

A Project Report on

**“A Study of The Impact of Promotional Strategies Adopted by Big Bazaar
& D-Mart on Consumer with Reference to Nagpur City.”**

Submitted to:

**Department Of Management Sciences & Research (DMSR)
G.S. College of Commerce & Economics, Nagpur
(An Autonomous Institution)**

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Masters of Business Administration

Submitted by:

Miss. Sanskruti Narendra Bhongade

Under the Guidance of

Prof. Shubhangi Jepulkar

**Department of Management Sciences & Research
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



(Academic Year 2023-24)

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Ms. Sanskruti Narendra Bhongade** has submitted the project report titled, **“A Study of The Impact of Promotional Strategies Adopted by Big Bazaar & D-Mart on Customer with Reference to Nagpur”**, under the guidance of **Prof. Shubhangi Jepulkar** towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he/she has ingeniously completed his/her project as prescribed by **DMSR – G.S. College of Commerce & Economics, Nagpur (NAAC Accredited “A” Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

PROF. SHUBHANGI JEPULKAR
(Project Guide)

DR. MADHURI V. PUROHIT
(MBA Coordinator)

Place: Nagpur
Date:

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution



Academic Year 2023-24

DECLARATION

I, Sanskruti Narendra Bhongade here-by declare that the project with title **"A Study of The Impact of Promotional Strategies Adopted by Big Bazaar & D-Mart on Customer with Reference to Nagpur"** has been completed by me under the guidance of **Prof. Shubhangi Jepulkar** in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR – G. S. College of Commerce & Economics , Nagpur (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur university, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur
Date:

Ms. Sanskruti Narendra Bhongade

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution



Academic Year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mastoor**, principle, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my project guide **Prof. Shubhangi Jepulkar** for his/her guideline throughout the project.

I would like to thank **Dr. Mahesh Chopde** for his/her constant support & guidance throughout the project.

Last but not the least, I am very thankful to all those who helped me directly and indirectly in successful completion of my project.

Place: Nagpur

Ms. Sanskruti Narendra Bhongade

Date:

INDEX

Sr. No	Particulars	Page No.
1.	Introduction	
2.	Company Profile	
	2.1 Big Bazaar	
	2.2 D-Mart	
3.	Literature Review	
4.	Research Methodology	
	4.1 Need of The Study	
	4.2 Objectives of The Study	
	4.3 Hypothesis of The Study	
	4.4 Limitations of The Study	
5.	Data Analysis & Interpretations	
6.	Findings & Suggestions	
7.	Conclusion	
8.	References	
9.	Annexure	

Chapter-1 INTRODUCTION

1. INTRODUCTION

In the dynamic landscape of retail, promotional strategies play a vital role in influencing consumer behavior and shaping their purchasing decisions. Big Bazaar and D-Mart, two prominent retail giants, have been employing various promotional tactics to attract and retain customers. This study aims into the impact of these strategies on consumers in Nagpur City, on the effectiveness of promotional campaigns in driving consumer engagement and loyalty.

Nagpur City, known for its diverse demographic composition and evolving consumer preferences, serves to explore the dynamics of retail promotional strategies. As consumers in Nagpur are exposed to a multitude of promotional offers and discounts, understanding their perceptions and responses becomes imperative for both academic and managerial insights.

Key factors such as pricing strategies, promotional events, product assortments, and brand image will be scrutinized to ascertain their impact on consumer decision-making processes. Additionally, the study will investigate the role of demographic variables, including age, income, and shopping habits, in shaping consumer responses to promotional stimuli.

Furthermore, by comparing the promotional strategies of Big Bazaar and D-Mart, the study seeks distinct approaches adopted by these retail giants and their differential impact on consumer behavior within the Nagpur market. Insights derived from this comparative analysis will offer valuable implications for both retailers and marketers aiming to refine their promotional strategies to effectively resonate with the preferences and expectations of Nagpur consumers.

Promotional strategies encompass a wide range of marketing activities designed to enhance brand visibility, stimulate consumer interest, and sales. These

strategies often include discounts, sales promotions, loyalty programs, advertising campaigns, and experiential marketing initiatives. Understanding how these strategies resonate with consumers in Nagpur city is essential for both academic discourse and practical implications for retailers.

