



# A STUDY ON SALES PROMOTION TECHNIQUES ADOPTED BY “BIG BAZAAR” AND ITS IMPACT ON CONSUMER SATISFACTION: WITH SPECIAL REFERENCE TO INDORE CITY

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## Abstract

Consumer satisfaction is a crucial metric that evaluates how well companies meet and exceed customer expectations. The retail industry, being consumer-centric, maintains direct engagement with customers across various sectors such as food, clothing, pharmaceuticals, mobile telecommunications, jewellery, and more. Big Bazaar revolutionized the hypermarket concept in India by offering all these segments under one roof. Their key differentiators are innovations and initiatives. This paper aims to analyze and uncover the sales promotion strategies and tactics employed by Big Bazaar. The present study is based on a descriptive research methodology, using a structured questionnaire to acquire data on demographic variables and customer satisfaction. Utilizing a custom-designed personal interview technique, a primary research study was carried out with 400 customers of Big Bazaar in Indore city to analyze the effect of promotional tools on purchase intentions.

**Keywords:** Big Bazaar, Consumer Satisfaction, Sales Promotion, Purchase Intentions

## 1 Introduction

Sales promotion plays a crucial role in increasing sales and attracting new customers, while also maintaining loyalty among existing ones[1, 2]. It is crucial for businesses to comprehend the significance of sales promotional strategies in boosting their

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sales. It is imperative to have a thorough understanding of what constitutes a sales promotion strategy.

The retail sector in India expects a 9% expansion between 2019 and 2030, with expanding market size from US\$ 779 billion in 2019 to US\$ 1,407 billion by 2026 and surpassing US\$ 1.8 trillion by 2030[3, 4]. This growth will solidify India's position among the top five largest markets globally, as per Kearney Research[5, 6]. With the largest population on the globe, large potential for market with 158 million middle-income class households, rising urbanization, increasing household incomes, connectivity with rural consumers, and a surge in consumer purchase, India's position as a prime retail investment destination is clearly evident[7].

The retail sector has significantly influenced the sales patterns and consumer behavior in India. The rise in the disposable income, demand for improved standard of living, time crunch and pursuit of ease has led to a rapid growth in the concept of hypermarket in India[7, 8]. With organized retailing making its robust space in Indian markets and huge chunks of FDI moving in, retail sector has been a favourite investment destination with FDI equity inflow of US \$ 4.56 billion during April 2000 to September 2023[9, 10].

The retail industry is fuelled by the revenue generated through sales and therefore it becomes a prime area of emphasis for the retail outlets to focus more on development of such sales promotions tools that will directly impact the purchase intentions of the customers walking in the stores and therefore converting the foot fall to final purchase[11]. The sales promotion tools play a primary role in impacting the customer's emotions and purchase psychology Implementation of various sales promotion tools- viz., discounts, schemes, loyalty points, memberships, free gifts, etc. drives the sales thus tapping the existing and generating new consumers as well[12, 13].

The present study is on the pioneer of organized retailing in India- Big Bazaar- a retail hypermarket unit of Retail Segment Giant- Future group, which bags second largest revenue generator and player in the segment after Reliance Retail Limited[14–16]. Launched in the year 2001, Big Bazaar started off as a fashion store, specializing in clothing, cosmetics, accessories, and general merchandise[13, 17]. The last two decades has witnessed the development of new verticals of Big Bazaar comprising of Food Bazaar, Electronics Bazaar, Furniture Bazaar (Home Fashion) and Fashion at Big Bazaar. The recent addition to the umbrella is the Food Hall Gourmet Stores. Such intrinsic expansion and diversification have made their outreach to millions of customers in more than 400 Indian cities, in every state of the country, and also through digital platforms[18, 19]. The chain of 2000 plus store spread covers more than 16 million square feet of the retail space. With this degree of outreach, the responsibility of ease of shopping, built of trust and the chain of repurchase has been the focal point of the stores, which is applied through various sales promotion techniques[20].

