

## **SALES PROMOTION SCHEMES WITH REFERENCE TO RELIANCE RETAIL, HYDERABAD**

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### **ABSTRACT**

Sales promotion is one of the elements of the promotional mix. The essential elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public relations. Sales promotion utilizes the two media and non-media marketing correspondences for a pre-decided, constrained time to expand customer demand, animate market demand or improves product availability. Models unite difficulties, coupons, complimentary endowments, incident pioneers, the motivation behind acquirement appears, premiums, prizes, thing tests, and discounts.

Sales promotions are non-individual promotional efforts that are intended to immediately affect sales. Sales advancement is media and non-media showcasing correspondences utilized for a pre-decided, stimulate the market or product availability.

**Keywords:** Marketing, Promotional mix, Sales promotion.

### **INTRODUCTION**

Sales promotions are non-individual promotional efforts that are intended to immediately affect sales. Sales advancement is media and non-media showcasing correspondences utilized for a pre-decided, stimulate the market or product availability.

Sales promotions are short-term incentives intended to stimulate a quick buying reaction to the customer. Coupons, one-time exclusive offers, customer loyalty programs, two-at the-cost of-one discounts, and restricted time prizes with buy are on the whole instances of sales promotions in the buyer world.

Sales promotion is one of the elements of the promotional mix. The essential elements in the promotional mix are advertising, personal selling, direct marketing and publicity/public

relations. Sales promotion utilizes the two media and non-media marketing correspondences for a pre-decided, constrained time to expand customer demand, animate market demand or improves product availability. Models unite difficulties, coupons, complimentary endowments, incident pioneers, the motivation behind acquirement appears, premiums, prizes, thing tests, and discounts.

### **OBJECTIVES OF THE STUDY**

- To find the sales limited time plans conveyed by RELIANCE RETAIL.
- To discover the instruments and procedures of sales advancement used by Reliance Retail.
- To know the level of fulfillment towards the sales advancement scheme carried by Reliance retail.
- To recognize the factor impacting to purchase the item in reliance retail.
- To investigate the clients view towards offers

### **NEED OF THE STUDY**

- Presently all companies were very attractive schemes to their customers and this study is aimed mind of the customer concerning the sale/ purchase, their expectations, to increase the sales of Reliance Retail, Hyderabad.
- The market, the competition companies have shortened up. the market is trying to prove themselves as a leader. But only companies, which give the superiority quality products with highly competitive pricing and an attractive promotional schemer.

### **LIMITATION OF STUDY**

- Since the survey did customers of the Reliance Retail Hyderabad.
- Many of them show hesitation to respond.
- Only 100 samples have been taken.
- It doesn't cover the entire market.

### **RESEARCH METHODOLOGY**

For finishing this paper an overview was led and for the satisfaction of poll, an sample size of 100 was chosen. Various researchers have characterized look into in different manners because of its wide degree.

### **SAMPLE SIZE**

Reliance retail customers,

Sample size: 100.

Sampling Method: Simple Random sampling

### **SAMPLING**

It is impracticable and difficult to consider the entire population because of down to earth restrictions of cost, time and other factors that are indispensable and employable in contemplating the entire population. For the sole explanation of making the exploration finding conservative and exact, the idea of sampling has been presented.

### **REVIEW OF LITERATURE**

#### **AMANDA BERKEY (2019)**

Before you start brainstorming your next enormous sales promotion, set aside some effort to quantify your outcomes. Calendar an after death on your crusade to perceive how sales piled facing your objectives and are certain you're evaluating this at a point in time that works best with your individual sales cycle. As customers desire for organizations increment alongside their eagerness to take their wallets somewhere else guarantee that customer experience is at the core of each deal promotion you plan. Look past the customary limits of the marketing capacity and separate organizational storehouses to guarantee a consistent customer venture. Guaranteeing your promotions have a personalized and constant component is constantly a keen methodology.

#### **Evgeni Genchey(21 Dec 2017)**

An exceptionally serious condition is forcing vendors to continually utilizing diverse marketing tools and thereby increment their profitability. Sales promotion is one of the best tools to and holds old ones, including marketing exercises by increasing a restricted timeframe to invigorate buyer purchases and viability of intermediaries.

For the motivation behind the sales promotion is a successful instrument that clients purchase behavior. appropriate that different types of sales promotion performing purchase more than respondents most likely would profit by. Most as often for information about the client is the Internet with 82.5% and promotional handouts with 77.2%.

**Fernando de Oliveira Santini(June 2015)**

Sales promotion types have on the connection between the impression of money related risk and view of utilitarian and decadent incentives on customer purchase aims. To this end, a test was directed including 589 members partitioned into two gatherings characterized by distinct promotion type (monetary versus non-monetary) was controlled. The working hypotheses anticipated a direct and positive connection between the impression of (epicurean and utilitarian) utilization worth and purchase expectation for an advanced product and a negative connection between the view of utilization esteem and the view of money related risk. Likewise, it was assumed that the sales promotion type would direct these direct connections and that a monetary promotion would strongly affect the connection between purchase expectation and saw product utility, while a non-monetary promotion would strongly affect the other connections (decadent worth and money related risk observations). the proposed hypotheses.

**DATA ANALYSIS AND INTERPRETATION**

1. Do you frequently visit Reliance Retail Outlets?

s.no	Response	Respondents
1	yes	75
2	No	25
	total	100

**INTERPRETATION:** from the above chart were 75% of customers visit Reliance Retail Outlets frequently. But 25% do not visit frequently.