- ✓ Nagpur, the geographical center of India, is a burgeoning urban hub characterized by a diverse consumer demographic. As such, it provides an intriguing setting to examine how promotional strategies influence consumer choices and preferences.
- ✓ Big Bazaar, a flagship retail chain under the Future Group, is renowned for its diverse range of products, attractive discounts, and engaging promotional campaigns.
- ✓ On the other hand, D-Mart, a prominent player in the retail sector, is celebrated for its emphasis on value pricing, operational efficiency, and customer-centric approach.

Overall, this study endeavors to contribute to the existing literature on retail marketing by offering empirical evidence on the influence of promotional strategies on consumer behavior, specifically within the context of Nagpur City. The findings are anticipated to provide actionable insights for retailers seeking to enhance their promotional effectiveness and establish a competitive edge in the dynamic retail landscape.

Chapter-2

COMPANY PROFILE

2. COMPANY PROFILE

2.1 BIG BAZAAR



HISTORY

Big Bazaar, is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was under his parent organization **FUTURE GROUPS** which is known for having a significant prominence in Indian retail and fashion sectors. Big bazaar is the largest hypermarket chain in India. As of June 2, 2012 there are 214 stores across 90 cities and town in India covering around 16 million sq. of retail space. Big Bazaar is designed as an agglomeration of bazaar or Indian market with cluster offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast products, general merchandise, furniture, electronics, books, fast food and Entertainment sections.

Big Bazaar stores are aimed at providing a local marketplace feel to the shoppers. They offer a wide variety of household items including retail apparels, food products, general merchandise, furniture, electronic, books, fast food, etc. Started by Kishore Biyani, Big Bazaar was launched mainly as a fashion format selling apparel, cosmetics, accessories and general merchandise.

According to Kishore Biyani, the inspiration behind this entire retail format was from caravan stores, a local store in, Tanagers, Chennai, Big bazaar is popularly known as the 'Indian Walmart' today.

Over the years, the retail chain has included in its portfolio a wide range of products and services, ranging from grocery to electronics. The current retail formats of the future group include big bazaar, Food Bazaar, Electronic Bazaar and furniture bazaar. In the second year of operations, Big Bazaar tied up with Indian Banking giant ICICI Bank and launched the Big Bazaar ICICI Bank card. In the same year, the first food Bazaar store was also launched at High Street phoenix mall in Mumbai, marking the retailer's entry into dedicated food retail.

In 2003, Big Bazaar made its foray into small towns and cities. The first store in this category was launched that year in Nagpur. The franchise also welcomed its 10 millionth customer at its new store in Gurgaon in the same. This entity has been created keeping in mind the growth and the current size of the company's value retail business, led by its format divisions, Big Bazaar and Food Bazaar. The company operates 120 Big Bazaar stores, 170 Food Bazaar stores, among other formats, in over 70 cities across the country, covering an operational retail space of over 6 million square feet.

Big Bazaar, a household name in shopping in India, is a chain of retail stores, also known as a hypermarket. Catering to every need in a typical family, Big Bazaar has certainly come a long way from its humble beginnings of the launch of three stores in Hyderabad, Kolkata and Bangalore too. Big Bazaar is a chain of discount stores targeting the value conscious segment and has its headquarters in Jogeshwari, Mumbai. Promoted by Kishore Biyani and owned by the Future Group, it has changed the way Indians shop by providing a one stop for all needs kind of a hypermarket chain. Big Bazaar is largely based on the fashion format of selling through retail chains and providing grocery and a

whole range of general merchandise, targeting a demographic including young working class and middle-class homemakers. Retail is a fast-growing sector in India and has a great deal of economic significance in the context of the India GDP. It has helped boost investments and provided massive job opportunities to Indians.

VISION & MISSION STATEMENT



VISION STATEMENT

Future group shall deliver everything, everywhere, every time for every Indian consumer in the most profitable manner.

