



A STUDY OF SALES PROMOTION SCHEMES AND CONSUMER BUYING BEHAVIOUR OF SELECTED ORGANIZED FOOD RETAIL STORES IN BHOPAL CITY

Vijay Singh Thakur

Professor Maharana Pratap College of Management Bhopal

ABSTRACT

The present study is based on the examination of relationship between promotional schemes of organized food retail stores and consumer buying behaviour with respect to offers advertisement, incentives and personal selling. The purpose of exploring this relationship is to identify the most important promotional scheme which has a strong positive association with consumer buying behaviour that can be helps the organized retail stores to prepare and design better strategies to attract more and more consumers. The data for the present study were collected with the help of structure questionnaire method and total 131 consumers have been targeted. The findings of the study have been clearly reveals that promotional schemes with respect to offers, advertisement and personal selling are significantly and positively related with consumer buying behaviour. However incentive is not found significantly related with consumer buying behaviour of organized food retail stores.

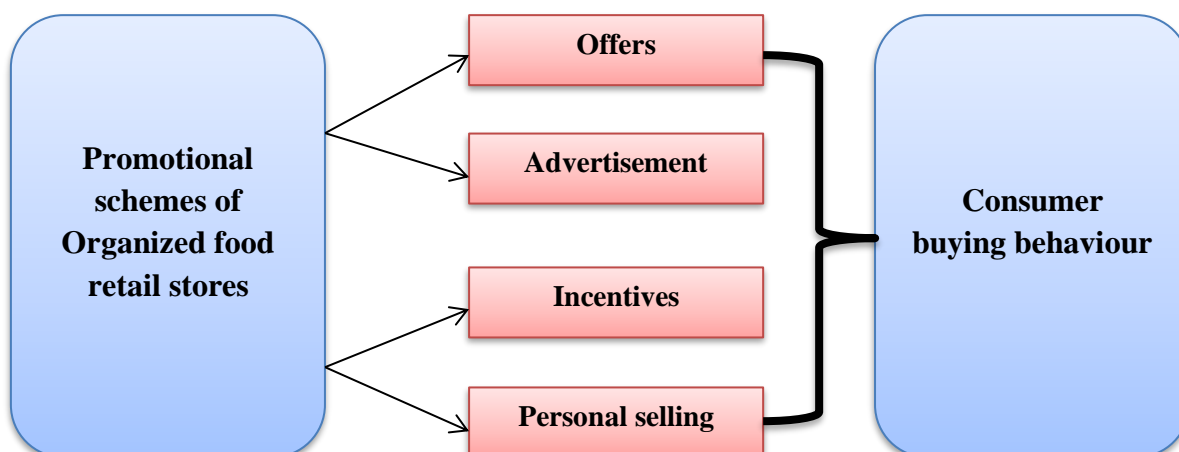
KEYWORDS: Promotional scheme, offers, advertisement, incentives, personal selling, consumer buying behaviour.

INTRODUCTION

In the present scenario of business the study of consumer behaviour is one of the most important areas for study. However it is important for both consumer as well as organization. Most of the research study has been explore that consumer is king of the market because he decides supremacy of the market; in other word actual market leader is elected by the consumer. There are number of factors that directly impact the buying behaviour of consumer. Among these factors promotional scheme is one of the most important factors significantly and positively related with consumer behaviour. Organized food retail stores are the separate branch of retail business that operate under one roof and can be able to fulfil all the basic needs of the peoples without spending more time. These retail stores include super market, reliance fresh, Aapoorti, Ondoer and kabuliwala. These retail stores can be

adopt such as departmental store and mini shopping mall to attain customer preference and needs. Now days the organized food retail store has become the choice of consumer because of many features. However the advantage of the organized food retail stores is the ability to offer various promotional schemes to the consumer. The present research study is based on relationship between promotional scheme and consumer buying behaviour of selected organized food retail store in Bhopal city. In order to explore the relationship between promotional scheme and consumer buying behaviour researcher adopt some of the promotional scheme such as offers, advertisement, incentives, and personal selling. The study was based on consumer response whose use to buy the product and services without involving any other intermediates. The research study covered three organized food retail store such as reliance fresh, Aapoorti and Ondoer.

