IMPACT OF ADVERTISEMENT AND SALES PROMOTION STRATEGIES ADOPTED BY DMart

S. Kowsalya[1], Dr. S. Gandhimathi[2]

[1]M.Com, Department of Commerce,Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.
[2]Associate Professor,Department of Commerce, Dr. N.G.P Arts and Science College (Autonomous), Coimbatore.

ABSTRACT

DMart was started by Mr. RadhakishanDamani to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, DMart today has a well- established presence in 110 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana and Chhattisgarh. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations plannedin more cities: The supermarket chain of DMart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Powai, Mumbai, Since last 3 years Avenues Super Mart Ltd owned DMart has announced opening up of its shopping mall in Jalgaon city on Shirsoli road near Shirsoli Naka. This would be city third shopping mall after Vishal and Big Bazaar and it has prepared for its extensive marketing in the region. This area has lot of potential in terms of customer. The middle income group mainly resides here and nearby area. It is easy to access from every place of Jalgaon by auto rickshaws and vehicles. Large frontage makes mall clearly visible from outside. ATMs are available near the mall for one to withdraw money, if required. DMart is provide parking space for the every customer to park their vehicle like two wheelers and four wheelers also. There are various sections for every type of product is available.

KEY WORDS; *D Mart, Income, Market, low cost.*

INTRODUCTION

DMart's vision is to make available products/categories for the customer's everyday use at the 'best' value than DMart is constantly expanding across departments to keep pace with our rapidly growing business. If you are looking for a career in an exciting environment, with lots of potential for professional and personal growth, then join us at DMart!DMart will believe in learning through opportunities. As an equal opportunity employer, it strongly believe that ANYBODY can be a part of DMart. it encourage candidates from every background to bring in their best in terms of new ideas, innovative thinking and positive outlook towards work. They judge their prospective and existing employees only on the basis of their professional mettle.

OBJECTIVES OF STUDY
- To find out the sales promotional activities carried by DMart
- To find out the tools and techniques of sales promotion that used in DMart
- To know about availability of varieties of product.
- To know about affordable price for everyone.
- To study of quality of products

SCOPE OF THE STUDY

The data was collected from the respondents across all the Income groups, occupation and gender. The total sample size for the study is 200. The study involves ascertaining the customer perception towards various areas such as price, promotion offer, billing system and parking facility etc. The study also tries to know why the customer visits and shop at DMart and get valuable suggestion from them. So, the study tried to get the response almost all kind of respondent. This research is based on primary data and secondary data. Due to time constraint, only limited numbers of persons contacted.

RESEARCH METHODOLOGY

Research Methodology is a set of various methods to be followed to find out various information"s regarding market strata of different products. Research Methodology is required inevery industry for acquiring knowledge of their products.

RESEARCH DESIGN

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present "Impact of advertisement and sales promotion strategies acdopted by DMart".

METHODS 0F DATA COLLECTION

SOURCE OF DATA

The information relevant for the study was drawn from secondary data, which alone was not sufficient. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data. Primary data is information collected by the researcher directly through instruments such as surveys, interviews, focus groups or observation.

SECONDARY DATA

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data can not be obtained at all.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Average Rank analysis
- Weighted Analysis analysis
- Chi- square test
- Correlation analysis

REVIEW OF LITERATURE

A literature review is survey of scholary sources (such as books, journal articles, and theses) related to a specific topic or research question.

According to M.Guruprasad(2018), Director research, Universal Business School , Concludedthere was 50-50 opinion from customers of Badalpur and Karjat about online offering DMartproducts and DMarts mainly faces the competition from small shop which deal in single varietyof commodity.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

GENDER

Table 4.2.1 describe the gender of the respondents.It is categorized as male and female

Table 4.2.1

Gender of the respondents

GENDER OF THE RESPONDENTS	NUMBER	PERCENTAGE
Male	117	58.5%
Female	83	41.5%
Total	200	100

Sources: primary data

Interpretation

Table4.2.1 shows that out of total of the respondents taken for the study 117(58.5%)respondents were male and 83(41.5%)respondents were female..

Inference

It is concluded that majority 58.5%of the respondent were male.