MISSION STATEMENT

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing quality

KEY INFORMATION:

Big Bazaar was founded in 2001 by Kishore Biyani, the founder and chief executive officer (CEO) of the parent company, the Future Group.

PROFILE

Type	Private Industry (Hypermarket)
Founded	2001
Headquarters	Jogeshwari, Mumbai
Industry	Retail
Products	Department, Grocery, Furniture, Grocery & Fashion Stores.
Owner	Mr. Kishore Biyani(CEO)
Parent Group	Future Group
Punchline	Is Se Sasta Aur Accha Kahin Nahin
Out-let	More Than 214 Stores in India
Tagline	Naye India Ka Bazaar
Website	www.bigbazaar.com

MILESTONES OF BIG BAZAAR

Big Bazaar, a prominent retail chain in India, has witnessed several significant milestones since its inception in 2001. These milestones reflect Big Bazaar's evolution over the years, from its initial establishment to its continued efforts to innovate and adapt to changing consumer preferences and market dynamics.



Here's an overview of some major milestones from 2001 to 2024:

- ✓ **2001:** Big Bazaar was launched by the Future Group, led by Kishore Biyani, with its first store in Kolkata, India.
- ✓ **2022:** Expansion began rapidly with the opening of multiple stores across different cities in India.
- ✓ **2006:** Big Bazaar launched its loyalty program called "Big Bazaar Profit Club" to reward frequent shoppers.
- ✓ **2007:** Crossed the mark of 100 stores across India, solidifying its position as a leading retail chain in the country.
- ✓ **2008:** Introduced the concept of 'Sabse Sasta Din' (the cheapest day) offering steep discounts and attracting massive footfall.

- ✓ **2010:** Launched the "Great Exchange Offer" where customers could exchange their old goods for new ones.
- ✓ **2012:** Celebrated its 10th anniversary and continued expansion with the introduction of new store formats like Big Bazaar GenNext.
- ✓ **2014:** Crossed the milestone of 200 stores, further strengthening its presence in both urban and rural markets.
- ✓ **2016:** Big Bazaar introduced its online platform, allowing customers to shop for groceries and other items from the comfort of their homes.
- ✓ **2018:** Rolled out the "Har Din Lowest Price" campaign, promising the lowest prices every day on various products.
- ✓ **2019:** Big Bazaar partnered with Amazon for online grocery delivery, expanding its reach to more customers.
- ✓ **2020:** Amidst the COVID-19 pandemic, Big Bazaar adapted by implementing safety measures such as contactless shopping and home delivery services.
- ✓ **2021:** Launched initiatives like "Smart Search" and "Wednesday Bazaar" to offer additional discounts and deals to customers.
- ✓ **2022:** Celebrated 20 years of operations, reflecting on its journey and reaffirming its commitment to providing value to customers.
- ✓ **2023:** Continued digital transformation with the enhancement of its online platform and omnichannel capabilities.
- ✓ **2024:** Expanded further into tier II and tier III cities, tapping into growing consumer markets beyond metropolitan areas.

MARKETING STRATEGIES OF BIG BAZAAR



Marketing Mix is usually defined as the actions and tools used by an organization to meet its marketing objectives. A marketing mix is a tool that mostly revolves around the 4Ps which consist of Product, Price, Place, and Promotion. By altering these tools according to business objectives, organizations influence customer behaviors for the best outcome possible.

As an organization with a great customer base, Big Bazaar has tailored its 4Ps marketing mix with its distinguished ideas. Let's have a look at it in detail:

1.PRODUCT STRATEGY OF BIG BAZAAR:

With Big Bazaar's aim to cater to the needs of the mass population of India, its product strategy involves making everyday essentials available to its customers. There is a wide range of products that can be found in all of Big Bazaar's hypermarkets and grocery stores. The types of products offered in its retail stores include Apparel, Food, Farm Products such as dairy, vegetables, Childcare, and Personal care products as well as Electronics, Clothing, and Accessories.

Big Bazaar offers customers products from a variety of brands such as Coca-Cola, Levis, Samsung, etc. as well as some in-house brands like Tasty Treat, Clean Mate, Sensei, and other 35+ brands.