Theoretical Framework





PROMOTIONAL SCHEMES

Promotional schemes are the combination of all those schemes which is offered by the stores to the ultimate consumer, the purpose of promotional schemes is to attract more and more new consumers and retaining existing customers. The various promotional schemes directly and indirectly offered by the retail store are as

1. **Offers:** offers is one of the most important promotional schemes provide to increase sales for the particular products and services. The offers include buy one get one, free products with purchase product etc.
2. **Advertisement:** advertisement is most powerful method for reaching to the peoples. However advertisement is the formal communication in which a product, brand and services are promoted to attract more and more customers. On the other hand advertisement is a systematic process to communicate information about product and services in order to increase sales.
3. **Incentive:** Incentive in sales is the promotional offer that aims to influence customers in order to increase sales for a particular product and services. However incentive may be in the form of discount, coupon, cart promotions, free shipping offers etc.
4. **Personal selling:** Personal selling is most usable promotional tools and technique that involve direct and face to face interaction with target as well as potential customer. Personal selling also builds relationship with customer in order to improve customer satisfaction.

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the process and action individual undertake on the time of making Purchase decision. On the other hand the behaviour and attitude use by the individual on the time of purchasing is called buying behaviour.

REVIEW OF LITERATURE

Sharma, A. & Kashyap, K., (2023), has been conducted a research study and indicates that majority of consumers use to prefer the purchasing of foods and groceries from the organized retail store, however majority of customers is highly interested to purchase the product from malls furthermore the study also reveals that most of the time the demographic factors such as, age, qualification and size of the family is highly and significantly influence the criteria for selection of store. In the conclusive remark authors also mentioned that the consumer have a separate desire to purchase the product and service at the minimum efforts.

Chatzoglou, P. et al. (2022) has been conducted a research study in order to explore the repurchase intention of customer regarding the particular product and services. The study explore that merchandise value is the most important factor form the customer point of view. Furthermore study reveals that emotion and satisfaction of the customer is highly influence repurchase intention of the customer. However in the conclusive remark it has been mentioned by the study that experienced value, consumer behaviour, emotion of the consumer, customer

satisfaction and loyalty is highly attract the customer for again and again purchase from particular and same retails.

Savale, T. K et al.,(2021), has been conducted a research study and found that grocery store have experienced and shifted in the retail outlet and also offer a high comprehensive shopping experience as well as reducing the cost. Furthermore the study indicates that recently most of the retailers have been re-defined retailing and offering a wide variety of product offer discount, coupons, long term membership card etc. In the conclusive remark study also reveals that retail industry is now in the stage of positive growth and also benefited to retails as well as customers.

Venkateswarn, P. S & Sundram, S. (2021), has been conducted a research study to explore the impact of retail service quality on customer satisfaction, repurchase intention and word of mouth. The study was based on primary data which has been gathered from the customers of retail stores. The findings of the study indicate that service quality of the retail store is significantly and positively related with customer satisfaction of word of mouth. Furthermore study also reveals the impact of various service aspects point out that reliability, policy and personal interaction is highly influence the level of customer satisfaction.

Pandy, P & Singh, S. (2020), has been conducted a research study to explore the consumer attitude about organized retail stores. The findings of the study clearly reveals that consumer attitudes towards the organized retail store is influenced by store credibility, customer loyalty and service excellence. Furthermore study also explore that various features of retail store like ambience and atmosphere, loyalty program of customer and branded items are highly attract the customers.

Singh, S. (2020), has been conducted a research study to explore the impact of demographic factor on choice of customers regarding organize retail stores. The findings of the study reveals that among all the demographic factors gender and income are the most significant factor influencing customer choice regarding retail stores. Furthermore study explore that promotional schemes, trust and experience staff are the most important factors affecting the customer choice regarding purchasing from organized retail store.

Sirohi, R. & Kumar, N. (2018), has been conducted a research study to examine the service quality of retail store by including six service quality dimensions of various selected retail stores. The study was based on primary data which has been collected among the group of customers use to purchase the product from the retail store. The findings of the study explore that various factors such as, reliability, appearance, problem solving, policy and courteousness having significant relationship and found most influential factors affecting customers future consumer behaviour.

OBJECTIVES OF THE STUDY

The objectives of the study are as under:

1. To study the relationship between promotional schemes and consumer buying behaviour towards offers.



2. To study the relationship between promotional schemes and consumer buying behaviour towards advertisement.
3. To study the relationship between promotional schemes and consumer buying behaviour towards incentives.
4. To study the relationship between promotional schemes and consumer buying behaviour towards personal selling.