## 2 Literature Review

The available literature and past studies highlight a robust relationship between sales promotions and their ability to influence consumer purchase decisions. In particular, discounts and coupons are highlighted as some of the most frequently utilized promotional tools[20, 21].

Sales promotion is crucial for reaching the target market and includes promotional activities that stimulate and heighten the desire to buy and the curiosity of consumers towards the products[22, 23]. It differs from advertising, personal selling, and publicity by offering an additional incentive to encourage action [22].

Shamout carried out a study to understand the impact of commonly practiced sales promotion strategies in the retail industry on consumer purchasing behaviors, specifically in terms of brand switching and customer loyalty[23]. The sales promotion techniques encompassed discounts, coupons, BOGOF and free product sample. The research primarily emphasized the conceptual framework, literature review, and hypothesis testing, laying a solid groundwork for future researchers to delve deeper into this area[24].

A study conducted by De Pelsmacker and Maggie-Van den Bergh in 2001 on sales promotion as a strategy that aims to boost sales within a limited timeframe[8, 25]. In comparison to advertising, it is a more cost-effective approach that also allows for greater control. Sales promotions are characterized by their ability to offer enhanced value for money, thereby facilitating immediate responses[26–28].

Ndubisi and Oly (2006) conducted a study on sales promotion and found that this strategy is effective in both attracting new customers and maintaining the loyalty of existing ones. Additionally, it plays a crucial role in persuading customers to develop stronger relationships with the organization[29]. Furthermore, sales promotion involves addressing all the factors utilized by producers to successfully engage with members of the sales channel[30–32].

## 3 Research Methodology

To analyse the sales promotion tools and to understand the consumers, a descriptive research design was developed. The study demanded collection of secondary as well as primary data[19, 20, 22]. For gathering reliable information through secondary data, various websites, journals, magazines, past research work etc were referred to identify research variables. A Structured Questionnaire was developed with close ended questions to interview the customers in Big Bazaar. The questions were structured using Nominal, Ordinal, and a 5-point Likert Scale[33, 34]. The Convenient Sampling techniques was implemented to identify 400 respondents. Analytical tool included percentage analysis. In order to evaluate the customer satisfaction level and freedom level, Kolmogorov-Smirnov one sample test was put to use.

### 3.1 Objectives of the Study

- To identify various sales promotion tools of Big Bazaar.
- To study the demographic variables of customers visiting Big Bazaar.
- To assess the influence of sales promotion techniques adopted by ‘Big Bazaar’ on consumers' purchase intentions.
- To study the customer satisfaction in line with various sales promotion techniques implemented in Big Bazaar.

### 3.2 Research hypothesis

**H<sub>01</sub>** – There is no significant influence of sales promotion techniques on the purchase intentions of customers of Big Bazaar

**H<sub>11</sub>** - There is a significant influence of sales promotion techniques on the purchase intentions of customers of Big Bazaar

**H<sub>02</sub>** – There is no significant satisfaction among the customers with the sales promotion techniques adopted by ‘Big Bazaar’.

**H<sub>12</sub>** - There is a significant satisfaction among the customers with the sales promotion techniques adopted by ‘Big Bazaar’.

### 3.3 Limitation of the Study

The study area got restricted to a single supermarket of “Big Bazaar” and the customers of the city Indore visiting the store for a set timeline. Convenient Sampling is done to study only a small set of consumers.

## 4 Data Analysis and Inference

### 4.1 Data Analysis-

The One sample test by Kolmogorov-Smirnov was utilized for assessing the extent of freedom and satisfaction. The pictorial representation of data was done by means of Bar graph.

- **Innovative Sales Promotion Tools used at Big Bazaar.** Table 1.1 depicts the various sales promotion tools used in “Big Bazaar” for the purpose to maintain customer interests in Big Bazaar.
- Big Bazaar has a strong weekly bonanza for all the consumers of Bi Bazaar products with tagline “**Hafta Ka Sabse Sasta Din**” which is a **Wednesday bazaar** which draws the purchases mid of the week too.
- Besides this, Big Bazaar has a yearly offer of “**Sabse Sasta Din**” (**Big Day**) on every **Republic Day of India** i.e. January 26<sup>th</sup> which brings mammoth crowd due to National Holiday and mega drop in retail prices.