2. PRICING STRATEGY OF BIG BAZAAR

As a retail chain organization, Big Bazaar's objective is to gain the maximum market share. This means gaining the highest percentage of total market sales. To align with this objective, Big Bazaar uses a mix of pricing strategies as follows:

- **Competitive pricing strategy:** This strategy means that Big Bazaar wants to provide customers with high value for their money in comparison to other retail chains. It uses an everyday low-value pricing strategy which means customers can always get affordable products without waiting for only year-end sale offers.
- **Options of Financing:** Customers can also buy products from Big Bazaar with options of financing at low-interest rates.
- **Promotional pricing:** This includes the special discounts and sale offers during festive seasons like Diwali as well as the offers on baskets of products during the Wednesday Bazaar; e.g. 5kg of Rice + 3 kg of sugar only at Rs.300.

Big Bazaar does maintain a reasonable and affordable price. Now let's gander over the place & distribution strategy led by Big Bazaar.

3. PROMOTION STRATEGY OF BIG BAZAAR

Big Bazaar has huge promotion budgets. The biggest idea behind all advertisements is to make people do bulk shopping. There are 2 types of promotional strategies of big bazaar. One is the advertisement which promotes the brand and creates awareness towards people. It is not targeted at promoting each store but only creates an image of Big Bazaar as low-cost shopping option. The store has advertised through TV, road shows and also started reality show-typed promotional campaign "The Big Bazaar Challenge." Promotions like

"Sabse Sasta Din"(Cheapest Day) are a very successful strategy to get good results. In this product across categories such as furniture, electronics, utensils, apparels and food products at the lowest possible prices, coupled with attractive promotional schemes. Some of the most attractive offers being a 20-litre branded microwave oven with grill for Rs 2,399, jeans and trousers for Rs 199 and HCL laptops for Rs 22,800.

Buy 2 Get 1 Free types of promotions are very common. Original prices are cut down and new prices are shown, of which customer takes quick notice. There are loyalty schemes which reward regular clients.

4. PLACE STRATEGY OF BIG BAZAAR

The Big Bazaar stores are operational across three formats — hypermarkets spread over 40,000-45,000 sq ft, the Express format over 15,000-20,000 sq ft, and the Super Centers set up over 1 lakh sq ft. Big Bazaar operates in over 34 cities and towns across India, with 116 stores. Apart from the Metros, these stores are also doing well in the tier II cities. These stores are usually located in high-traffic areas. Big Bazaar aims to start stores in developing regions to take an early advantage before the real estate value booms. Mr. Biyani plans to invest around Rs 350 crore over the next one-year expansion of Big Bazaar. In order to attract customers and gain a competitive advantage, Big Bazaar has also launched a website, www.futurebazaar.com, which helps customers to order products online, which will be delivered to their doorstep. This helps in saving a lot of time for its customers.

SWOT ANALYSIS



SWOT stands for **Strengths, Weaknesses, Opportunities, and Threats**. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risks for an organization. Strengths and weaknesses are internal factors. Opportunities and threats, on the other hand, are external factors. A SWOT analysis is a planning process that helps your company overcome challenges and determine which new leads to pursue. Big Bazaar is one of the leading brands in the lifestyle and retail sector. Big Bazaar SWOT analysis evaluates the brand by its strengths & weaknesses which are the internal factors along with opportunities & threats which are the external factors.

Let us start the SWOT Analysis of Big Bazaar

BIG BAZAAR STRENGTHS:

1. Wide Range of Product: Big Bazaar offers a diverse range of products under one roof, including groceries, clothing, electronics, household items, and more. This variety attracts a wide customer base.

2. Cost Leadership & Advantages: It is known for its competitive pricing strategy, offering discounts and deals regularly, which attracts price-sensitive customers. Big Bazaar operates on an economy of scale, allowing it to offer products at competitive prices compared to smaller retailers.

3. Supply Chain Efficiency: The company has developed an efficient supply chain network, allowing it to maintain a consistent stock of products and minimize stockouts.