2. Reason for your visit?

S.NO	Response	RESPONDENTS
1	Promotional Offers	30
2	Discount Offers	35
3	Range of Items	15
4	Location of the store	10
5	Other	10
	TOTAL	100

**INTERPRETATION:** from the chart, 30% of the customers visit because of promotional offers. 35% of them visit because of the discount. 15% visit a range of items.10% visit store is convenient. 10% of customers visit because of various other reasons.

3. How do you know about the store?

s.no	Response	Respondents
1	Newspaper / Hoardings/ TV	45
2	Radio	5
3	Friends / Relatives	31
4	Internet	19
	total	100

**INTERPRETATION:** From the above chart, 45% know through newspapers/Hoardings/TV. 5% know the store details through Radio. 31% know details through friends/relatives. 19% know through the Internet.

4. Which type of promotional activities attract customer?

S.NO	Response	RESPONDENTS
1	DISCOUNT	34
2	Special Offers like 1+1...etc	19
3	Gift Coupons	12
4	Spot Gifts	35
	TOTAL	100

5. How does the sales promotion attract to made you visit the store again and again?

s.no	customers	responded
1	yes	43
2	no	57

**INTERPRETATION:** from the above 43% were told that sales promotion activities of the store made them visit the store again and again. But, 57% of the respondents differed from the previous opinion.

6. How do you rate the attractiveness of the advertisement?

s.no	customers	respondents
1	very attractive	45
2	less attractive	30
3	not at all attractive	25
	total	100

**INTERPRETATION:** from the above 45% were very attractive towards the advertisement.30% were less attractive .where 25% were not at all attractive.

7. Your opinion while shopping in Reliance Retail store?

s.no	RESPONSE	RESPONDENTS (%)
1	great	15
2	good	40
3	not satisfied with the range of products	15
4	not satisfied with the promotional offers available in store	30
	total	100

**INTERPRETATION:** 15% felt great while shopping in Reliance Retail store. 40% feel good, 15% of the respondents are not satisfied with the range of products. However, 30% of the respondents are not satisfied with the promotional offers available while shopping in Reliance Retail store.

8. Your overall shopping experience due to offers and discounts in the store?

s.no	Response	Respondents
1	GOOD	25
2	AVERAGE	35
3	POOR	40
	TOTAL	100

**INTERPRETATION:** From the above chart, 25% of the respondents overall shopping experience due to offers and discounts in-store. 35% of the respondent's overall shopping experience due to offers and discounts in the store is average. Whereas, 40% of the respondent's overall shopping experience due to offers and discounts in the store is poor.

9. Rate the quality of items as per the advertisement of the store?

S.NO	Response	RESPONDENTS
1	Highly Satisfactory	20
2	Satisfactory	35
3	Average	40
4	Dissatisfied	05
	Total	100

**INTERPRETATION:** From the above 20% were highly satisfactory towards the advertisement. 35% as satisfactory .40% were rated average .5% were not at all satisfied with the advertisement.

10. Do you think that sales promotion activities of Reliance retail would save your money?

s.no	Response	Respondents
1	Strongly disagree	20
2	Disagree	35
3	Agree	18
4	Strongly agree	27
	total	100

**INTERPRETATION:** From the above 20% strongly disagree that would save their money. 35% just disagrees. Whereas, 18% of the respondents agree that sales promotion activities of Reliance retail would save their money. 27% strongly agree that sales promotion activities of Reliance retail would save their money.

11. According to you what is the role of “sales promotion” in marketing?

S.no	Response	Respondents
1	Increase brand awareness	28
2	Provide information	10
3	Increase sales	62
4	total	100

**INTERPRETATION** 28% were that the role of improving brand awareness. 10% said the role of sales promotion in marketing is providing information. 62% of the people's opinioned marketing is improving sales.

## **FINDINGS**

- ❖ Most of the people preferred to visit the Reliance Retail store.
- ❖ Most of the customers were going for the discount offers provided by the reliance retail store.
- ❖ The majority of them know the store details through Newspaper/ Hoardings/tv.
- ❖ Many of them were attracted to gifts provided by the Reliance retail store.
- ❖ The majority of the customers rated the customer scheme of the company as poor.
- ❖ Most of the people not aware of the sales promotion activities of the store made them visit the store.
- ❖ Most of them were given opinion towards the attractiveness of the advertisement is very attractive
- ❖ Many of them were respondents to feel great while shopping in Reliance Retail store.



- ❖ The majority of the respondents rated the overall shopping experience due to offers and discounts in the store is poor.
- ❖ Most of them rated items as poor as per the advertisement.
- ❖ Many of them were responded as nice as per the arrangement of the products.
  
- ❖ The majority of the respondents do not agree that offers are presented through display in-store.
- ❖ Most of them were responded not aware of Reliance retail would save their money.
- ❖ They have to in marketing is to improve sales.

## **SUGGESTIONS**

- The organization is additionally in unbiased majority clients so it needs to give it a better method for notice like the regular circulation of pamphlets to know the offers and just as results of the organization.
- They have to maintain the customer scheme
- Discount offers and gifts offer must be increased.
- The promotion has to be increased.
- Providing them attractive products

## **CONCLUSION**

This concludes the customer at Reliance retail of product quality, a quantity discount, offers, service facility reasonable price which makes the customer satisfied and more comfortable in visiting the store again & again.

Considering a lot of middle-class families in India, reliance retail has had a huge impact on the middle-class section of India, the company should come with promotional strategies and try to attract them.

Reliance retail now a day known for huge discounts and offers and customer attracting towards a sale is more advantageous to the reliance retail getting more customers.

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