- **“Maha Bachat”** was a single day movement, launched on August 2006- an initiative of inclusive sales to People with Disabilities (PWD) which is now grown to another bi-annual promotional offer that runs for 6 days and has a eye-catching format.
- Besides these, Big Bazaar offers one month **“The Great Exchange Offer”** during Feb-March every year, where customers exchange old merchandise for Big Bazaar coupons.
- Big Bazaar has a strong strategy of offering **Rebates, Discounts, Refunds, Product Bundling, Quantity Gift, Instant Draw and Assigned Gifts, Lucky Draw, Usable Benefits, Full Finance @ 0%, Samples or Sampling and conducting various contests** for the consumers. Big bazaar also offers tailor made attractive monthly shopping offers, that persuades customers to buy more than planned.
- Apart from regular attractive offers, Big Bazaar has **regular SMS alert** system for its entire consumer base to intimate of any upcoming and ongoing attractive schemes and promotes **free home delivery** above a minimum billing of Rs. 5,000 withing the specified radius.

**4.2 Loyalty programs of Big Bazaar**

- The Big Bazaar Profit Club is the most innovative membership program that organized retail segment had to offer. This exceptional membership for consumers an incomparable value preposition to the members paying Rs. 10,000 for the membership and making purchase worth Rs. 1,000 per month for an entire year, thus benefitting them financially and keeping them in regular touch with the brand.
- The same membership card is transferrable and can be used as Gift Card for the holder’s family and friends too (Table 1).
- Employee Incentive plans and Employee Discounts also enhances the sales volumes as the employees too become the store’s loyal purchasers and thus add to the loyal consumer base of Big Bazaar.

**Table 1.** - Different Sales Promotion Techniques adopted by Big Bazaar

Serial Number	Techniques for Sales Promotional	
1.	Innovative Schemes	a) Hafte Ka Sabse Sasta Din on every Wednesday
		b) Sabse Sasta Din” (Big Day) on every Republic Day
		c) The Big Bazaar Profit Club
		d) Maha Bachat - sales to People with Disabilities (PWD)

		e)	Buy & Get Free Scheme
		f)	Limited Offers Scheme
		g)	The Great Exchange Offer
2.	Complimentary Samples	a)	Yes, however, only a few of the owned brands.
3.	Gifts	a)	Complimentary gift included with the purchase of select items.
		b)	Gift baskets during festive celebrations.
4.	Rebates	a)	Combo pack discount
		b)	Bulk Purchase Discount
		c)	Special offers on buying specific products
5.	Prizes	a)	Earn extra points on buying specific items
		b)	Rupees saved and points earned
6.	Contest for customers	a)	Lucky Raffle
7.	Other Tools	a)	Notifications through mobile regarding discounts and promotions to members.
		b)	Complimentary doorstep delivery

Source: Authors Compilation

### 4.3 Primary Data Analysis-

The study analysed 400 respondents who were identified through convenient sampling method. The respondents answered a structured questionnaire of close ended questions.

#### Demographic Variables

The demographic variables as depicted in Table 2 were assessed using both nominal and ordinal scales. There were 51.75% male participants and 48.25% female participants out of the total 400 individuals. The survey revealed that 82% of the participants were married, where the age of 48% ranged between 31 and 50 years. Additionally, 62% of the respondents showed achieving a higher level of education (Graduate and Postgraduate). A majority of 85.5% of the surveyed individuals had an annual income exceeding Rs. 2 lakhs. Furthermore, a nuclear family was reported by 74.5%

of the participants, while the majority (68.5%) indicated that their family structure included 2 to 5 members. Among the survey respondents, 63% were in employment, with 43.5% having salaried jobs and 19.5% being business owners.