4. Strong Brand Recognition: Big Bazaar is a well-known brand in India, known for its value-for-money proposition and discounts, which helps in attracting customers and building loyalty. Big Bazaar is a well-established brand in India with high brand recognition and a strong presence across the country.

BIG BAZAAR WEAKNESS:

1. Limited Online Presence: While Big Bazaar has started to expand its online presence, in the e-commerce competitors in terms of online sales and customer experience.

2. Dependence on Promotions: Big Bazaar heavily relies on promotions and discounts to drive sales, which may impact its profit margins and brand image in the long run.

3. Dependency on Discounts: The heavy reliance on discounts and promotions to attract customers may impact profit margins and brand perception in the long term.

BIG BAZAAR THREATS:

1. E-Commerce Expansion: There is a significant opportunity for Big Bazaar to strengthen its online presence and leverage e-commerce platforms to reach a wider audience, especially in tier 2 and tier 3 cities.

2. Private Label Expansion: The company can expand its range of private label products, offering high-quality products at competitive prices, thereby improving margins and customer loyalty.

3. Diversification of Product Portfolio: Introducing new product categories or expanding existing ones can attract new customer segments and increase revenue streams.

BIG BAZAAR OPPORTUNITIES:

1. Competition from E-Commerce Giants: Big Bazaar faces stiff competition from online retailers like Amazon and Flipkart, which offer convenience and competitive pricing, posing a threat to its market share.

2. Regulatory Challenges: Changes in government policies, such as taxation or regulations related to foreign investment in retail, could affect Big Bazaar's operations and profitability.

3. Competition: Big Bazaar faces intense competition from both organized retailers like Reliance Retail and online marketplaces like Amazon and Flipkart, which constantly innovate and offer aggressive pricing strategies.

2.1 D-MART



HISTORY

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each D-Mart store stocks home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more. Our core objective is to offer customers good products at great value. D-Mart was started by MR. RADHAKISHAN DAMANI and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, D-Mart today has a well-established presence in 365 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities. The supermarket chain of D-Mart stores is owned and operated by Avenue Super-marts Ltd.

Mr. RADHAKISHAN DAMANI is respected in the business world as an investor in the Indian equity market, he has built a company that constantly

strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built D-Mart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

'D-Mart' is a supermarket chain across India owned by 'Avenue Supermarkets.' None other than 'RADHAKISHAN DAMANI,' one of India's famous value investors founded the company in the year 2000. Mr. Damani's journey from a successful value investor to the founder of D-Mart has been an inspiration. D-Mart started its journey from 2 stores in the state of Maharashtra and has 176 stores across 12 states in India by FY20. 'Avenue Supermarkets,' the owner company of D- Mart supermarkets, was a privately held company till 2016. In the year 2017, the company came up with an IPO of Rs.1,870 Cr., which was opened with a bang. The company's shares were listed at almost a 114% premium, which reflects the positive sentiment for the company among the investors.

The company got listed at the price of Rs. 632 and the CMP (Current Market Price) stand at Rs. 2544, implying that the shares of the company have given a compounded growth of almost 60% over three years. RK Damani being an investor himself very well understands the market and its players, which gives him an added advantage for running the company in parallel with maintaining a positive and healthy sentiment among the investors towards the company, like maintaining a healthy ROE (Return on Equity), adopting a strategically strong business model, etc. In FY20, the company has a market capitalization of Rs. 1.5 Lakh Cr. Trade name D-Mart Type Public Industry Retail Founded May 15, 2002; 19 years ago, Founder RADHAKISHAN DAMANI Headquarters Powai, Mumbai, Maharashtra, India Number of locations 263(June 2020) Area served India Key people RADHAKISHAN DAMANI (Chairman)Ignatius Navil Noronha (CEO) Products Grocery & Staples Daily Essentials Dairy & Frozen

Home and furniture Home Appliances Bed & Bath Clothing Footwear Toys
Crockery Luggage Health and beauty Sporting goods and fitness Fruits &
Vegetables.

VISION & MISSION STATEMENT



VISION STATEMENT

To be the lowest priced retailer in the area of operation/ city/region.

