A STUDY ON THE IMPACT OF PROMOTIONAL ACTIVITES ON CONSUMER BUYING BEHAVIOUR AT D MART

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Abstract : The purpose of this research study is to determine the impact of promotional activities on consumer buying behavior at D Mart. In which the customer influences to buy a product based on promotional activities like sales promotion, personal selling, advertising, and direct marketing. In which consumer buying behavior is the study of how individuals, groups and organization select to buy, use and dispose of goods, services, ideas, or experience to satisfy their needs and wants of customer. In this survey, we used a quantitative survey method using a Google Forms survey from the target individuals. In this study the primary data is collected using questionnaire and that is analyzed by using a proper tool and secondary data is used to collected the reviews. To determine the attitudes of consumers towards promotion employed, the effectiveness of promotions, relationship between attitude and behavior of consumers.

Keywords – **consumer behavior, promotion, consumers**

1.1 INTRODUCTION

Promotions are very significant elements of marketing activities. All over the world, the large multinational corporations to medium and even small firms recognize that there is no best alternative than promotion to communicate with consumers and motivate them to purchase their products or services. Different promotional activities have different effect on the consumer Buying Behavior. But it is tough for the organization to decide which promotional activity has the dominant effect on persuading the consumers buying decisions.

Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise. One thing that we have in common is that we all are consumers.
In fact, everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions

The consumer's Behavior is affected by the different factors like psychological- personal- social and cultural. Where the behavior of the consumers changes over time depending on the all of these factors. These promotional activities share the information for the consumers then make the better relation with the consumers and persuade the buying behavior of the consumers.

promotion refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time persuasive in nature. It helps marketers to create a distinctive place in customers' mind, it can be either a cognitive or emotional route. The aim of promotion is to increase brand awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, which is product, price, place, and promotion.

1.2 NEED OF THE STUDY.

- The companies always trying to win the customers heart, as customer is a king and king is not a bargained.
- The D mart 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

1.3 OBJECTIVES OF THE STUDY

- To study various forms of promotion that affect customers and customer behaviour
- To study how customers rank different forms of promotion relative to each other
- To discover if D Mart has employed any forms of promotion about which customers feel particularly strongly
- To study which type of promotional activities attract the customer to buy

1.4 SCOPE AND SIGNIFICANCE OF STUDY

- This research project is designed to discover the various promotion methods employed by D Mart and affect those promotion methods which have on consumers and consumer buying behavior,
- The data is collected to know the promotion activities which impact on the consumer buying behavior at D Mart
- It helps to collect information about customers' needs and wants, lifestyle and attitude 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.

2.1 REVIEW LITERATURE

- **Saloni Chechani (2021)** Thus increasing the sales of Modern retailers. This study aims to analyze consumer perspective with respect to impact of D-Mart on traditional grocery retailers and consumer preference about where do they prefer to do their grocery shopping
- **Bhadrappa haralayya (2022)** The observed that the big bazaar is providing a high tuff competition to other retail store. And through its strong performance big bazaar created its own brand in the market the big bazaar offers and its best prices are pocket friendly to the customers. Big bazaar need to know the pulse of non metro city people like Bidar, and other undeveloped cities.
- **Sarah Baig , Faaiza Imtiaz (2020)** this study researcher will able to find out specifically the buying behavior of housewives as this study fulfill the prior gaps and would be beneficial for retailer. This study would contribute a lot in retailing sector of Karachi as it will help retailers to understand the behavior of Housewives specifically towards promotional tools as it's a myth that female usually attracts from sales and promotions and do spontaneous buying as well to prove this point that is this true or not researcher took buying behavior of housewives.
- **Dr.G. Kannan, Dr.R. Balaji(2018)** the study is to identify factors influencing customer shopping behavior and to examine the effect of demographic variable on shopping behaviour. Her some data analysis and interpretation is used for the better understanding of retailing among the consumer through different age group people. The goal of retail marketing is creating and developing product and services that satisfies the consumer need and preference.
- **Avinash and B.V Sangvikar(2019)**, their objective is to provide insight about Dmart success of in India and their conclusion is D-mart techniques and strategies it uses for cost efficiency and higher sales and D-mart has restricted segmentation, this made D-mart more profitable
- **M.Guruprasad(2018),** Director research, Universal Business School , Concluded there was 50-50 opinion from customers of Badalpur and Karjat about online offering D-mart products and D-marts mainly faces the competition from small shop which deal in single variety of commodity

3.1 RESEARCH METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of Consumer buying behavior towards D Mart.

Population and Sample

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 design   : Non – probability sampling
- Sampling technique   : convenience sampling
- Sample unit   : Store visitor
- Sample size   : 120 respondents

3.2 Data and Sources of Data

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.

3.3 Statistical tools

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

> Anova
> Correlation

ANOVA TEST

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

HYPOTHESIS:

> **NULL HYPOTHESIS**
> Ho - There is no significant relationship between attractiveness of the Advertisement and Type of offers in D Mart
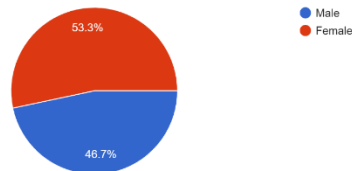
> **ALTERNATIVE HYPOTHESIS**
> H1 - There is a significant relationship between attractiveness of the Advertisement and Type of offers in D Mart.