**Table 2.** Demographic Variables of 400 Respondents

<b>Table 2.1: Demographic Variables of Respondents (Descriptive Statistics)</b>				
<b>Serial Number</b>	<b>Variables</b>	<b>Sub-Variables</b>	<b>Frequencies</b>	<b>Percentage</b>
1.	Gender	Male	207	51.75
		Female	193	48.25
2.	Age (Years)	< 21	46	11.5
		21- 30	72	18.0
		31-40	110	27.5
		41-50	82	20.5
		51-60	54	13.5
		> 60	36	9.0
3.	Marital Status	Single	72	18.0
		Married	328	82.0
4.	Education Status	Illiterate	10	2.50
		Below X	36	9.00
		X to XII	106	26.5
		Graduated	128	32.0
		Post-Graduated	120	30.0
5.	Working Nature	Yes	252	63.0
		No	148	37.0
6.	Occupation Status	Student	36	9.0
		Salaried	174	43.5
		Own Business	78	19.5
		Housewife	84	21.0
		Other	28	7.0
7.	Family Income (Yearly)	Less than Rs. 1	58	14.5
		Rs. 1 Lakh –Rs. 2	172	43.5
		Rs. 2 Lakhs – Rs. 5	124	31.0
		More than Rs. 5	46	11.5

8.	Nature of Family	Nuclear	298	74.5
		Joint	102	25.5
9.	Size of the Family	2 to 3 Members	92	23.0
		4 to 5 Members	182	45.5
		6 to 7 Members	98	24.5
		More than 7 Mem-	28	7.0
<b>T o t a l</b>			<b>400</b>	<b>100%</b>

Source: Primary data

### Behavioural Variables.

The behavioural variables were studied through responses on the questionnaire for a personal interview. Table 3 reveals that 60% the respondents take their own decisions for purchasing and 40% depend on additional information. 43% of them rely on advertisement, 34% relied on family members, and 18% took suggestions from friends/neighbours/relatives for their purchase decisions. Amongst all the respondents, 84% obtained information through television, 72.50% through Newspapers and remaining 37.50% from pamphlets. 70% of the respondents visited Big Bazaar more than 3 times and nearly 44% spent Rs.4,000 - Rs.10,000 p.m. A large chunk of the respondents, i.e. 53.50% purchased different categories of goods like beverages, groceries, fruits, frozen, vegetables, personal care, home care, etc.

**Table 3.** Behavioural Variables of 400 Respondents

Serial Number	Characteristic	Sub-Characteristic	Frequencies	Percentage
1.	Decision Making - Purchase	Self	240	60.0
		Other	160	40.0
2.	Information Collection Decision	Yes	204	51.0
		No	196	49.0
3.	Frequency to visit outlet (Monthly)	1 Time	14	3.5
		2 Times	36	9.0
		3 Times	34	8.5
		4 Times	118	29.5
		> 4 times	198	49.5



4.	Money Spend (Monthly)	< Rs. 1000	64	16.0
		Rs. 1000-2000	108	27.0
		Rs. 2001-5000	176	44.0
		> Rs. 5000	52	13.0
5.	Quantity Purchased for a Duration	1 week	204	51.0
		2 weeks	104	26.0
		3 weeks	54	13.5
		More than 3 weeks	38	9.5
6.	Information Collection Sources	Advertisement	172	43.0
		Members of Family	136	34.0
		Friends/Neighbors/Relatives	72	18.0
		Other sources	20	5.0
7.	Source of Information from Advertising	Television	336	84.0
		Newspapers	290	72.5
		Magazines	66	16.5
		Hoardings	84	21.0
		Pamphlets	150	37.5
		Others	56	14.0
8.	Sources of Influencing Buying Decision	Self	242	60.5
		Family Members	274	68.5
		Neighbors/Friends/Relatives	194	48.5
		Advertising	146	36.5
		Sales Promotion	176	44.0
9.		Fruits	58	14.5
		Vegetables	72	18.0
		Grocery	124	31.0

Types of Products Purchased	Frozen Foods	28	7.0
	Beverages	54	13.5
	Home – Care items	102	25.5
	Personal – Care items	94	23.5
	Accumulated	206	51.5
<b>Total</b>		<b>400</b>	<b>100%</b>

Source: Primary data

### Preference of Consumers. –

The analysis of data provided as seen in Table 4 shows that maximum number of respondents i.e. 124 preferred brand to be their first choice, quality was selected second by 106 respondents, for 96 discount stood at third, 86 contemplated quantity as fourth, schemes was preferred by 122 as fifth and 118 regarded price as sixth, when it came to preference.