MISSION STATEMENT

It is our continuous endeavor to investigate identity & make available new product categories for customer everything use & at the best value than anybody else.

KEY INFORMATION:

Avenue Super-marts Limited is an Indian retail corporation that operates a chain of supermarkets in India. It was founded by RADHAKISHAN DAMANI in 2002 when its first store was opened in Powai, Mumbai. As of March 2024, it has 365 stores across 12 states and union territories in India.

PROFILE

Type	One stop supermarket chain
Founded	2002
Headquarters	Powai, Mumbai, Maharashtra
Industry	Supermarket chain
Products	Groceries, Dairy & Beverages, Packaged Foods, Personal Care, Home & Kitchen, Stationary & Much More.
Owner	Mr. Radhakishan Damani
Parent Group	Avenue Supermarket
Punchline	Mehnat Hamari, Bachat Apki
Out-let	More Than 366 locations in India
Tagline	Daily Discount, Daily Savings
Website	www.dmartindia.com

MILESTONES OF BIG BAZAAR

D-Mart, officially known as Avenue Super-marts Limited, has grown significantly since its inception in 2002. Since its listing in March last year, the Avenue Super-marts has continued to gain steadily. At current market prices, it has risen 433 per cent over its issue price.



Here's an overview of some major milestones from 2001 to 2024:

- ✓ **2002:** D-Mart was founded by Radhakishan Damani in Mumbai, India. The first store was opened in Powai, Mumbai.
- ✓ **2006:** D-Mart expanded its presence outside Mumbai by opening stores in Gujarat
- ✓ **2008:** The company continued its expansion by opening stores in Maharashtra and Hyderabad.
- ✓ **2010:** D-Mart expanded further into Southern India by opening stores in Karnataka
- ✓ **2013:** The company began its expansion into Western India by opening stores in Madhya Pradesh and Chhattisgarh.

- ✓ **2016:** Avenue Super-marts Limited, the parent company of D-Mart, went public with an Initial Public Offering (IPO) that was highly successful.
- ✓ **2017:** D-Mart made its entry into Eastern India by opening stores in Telangana and Andhra Pradesh.
- ✓ **2018:** The company continued its expansion into Eastern India with stores in West Bengal.
- ✓ **2019:** D-Mart entered the National Capital Region (NCR) region by opening stores in Delhi.
- ✓ **2020:** Amidst the COVID-19 pandemic, D-Mart saw a surge in demand for essential items, reinforcing its position as a leading supermarket chain in India.
- ✓ **2021:** D-Mart continued to expand its footprint across India, focusing on both Tier-I and Tier-II cities.
- ✓ **2022:** The company maintained its growth trajectory, adapting to changes in consumer behavior and preferences.
- ✓ **2023:** D-Mart leveraged technology to enhance its online presence and improve customer experience.
- ✓ **2024:** D-Mart likely continued its expansion efforts, focusing on strategic locations and innovations to stay competitive in the retail market.

MARKETING STRATEGIES OF D-MART



A marketing mix is a model that a company uses to get its products and services noticed by the right people at the right time. This model is based on pillars of 4Ps: Product, Price, Place and Promotion. It forms the conceptual core of an overall marketing strategy.

So let us go through the marketing mix model of D-Mart by looking at the parameters of Product, Price, Place and Promotion in the coming section.

1.PRODUCT STRATEGY OF D-MART:

D-Mart is a one-stop outlet that offers its customers a wide range of choices in home and personal products. It believes in mass commodities; therefore, its products are available in different sizes and colors. Apparel is displayed systematically by their size options. The area of the outlet is divided in accord with products as every product has a separate section from which a customer can easily choose.