HYPOTHESIS OF THE STUDY

The various hypothesis of the study are as under

H_{a1}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to offers.

H_{a2}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to advertisement

H_{a3}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to incentives.

H_{a4}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to personal selling.

RESEARCH METHODOLOGY

Major amount of research study has been conducted to explore the relationship between promotional schemes and consumer buying behaviour towards organized food retail stores. The present research study is based on consumer behaviour towards promotional schemes offered by selected retail store in Bhopal city. The analytical method of research has been adopted to prepare a framework of the study with the help of primary as well as secondary data. Primary data has been collected with the help of structure questionnaire and secondary data has been

collected from various sources like publish research paper, thesis etc.

SAMPLE SIZE AND DESIGN

Sample for the present study has been collected from those consumers whose use to purchase product and services from organized food retail store in Bhopal city. In order to gather the sample different geographic locations of retail store has been identified. The convenient method of sampling was adopted to collect the sample among the group of consumers, however final questionnaire were distributed among the 150 consumers and 131 consumers were filled the questionnaire and participated in the survey. The final sample size of the study was 131.

Sample method: Convenient method of sampling was adopted to collect the sample among the group of consumers of various selected retail stores.

Sample Size: Sample size for the present study is 131.

Sample area: the sample area for present study is limited up-to organized food retails stores located in Bhopal only.

Statistical tools: Chai square test has been used for data analysis and explore the result of hypothesis.

DATA ANALYSIS & TESTING OF HYPOTHESIS

Hypothesis First

H_{a1}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to offers.

Table 1

Summary of relationship between promotional schemes and consumer buying behaviour with respect to offers

Chai Square Test			
	Chai Square	df	Significant
Chai Square	11.92	5	0.001
Likelihood Ratio	14.82	5	0.121
Total valid Responses	131	-	-

Findings: The above table explore the relationship between promotional schemes and consumer buying behaviour with respect to offers, since the value of chai square is **11.92** and P-value is 0.01 ($P \geq 0.05$). In this case the alternative hypothesis is accepted. However this result is an evidence, that promotional schemes with respect to offers have a significant

and positive relationship with consumer buying behaviour of organized food retail stores (**H_{a1}= Accepted**).

Hypothesis Second

H_{a2}: There is a significant relationship between promotional schemes and consumer buying behaviour with respect to advertisement

Table 2

Summary of relationship between promotional schemes and consumer buying behaviour with respect to advertisement

Chai Square test			
	Chai Square	df	Significant
Chai Square	17.22	5	0.011
Likelihood Ratio	26.126	5	0.001
Total valid Response	131	-	-

Findings: The above table deals with the relationship between promotional schemes and consumer buying behaviour with

respect to advertisement, since the value of chai square is **17.22** and P-value is 0.011 ($P \geq 0.05$). In this case the alternative



hypothesis is accepted. However the study explore that there is a significant relationship between promotional scheme with respect to advertisement and consumer buying behaviour of organized food retail stores (**H_{a2}= Accepted**).

Hypothesis Third

H_{a3} There is a significant relationship between promotional scheme and consumer buying behaviour with respect to incentive.

Table 3

Summary of relationship between promotional schemes and consumer buying behaviour with respect to incentive

Chai Square Test			
	Chai Square	df	Significant
Chai Square	21.159	5	0.051
Likelihood Ratio	22.116	5	0.042
Total valid Response	131	-	-

Findings: The relationship between promotional schemes and consumer buying behaviour of organized food retail stores with respect to incentives can be seen in the above table, since the value of chai square **21.159** and P-value is 0.051 ($P \leq 0.05$). In this case the alternate hypothesis is rejected. The result clearly explore that offers of the organized food retail store is not

significantly and positively related with consumer buying behaviour (**H_{a3}= Rejected**).

Hypothesis Four

H_{a4}: There is a significant relationship between promotional scheme and consumer buying behaviour with respect to personal selling.