**Table 4.** Preference of 400 Respondents (Cross tabulation)

Preference among variables	Brand preference	Quality preference	Price preference	Discount preference	Scheme preference	Quantity preference	Total
1 <sup>st</sup>	124	98	62	46	38	32	400
2 <sup>nd</sup>	100	106	78	62	34	20	400
3 <sup>rd</sup>	70	78	86	96	42	28	400
4 <sup>th</sup>	58	44	66	68	78	86	400
5 <sup>th</sup>	22	34	50	56	122	116	400
6 <sup>th</sup>	26	40	118	72	86	58	400
<b>Total</b>	400	400	400	400	400	400	

Source: Primary data

### Impact of Sales Promotion Techniques on Purchase Intentions of Consumers-

The intentions of purchase of the respondents were examined by analyzing the responses of 400 individuals of Indore city on a Likert scale of five point, the ranged

varied between 1 to 5 (where 1 represented for strongly disagree to 5 symbolising strongly agree). The One-Sample Test by Kolmogorov Smirnov was used to assess the agreement level among the values (Table 5). The critical value of D came to be 0.096 when the alpha level was 5%. The alternative hypothesis is accepted since the value calculated of D exceeds critical value of 0.096. Therefore, it can be inferred that sales promotions greatly affect customer buying decisions.

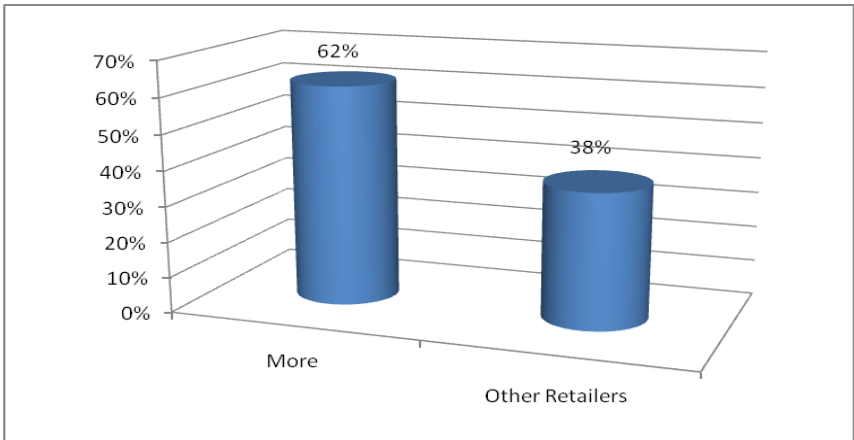
**Table 5.** Kolmogorov Smirnov One-Sample Test for Each response (Purchase Intentions)

Table 5: Agreement Scale - Kolmogorov-Smirnov D Value for each Statement		
Serial Number		Value of D
1.	Sales Promotion strategies influences customers' purchase intentions	00.21
2.	Sales Promotion strategies increases customers' level of satisfaction	00.19
3.	Promotion strategies for sales affects the frequency of customers' of visiting a store	00.18
4.	Promotion strategies for sales plays a important part in increasing customers' spending	00.18
5.	Sales promotion strategies entices customers to repeat purchase	00.17
6.	Customers are inclined to purchase increased quantum as a result of sales promotion	00.20
7.	'Big Bazaar' implements sufficient sales promotion strategies	00.14
8.	'Big Bazaar' stands by its tagline: "Naye India Ka Bazaar"	00.11