- It offers groceries, staples, processed foods, dairy, frozen products, beverages & confectionery and fruits & vegetables that contributes close to 52 percentage in revenues
- – It offers home care products, personal care products, toiletries and other over-the-counter products that contribute close to 21 percentage in revenues
- It offers bed & bath, toys & games, crockery, plastic goods, garments, footwear, utensils and home appliances that contributes close to 29 percentage in revenues

2. PRICING STRATEGY OF BIG BAZAAR

- D-Mart deeply discounts its merchandise and offers products at less than competitive prices. Thanks to this strategy, it has succeeded in creating an image as a low-cost retailer and has attracted customers who are price sensitive.
- The company prides itself on being able to provide affordable prices to its customers regardless of whether they live in urban areas or rural areas.
- Its pricing is usually less than the Maximum Retail Price (MRP) except for vegetables, fruits, and medicines. During festival seasons, these low prices make customers buy products in bulk quantities which results in a huge volume of sale.
- The pricing strategy of D-mart is the major reason why its supermarkets' chain has been one of the most successfully operated entities in the country.

3. PROMOTION STRATEGY OF BIG BAZAAR

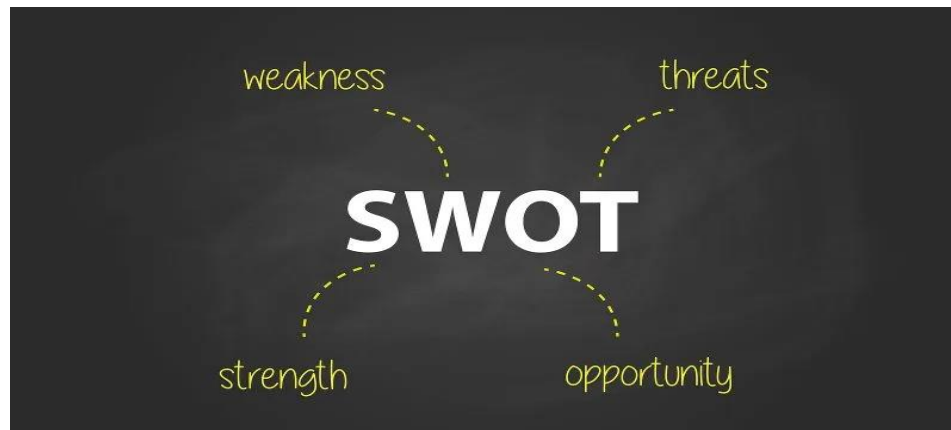
- D-Mart, being the largest multi-brands in India, has been maintaining its positioning as a supermarket offering products at lower prices.
- They offer various coupons to reward the customers and employees and thus boost their sales in the market. Coupons are also allotted to the customers when they meet certain standards of bulk purchases.
- For instance, during the festive seasons, they offer 15% off on sweets and various other products. It also offers goods at 50% off or at one plus one free offer.
- The company however doesn't engage in aggressive marketing promotion but chooses to promote itself through Newspaper Ads and Outdoor Ads. It also recently collaborated with HDFC Bank and offered additional discounts on payments done with HDFC Cards.

4. PLACE STRATEGY OF BIG BAZAAR

D-Mart is the fastest-growing supermarket retail brand in India. As of 2020, D-Mart has about 214 stores present in about 11 states and 1 union territory and is constantly expanding its stores' footprints. D-Mart stores are present in a major part of India which includes a presence in cities like Ahmedabad, Hyderabad, Bangalore, Chennai, Mumbai etc.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of D-MART.

SWOT ANALYSIS



SWOT Analysis of D-Mart focuses on Strengths, Weakness, Opportunities, and Threats. D-Mart is an Indian focused commercial chain of hypermarkets and supermarkets. Under its umbrella, the chain that is a multi-category store offers a wide variety of items. Market goods, personal care products, groceries, home care solutions, kitchenware, furniture, utensils, and home appliances are some of the categories offered by D-Mart.

Let us start the SWOT Analysis of D-MART:

D-MART STRENGTHS:

1. People-Centric Management: It maintains good relations with all of its stakeholders including its vendors and suppliers. It has a strong employee policy and is transparent in employee relations.

2. Discount Policy: It is known for its low price and various offers and discounts. This gives D-Mart an edge over the competition. Through its pricing strategies, it is sufficiently generating value.

3. Family Experience: D-Mart stores offer a full family shopping experience. It is a one-stop destination for all of the family's needs which makes the customer shopping experience way much easier and people are liking this.