OCCUPATION

Table 4.2.2 describe the occupation of the respondents .It is categorized as student, employee,business/professional and unemployed

Table 4.2.2 Occupation of the respondents

OCCUPATION	NUMBER	PERCENTAGE
Student	73	36.5%
Employee	74	37%
Business/professional	41	20.5%
Unemployed	12	6%
Total	200	100

Sources: primary data

Interpretation

Table4.2.2 shows that out of total of the respondents taken for the study, 73(36.5%) respondents were student, 74(37%) respondents were employee,41(20.5%)respondents were business/professional,12(6%)respondent were unemployed

Inference

It is concluded that majority 37% of the respondent were employee.

HOW OFTEN SHOP AT DMart

Table 4.2.3 describe the how often shop at DMart of the respondents .It is categorized as once a week, once a month, two month once and rarely

Table 4.2.3 How often shop at DMart of the respondents

SHOP AT DMart	NUMBER	PERCENTAGE
Once a week	44	22%
Once a month	78	39%
Two month once	48	24%
Rarely	30	15%
Total	200	100

Sources: primary data

Interpretation

Table4.2.3 shows that out of total of the respondents taken for the study, 44(22%) respondents visit once a week, 78(39%) respondents visit once a month, 48(24%)respondents visit two month once,30(15%)respondents visit rarely to the DMart.

Inference

It is concluded that majority 39% of the respondent visit once a month to the DMart.

AVERAGE BILLING RANGE

table 4.2.4 describe the average billing range of the respondents .It is categorized as below1,000,1,000-3,000,3,001-5,000 and above 5,000

EPRA International Journal of Research and Development (IJRD)
Volume: 8 | Issue: 7 | July 2023   - Peer Reviewed Journal

Table 4.2.4 Average billing range of the respondents

AVERAGE BILLING RANGE	NUMBER	PERCENTAGE
Below 1,000	34	17%
1,000-3,000	79	39.5%
3,001-5,000	59	29.5%
Above 5,000	28	14%
Total	200	100

Sources: primary data

Interpretation

Table4.2.4 shows that out of total of the respondents taken for the study, 34(17%) respondents billing range were below 1,000, 79(39.5%) respondents billing range were 1,000-3,000, 59(29.5%)respondents billing range were 3,001-5,000,28(14%)respondents billing range were above 5,000 in DMart.

Inference

It is concluded that majority 39.5% of the respondent average billing of 1,000-3,000 atDMart.

RANK ANALYSIS
Factors of sales promotion by the respondents

FACTORS	1	2	3	4	5	TOTAL	RANK
Product availability	78 (390)	33 (132)	41 (123)	31 (62)	17 (17)	200 (724)	1
Billing speed at DMart	14 (70)	66 (264)	64 (192)	44 (88)	12 (12)	200 (626)	2
Staff service availability	25 (125)	35 (140)	79 (237)	50 (100)	11 (11)	200 (613)	4
Shopping experience during offer days	23 (115)	45 (180)	67 (201)	50 (100)	15 (15)	200 (611)	5
Payment modes	41 (205)	33 (132)	57 (171)	46 (92)	23 (23)	200 (623)	3

INTERPRETATION

It could be observed from the table 4.3.1. factors of sales promotion by the respondents has been calculated
- According to 200 respondents, sales promotion of product availability is placed as FIRST RANK
- According to 200 respondents, sales promotions of billing speed at DMart is placed as SECOND RANK
- According to 200 respondents, sales promotion of payment mode is placed as THIRD RANK
- According to 200 respondents, sales promotion of staff service availability is placed as FOURTH RANK
- According to 200 respondents, sales promotion of shopping experience during offer days placed as FIFTH RANK

INFERENCE

Majority of the respondents promote the product availability as first in ranking

EPRA International Journal of Research and Development (IJRD)