Source: Primary data

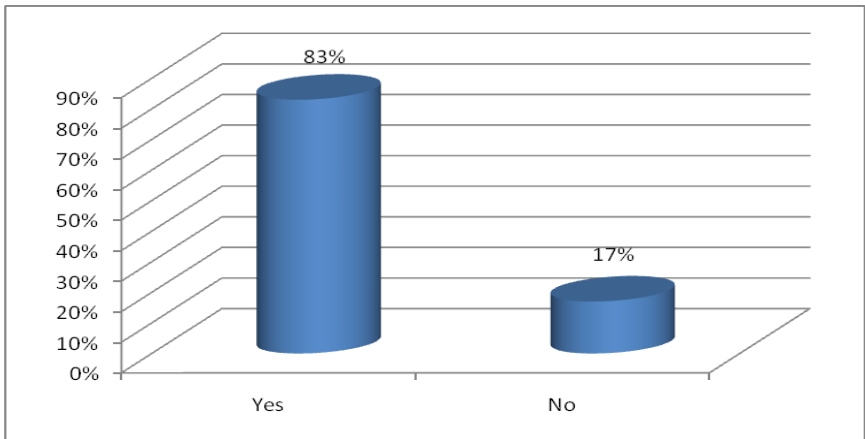
When the consumers were analysed, it was revealed that out of 400 respondents, various sales promotion persuaded 62% to visit Big Bazaar and 38% visited other hypermarkets (Figure 1). 83% of the respondents agreed that various sales promotion techniques do persuade them to visit the Big Bazaar Store more frequently (Figure 2).

**Fig. 1.** Customers visiting Hypermarkets as a result of Sales Promotion (%)



Source: Primary data

**Fig. 2.** Customers visiting Big Bazaar as a result of Sales



Source: Primary data

**Customer satisfaction with regard to sales promotion tools of Big Bazaar-**

To analyse the consumer's satisfaction level on the basis of sales promotional tools, the responses were analysed on 5 point- Likert Scale; and to analyse the degree of satisfaction, Kolmogorov Smirnov One-Sample Test was applied. Amongst all the values analysed, with the alpha level of 5%, the critical value of D was calculated to be 0.096, the calculated value of D turns out to be more than the critical value of 0.096. Therefore, the alternate hypothesis will be accepted. This leads to the conclusion that customers seem to be satisfied with sales promotional tools employed by the organized retail industry (Table 6).

**Table 6.** Kolmogorov Smirnov One-Sample Test for Each response (Satisfaction Level)

Serial Number	Variables	Kolmogorov-Smirnov D-Value
1.	Overall Schemes	00.21
2.	Big Bazaar Profit Clubmembership Scheme	00.18
3.	Monthly Shopping Scheme	00.17
4.	Limited Offers Scheme	00.16
5.	Best Buys of the Month Scheme	00.18
6.	Buy & Get Free Scheme	00.14
7.	Discount on Bulk Purchase Scheme	00.17
8.	Combo pack Discount Scheme	00.15
9.	Exclusive Schemes for Big Bazaar members	00.18
10.	Free samples	00.11
11.	Gifts	00.15
12.	Rebates	00.18
13.	Prizes	0.17
14.	Contest	00.13
15.	Additional promotional tools	00.14
16.	Overall sales promotion activities	00.20

Source: Primary data

## 5 Inference

In a cutthroat competition with the hypermarket culture making its spread in the largest vicinities of the Indore, Big Bazaar still remains a trusted destination for most of the residents of Indore. With its prime location, outreach and strong sales promotion tools, Big Bazaar caters to all the expectations of its existing and new consumers. The study reveals that organized retailing is working religiously to match the consumer’s expectations. Also, with quality products offered that are best in class, enhanced store experience with uncompromised customer service, Big Bazaar emerged as a leader with attractive sales promotion tools too. Digital infrastructure of Big Bazaar works aggressively to keep a record of all the consumers and stays in touch with them through the SMS Alert system and purchasing patterns. Competitive yet empathetical sales promotion tools like Loyalty Programs, Inclusive Sales Targets (especially PWDs), free home deliveries and attractive value schemes has a magnetic impact on attracting the consumers and even repeating their visits to Big Bazaar. Also, the purchase experience of having all the segments like food, apparels, accessories, etc under one roof, has been expressed as satisfactory. Big Bazaar has created a retail space which is accessible for all segments of the society, to enjoy a wholesome shopping experience.

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