Table 4

Summary of relationship between promotional schemes and consumer buying behaviour with respect to personal selling

Chai Square Test			
	Chai Square	df	Significant
Chai Square	16.112	5	0.001
Likelihood Ratio	14.293	5	0.010
Total No.of Valid Response	131	-	-

Findings: The above table describe the relationship between promotional schemes and consumer buying behaviour with respect to personal selling, since the value of chai square is **16.112** and P-value is 0.001 ($P \geq 0.05$). In the case the alternative hypothesis is accepted. However the result reveals that there is a significant and positive relationship between personal selling and consumer buying behaviour of organized food retail store (**H_{a4}= Accepted**).

most important factor to balance buying behaviour of the existing consumer as well as to attract new consumers. The study finally concludes that the higher majority of consumers appreciated and accepted the various promotional schemes which mean organize food retail store are offering the products and services as per consumer choice, therefore the behaviour of consumer is positively with respect to purchasing of product and services from the selected organized food retail stores in Bhopal city.

CONCLUSION

The purpose of the present study is to explore the relationship between promotional schemes and consumer buying behaviour of organized food retail stores in Bhopal city. The study discussed few important factors as the promotional schemes of organized food retail stores and their consumer buying behaviour. The findings of the study indicates that offers, advertisement and personal selling has been found most important promotional tools which has significant impact on the consumer buying behaviour, because in these case the study accepted alternative hypothesis at the level of significant (P-value). However incentive offered by the organized food retail stores have not been found significant tool of promotional schemes because it is not significantly and positively related with consumer buying behaviour. In this case the alternative hypothesis is rejected. On the basis of the various findings the study concludes that the consumer visit organized food retail stores because of effective promotional tools such as offers, advertisement and personal selling which is highly appreciated by them. The implication of the study may be that the selected organized food retail stores must be formulated a well structure and effective strategies with respect to incentives because it is

REFERENCES

1. Chatzoglou, P; Chatzoudes, D; Savvidou, A; Fotiadis, T; and Delias, P. (2022). "Factors Affecting Repurchase Intentions in Retail Shopping: An Empirical Study," *Heliyon*, Vol. 8, Issue 9, 2022, <https://doi.org/10.1016/j.heliyon.2022.e10619>.
2. Muneendra, N. and Mohan Prakash, N.R. (2016). "A Study on the Consumer Buying Behaviour with Reference to Organised and Unorganised Retail Formats in Hyderabad," *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 18, Issue 12, Ver. I, 25-27.
3. Pandey, P. and Singh, S. (2020). "A Study of Purchasing Attitude of Consumers Towards Organized Retail Formats in India," *EPRA International Journal of Multidisciplinary Research (IJMR)*, Vol. 6, Issue 8, August 2020, pp 563-569.
4. Preeti and Kulshreshtha, M. K., (2018). "Consumer Perception A Study on Organised Vs Unorganised Retail Formats in Haryana," *International Research Journal of Management Science & Technology*, Vol. 9, Issue 4, pp 394-403.
5. Raunaque, N.; Jibrán, S. and Preeti (2017). "The study of Factors Affecting Consumer Preferences of Shopping at Organized Retail Stores in Delhi NCR," *International Journal of Advanced Engineering, Management and Science (IJAEMS)*, Vol-3, Issue3, Mar- 2017, pp 271-276.



6. Savale, T. K., et al (2021). "Analyse the Impact of Organised Retail Malls on Grocery Stores with Special Reference to Selected FMCG Products in Nashik Cities," *Journal of Shanghai Jiaotong University*, Volume 17, Issue 3, March – 2021, pp 168-179.
7. Sharma, A. and Kashyap, K., (2023). "Effect of Demographics on Customer Buying Behavior in Malls Relative to Standalone Outlets," *Journal of Pharmaceutical Negative Results*, Vol. 24, Special Issue 2, pp 287-293.
8. Singh, S. (2020). "Unlocking Shopping Behaviour in The New Normal," *International Journal of Management (IJM)*, Vol. 11, Issue 7, July 2020, pp. 1335-1349.
9. Sirohi, R. and Kumar, N. (2018). "Consumers Evaluation of Retail Store Service Quality and Its Impact on Future Consumption Behaviour in India," *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 20, Issue 2., Ver. V, (February, 2018), PP 11-17.
10. Tripathy, P. C. and Tripathy, P. (2016). "Examining Influences of Shopping and Convenience Goods on Patronage of Consumers: A Study of Urban Retail Formats," *International Journal of Engineering Sciences & Management Research*, Vol. 3, Issue 2, March, 2016, pp 5-14.
11. Venkateswaran, P. S. and Sundram, S. (2021). "Impact of Retail Service Quality and Store Service Quality on Patronage Intention towards Organized Retail Industry," *Turkish Journal of Computer and Mathematics Education*, Vol.12, No.3, (2021), pp 1462-1471.