3.3.1 PERCENTAGE ANALYSIS

Table indicating the gender of respondents

S.no	Gender	No of Respondents	Percentage analysis
1	Male	56	46.7%
2	Female	64	53.3%
Total		120	100%

GENDER
120 responses

● Male
● Female

Interpretation
From the above table it is interpreted that the gender of the respondents is male 46.7% and number of respondents in female are 53.3 %

Table indicating the gender of respondents

S.no	Age	No of Respondents	Percentage analysis
1	Below 20	12	10%
2	21-25	73	60.8%
3	26-30	16	13.3%

| 4	31-35	9	7.5%
5	36-40	5	4.2%
6	41-45	3	2.5%
7	Above 45	2	1.7%
Total		120	100%

AGE
120 responses
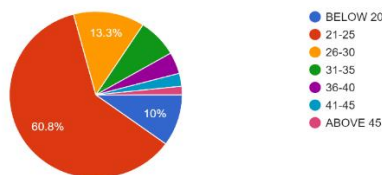
Interpretation
From the above table it is interpreted that the number of respondents Below 20 ages of respondents are 10%, between 21-25 age of respondents are 60.8%, between 26-30 age of respondents 13.3%, between 31-35 age of respondents are 7.5%, between 36-40 age of respondents are 4.2%, and above 45 ages of respondents are 1.7%

Table indicating the education qualification of respondents

S.no	Education qualification	No of Respondents	Percentage analysis
1	School level	23	4.2%
2	Diploma	15	11.7%
3	Under graduate	36	43.3%
4	Post graduate	20	37.5%
5	Doctrate	26	3.3%
Total		120	100%

Education Qualification?
120 responses
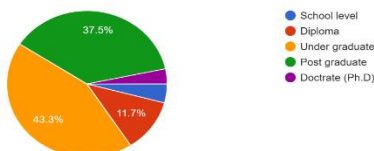
Interpretation
From the above table it is interpreted that the number of respondents school level of respondents are 4.2% diploma of respondents are 11.7%, and under graduate of respondents 43.3 %, post graduate of respondents are 7.5%, between 36-40 age of respondents are 4.2%, and above 45 ages of respondents are 1.7%

3.3.2 ANOVA TEST

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I am likely to purchase product if there is buy 1 get 1free offer	Between Groups	46.209	6	7.701	2.919	.011
	Within Groups	295.522	112	2.639		
	Total	341.731	118			
I often purchase product displayed near check out counter	Between Groups	4.266	6	.711	.413	.869
	Within Groups	192.658	112	1.720		
	Total	196.924	118			
I am likely to buy a product if I have coupon for it?	Between Groups	21.334	6	3.556	1.707	.126
	Within Groups	233.304	112	2.083		
	Total	254.639	118			

INTEPRETATIONS

From the table 4.2.1 it is noted that the P value is less than 0.05 for all factors, Hence the influence on among groups of various promotions is significant. Hence Reject H_0

3.3.3 CORRELATION TEST

Correlations

		I am likely to purchase product if there is buy 1 get 1free offer	If there is any price off promotion, I will buy more of that product to save later	I often purchase product displayed near check out counter	I visit to the store more often when I k2w the promotions which I am interested	I am likely to buy a product if I have coupon for it?
I am likely to purchase product if there is buy 1 get 1free offer	Pearson Correlation	1	.365**	.152	.174	.389**
	Sig. (2-tailed)		.000	.099	.059	.000
	N	119	119	119	119	119
If there is any price off promotion, I will buy more of that product to save later	Pearson Correlation	.365**	1	.230*	.287**	.298**
	Sig. (2-tailed)	.000		.012	.002	.001
	N	119	119	119	119	119
I often purchase product displayed near check out counter	Pearson Correlation	.152	.230*	1	.329**	.426**
	Sig. (2-tailed)	.099	.012		.000	.000
	N	119	119	119	119	119
I visit to the store more often when I k2w the promotions which I am interested	Pearson Correlation	.174	.287**	.329**	1	.549**
	Sig. (2-tailed)	.059	.002	.000		.000
	N	119	119	119	119	119
I am likely to buy a product if I have coupon for it?	Pearson Correlation	.389**	.298**	.426**	.549**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	119	119	119	119	119

INTERPREATION

The p value is 0.389 which is greater than the alpha value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the various forms of promotions

4.0 RESULTS AND DISCUSSION

4.1 FINDINGS

- Majority (60.8%) of the respondents are age between 21 to 25 years.
- Majority (53.3%) of the respondents are Female
- Majority (43.3%) of the respondents are student.
- Majority (73.3%) of the respondents are Un married.
- Majority (35.8%) of the respondents' monthly income is between less than 10,000
- Majority (31.7%) of the respondents are one.
- Majority (32.5%) of the respondents are 100-500
- Majority (29.2%) of the respondents with the once in a week
- Majority (52.5%) of the respondents of yes
- Majority (59.2%) strongly agree of the respondents with discount offers
- Majority (46.6%) of the respondents, through friends and relatives
- Majority (68%) of the respondents are good while shopping
- Majority (72%) of the respondents attracts towards discount

4.2. SUGGESTIONS

- The research results show that there are correlation between how must customer likes a promotion and how likely is that a promotion will affect consumer purchasing behavior
- Consumers therefore do not bother to compete and do not alter their purchasing behavior
- The good promotions influence customer decision making and make them attract towards products

4.3. CONCLUSION

Promotions can be a very effective means of affecting consumer behaviour and helping to push consumers to the final step of making a purchase. How promotions are administered, however, affects how consumers perceive promotions, which in turn affects the effectiveness of promotions in causing consumers to make a purchase. Although many of the promotions which D mart currently employs are somewhat effective in influencing consumer purchasing behaviour, these promotions can be improved upon and some promotions exist which are barely effective. Finding new ways to administer these promotions and improving upon the successful promotions can help to increase volume movement and can also help to create a more positive consumer sentiment towards promotions and the supermarket.

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