WEIGHTED ANALYSIS

Sales promotion aware of the respondents

FACTORS	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED
OVERALL SHOPPING EXPERIENCE	88 (352)	73 (219)	30 (60)	9 (9)	200 (640)	3.2
DISCOUNT AND OFFERS	35 (140)	111 (333)	48 (96)	6 (6)	200 (575)	2.875
AMBIENCE INSIDE THE STORE	45 (180)	74 (222)	64 (128)	17 (17)	200 (547)	2.735
MAINTENANCEOF PRODUCTS	42 (168)	80 (240)	59 (118)	19 (19)	200 (545)	2.725
SERVICE PROVIDED TO CUSTOMERS	33 (132)	82 (246)	65 (130)	20 (20)	200 (528)	2.64
QUALITY OF PRODUCTS	52 (208)	83 (249)	53 (106)	12 (12)	200 (575)	2.875

SOURCE: (As per primary data)

INTERPRETATION

The above table shows that 3.2 mean score for overall shopping experience at DMart, 2.875 mean scores for discounts and offers and quality of products purchased at DMart, 2.735 mean score for ambience inside the store, 2.725 mean score for maintenance of products at DMart, 2,64 mean score for service provided to customers by DMart.

INFERENCE

The table shows that overall shopping experience at DMart has highest mean score of 3.2

CHI-SQUARE TEST

RELATIONSHIP BETWEEN ANNUAL INCOME AND AVERAGE BILLING RANGE OF THE RESPONDENTS

Table 4.6.1 Relationship between annual income and average billing range of the respondents

ANNUAL INCOME	BILLING RANGE				TOTAL
	Below 1,000	1,000 – 3,000	3,001 –5,000	Above 5,000	
20,000 to 40,000	20	26	16	4	66
40,001 to 50,000	8	21	19	7	55
50,001 to 75,000	1	21	15	5	42
Above 75,000	5	11	9	12	37
TOTAL	34	79	59	28	200

To find out the association between annual income and average billing range of the respondents, Chi-square test is used and result its given below.

HYPOTHESIS

Ho: There is no significant relationship between annual income and average billing range of the respondents.

H_1: There is significant relationship between annual income and average billing speed of the respondents.

EPRA International Journal of Research and Development (IJRD)

Volume: 8 | Issue: 7 | July 2023   **- Peer Reviewed Journal**

CHI-SQUARE TEST

FACTOR	CALCULATED VALUE	D.F	TABLE VALUE	REMARKS
AVERAGE BILLING	28.826[a]	9	16.919	Accepted

INTERPRETATION
It is clear from the above table that the calculated value of chi-square is less than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between annual income and billing range

CORELATION ANALYSIS
RELATIONSHIP BETWEEN GENDER AND SALES PROMOTION OF THE RESPONDENTS
H_0: There is no significant relationship between gender and sales promotion by the respondents.
H_1: There is significant relationship between gender and sales promotion by the respondents.

Table 4.5.1 Correlation

		GENDER	SALES PROMOTION
Gender	Pearson correlation	1	-.047
	Sig.(2-tailed)		508
	N	200	200
Sales promotion	Pearson correlation	-.047	1
	Sig.(2-tailed)	.508	
	N	200	200

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

INTERPRETATION
Table 4.5.1 shows that correlation of gender and sales promotion by the respondents was found to be negative correlation and statistically insignificant (r=-.047, p<.001). Hence H_1 was supported. There is significant relationship between gender and sales promotion sector by the respondents.

CONCLUSION
DMart strives to give its customers the best quality at a low price by leveraging its financial strength, valuable real estate assets located in various parts of the country as well as its extensive network of distribution facilities. This has helped it become one of the most successful retail companies in India.

However, in this rapidly digitizing world, with Covid-19 is here to stay for a while and the entry of different giants such as Reliance Retail, Amazon India, The Tata's and Walmart owned Flipkart, things are certainly going change in the coming decades and DMart should work on having it's all sides covered.

BIBLIOGRAPHY
REFERENCES
1. Ailawadi, K. and Keller, K.L. (2004), "Understanding retail branding: conceptual insights and research priorities," Journal of Retailing, 80 (2004) 331-342
2. Alexander, N. (1990) "Retailers and international markets: motives for expansion," International Marketing Review, 7(4) 75-85 .

WEBSITES
1. http"\\www. Google.com
2. http"\\www.wikipedia,o