey most of the consumers influence by television media and print media.
- As per survey out of 100 per cent respondent's 70 percent customer said big bazaar offers attract and induced them to purchase.
- Big Bazaar mainly deal with middle income group people who want qualitative product with reasonable cost.

## **5.2 SUGGESTIONS**

- From last few years TV advertisement is playing major role so big bazaar concentrating more on it and make advertisement as simply as well as it should understandable to common people and it inform clearly about specific offers.
- Since the big bazaar internet advertisement not influence on customers internet advertisement also of the leading advertising source so it should concentrate on internet advertisement.
- As the advertisement and promotional offers attract customer in large no so they should concentrate more in future as per customer needs and wants.
- Now competitors also increasing and they also providing more promotional offers so big bazaar has to increase more promotional offers.
- Big bazaar should increase the duration of the promotional offers.
- During offers day most of the customers would like to buy clothing and food items so big bazaar should try to concentrate on customers towards electronic items and furniture.
- Many consumers dissatisfied from exchange offers and Wednesday offers so it should concentrate on these things.
- Big bazaar should show the TV advertisement ads and promotional offers in regional language also.

## **5.3 CONCLUSION:**

The advertisement creates a great impact on customer mind about big bazaar. TV advertisements directly effect more on customers. Company generally conduct advertisement for facing the competition. The advertising activity is the one of the major leading activity compare to others. It is directly influence on customer.

The promotional offers helpful to company for increasing the short-term sales and also customers walk towards big bazaar promotional offers because customers buying patterns is changing, customers leave kirana stores and walk towards retail store of big bazaar is enchasing this benefit

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## ANNEXURE

### QUESTIONNAIRE

Dear respondents,

I Mirza Samim, student of MBA 4<sup>th</sup> semester, AIT, Bangalore have undertaken a project titled “Study on effectiveness of advertisement and promotional offers” at Big Bazaar Burdwan. Hence, I request your kind co-operation by sparing your precious time in answering the following questions and providing information.

This questionnaire totally regarding collection of data to come to conclusion that the advertisement given by Big Bazaar and the sales of Big Bazaar during Jan-2019 are independent or dependent.

#### **I Demographic Profile of the respondents:**

Qualification: \_\_\_\_\_

Phone Contact: \_\_\_\_\_

Mail ID: \_\_\_\_\_

1. Gender:

- a) Male ( )      b) Female ( )

2. Mention your age group.

- a) Within 25 ( )      b) 40 to 50 ( )  
c) 25 to 40 ( )      d) Above 50 ( )

3. Your occupation:

- a) Student ( )      b) Professional ( )  
c) House wife ( )      d) Employee ( )

#### **II OPINION OF THE RESPONDENTS**

4. Do you frequently visit Big Bazaar?

- a) Yes ( )      b) No ( )

5. Reason for your visit?

- a) Promotional Offers ( )      b) Discount Offers ( )  
c) Range of Items ( )      d) Location of the Store ( )  
e) Others ( )

6. How do you come to know about Big Bazaar?

- a) Through Advertisement ( )      b) Through Friends & Relatives ( )  
c) Through Hoardings / Newspaper ( )      d) Other ( )

7. Rate the Attractiveness of the advertisement of Big Bazaar?  
a) Very Attractive ( ) b) attractive ( ) c) Less Attractive ( ) d) Not at All Attractive ( )
8. Rate the quality of product as per the advertisement of Big Bazaar?  
a) Highly Satisfactory ( ) b) Satisfactory ( ) c) Averagely Satisfactory ( )  
d) Dissatisfactory ( ) e) Highly Dissatisfactory ( )
9. Does the advertisement of Big Bazaar attracts you to purchase items from Big Bazaar?  
a) Yes ( ) b) No ( )
10. Your overall shopping Experience due to offers and discounts in Big Bazaar?  
a) Good ( ) b) Average ( ) c) Poor ( )
11. Which is the most attractive visual elements in Big Bazaar advertisement?  
a) The color ( ) b) The font ( ) c) The image ( )  
d) The design ( ) e) others ( )
12. How do you rate the arrangement of Products during offers in Big Bazaar?  
a) Good ( ) b) Average ( ) c) poor ( )
13. Is the pricing Clearly written on the Shelf?  
a) Yes ( ) b) No ( )
14. Do you think Offers are clearly presented through Displays in Big Bazaar?  
a) Yes ( ) b) No ( )
- 15.. How do you rate the range of Products in Big Bazaar?  
a) Good ( ) b) Average ( ) c) Poor ( )
16. Does the Displays and Promotional offers informed in the store attracts you?  
a) Yes ( ) b) No ( )
17. Which type of promotional activities attract customers?  
a) Discounts ( ) b) Extra Offer ( ) c) 1+1 Offer ( ) d) Advertisements ( )
18. How do you rate the customer schemes of the company?  
a) Good ( ) b) Average ( ) c) Poor ( )
19. Do you think due to displays it is easy to shop in Big Bazaar?  
a) Yes ( ) b) No ( )

20. Does the Sales Promotion activities of Big Bazaar made you to visit Big Bazaar again?

a) Yes ( )            b) No ( )

21. Would you like to recommend Big Bazaar to your friends and relatives?

a) Definitely ( )            b) Not sure ( )            c) Definitely no ( )

22. Would you like to share your opinion, suggestion, comment and any improvement on promotional offers and advertisement of big bazaar?

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# ACHARYA INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF MBA

### PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: **MIRZA SAMIM**

INTERNAL GUIDE: **Dr. NIJAGUNA G**

USN: **1IA17MBA33**

COMPANY NAME: **BIG BAZAAR BURDWAN**

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 <sup>rd</sup> Jan 2019 – 9 <sup>th</sup> Jan 2019	Industry Profile and Company Profile	Mekhala Ban	[Signature]
10 <sup>th</sup> Jan 2019 – 17 <sup>th</sup> Jan 2019	Preparation of Research instrument for data collection	Mekhala Ban	[Signature]
18 <sup>th</sup> Jan 2019 – 25 <sup>th</sup> Jan 2019	Data collection	Mekhala Ban	[Signature]
26 <sup>th</sup> Jan 2019 – 2 <sup>nd</sup> Feb 2019	Analysis and finalization of report	Mekhala Ban	[Signature]
3 <sup>rd</sup> Feb 2019 – 9 <sup>th</sup> Feb 2019	Findings and Suggestions	Mekhala Ban	[Signature]
10 <sup>th</sup> Feb 2019 – 16 <sup>th</sup> Feb 2019	Conclusion and Final Report	Mekhala Ban	[Signature]

Mekhala Ban  
Company Seal



College Seal

[Signature]  
HOD Signature  
Head of the Department  
Department of MBA  
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Coldevanahalli, Bangalore-560 107