4. Proper Distinction Based on Price: D-Mart chose not to follow the trends set by other retail competitors and instead, created their own. They achieved dominance by offering their products at significantly lower prices than their rivals, using a simple price-based differentiation strategy.

D-MART WEAKNESS:

1. Focus on Certain Places: The majority of D-Mart stores are in the Western States and fewer in the southern market which makes D-Mart leave a lot of untapped markets.

2. Slow Growth: D-Mart was established 20 years ago, but it still hasn't been able to capture the market as much as it should have. It's mainly because of its long-term focus on only one mission.

3. Extended Focus on Low Prices: In its attempt to provide low prices to its customers they have to continuously haggle with vendors which may aggravate vendor relations.

D-MART OPPORTUNITIES:

1. Improving Technology: Improved technology will enhance the in-store experience of customers and it, therefore, can charge a premium for that.

2. Growth Potential: D-Mart stores aspire to be India's most valuable retail stores for its customers. They can take this as a motivation to grow more in the market such as global expansion and tie-ups with international brands.

3. Personalized Service: Customers are always looking for more personalized service and are even willing to pay more for it.

4. Scope for Increasing Market Share: D-Mart has a great scope of expanding its market share by opening more stores in the southern states.

D-MART Threats:

1. Growth Potential: D-Mart stores aspire to be India's most valuable retail stores for its customers. They can take this as a motivation to grow more in the market such as global expansion and tie-ups with international brands.

2. Scope for Increasing Market Share: D-Mart has a great scope of expanding its market share by opening more stores in the southern states.

3. Online Competition: People today are more and more inclined to shop online rather than visit a store and do all the hard work. Online competitors like Amazon Pantry and Local Platforms are becoming tough competitors of supermarkets like D-Mart.

4. Government Policies: There is a continuous change in government policies across different countries. Moreover, political unrest in the country can impede business, resulting in lower performance and higher costs.

Chapter-3

LITERATURE REVIEW

3. LITERATURE REVIEW



3.1 MEANING:

A literature survey in a project report is a comprehensive review of the existing literature and research relevant to the project's topic. It involves identifying, analyzing, and synthesizing information from various sources such as books, academic journals, conference papers, and other scholarly publications. The purpose of a literature survey is to provide a thorough understanding of the current state of knowledge in the field, identify gaps or inconsistencies in the existing literature, and establish the theoretical framework for the project. It also helps in supporting the rationale and relevance of the project by demonstrating how it fits into the broader academic discourse.

BY SOUMEN CHATTERJEE

Unique customer perception (UCP): According to soumen, Unique Customer Perception is what is required by companies instead of Unique Selling Proposition. It is ultimately that customer look for satisfaction based on the picture of perception derived from various sources. If these perceptions of customer can be analyzed then promotion would be easier for customer centric marketing. This has led to the concept - “Customer Perception is the Rule and not Customer Satisfaction”.

HUAWEI

Satisfy customers perception is the biggest challenge: In meeting customers' requirements and measuring customers' satisfaction indexes, customer perception should be definitely a key consideration. Qualified services in the operation execution layer, technical management layer and business development layer are necessary. It is more important to understand customer expectations and make efforts to exceed their expectations. In customer satisfaction management, the biggest challenge is customer perception management, or customer perception satisfaction. The major characteristics of service is intangible; hence the core value of services is not like a physical product but the spiritual experience and perception of customers. The final aim and ideal effect of service provisioning is to have customers perceive and enjoy the service.



ZIELKE (2008) indicated that value for money, the price level and special offers are both satisfiers and dissatisfiers; price perceptibility, price process ability and price fairness tend to be dissatisfiers only; and price advertising and products in the upper price range are indifferent requirements. Fonseca (2009) by adopting a new technique and a new conceptual model of customer's satisfaction expressed that in order to estimate the global customer satisfaction measure; one should appeal to methodologies recognizing that satisfaction must be understood as a latent variable, quantified through multiple indicators.

DR. GIRISH K. NAIR & HARISH K. NAIR (2013) conclude that “the customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that perception of service quality is influenced by the various natures among various customers, even some of the general factors like Personal interaction, physical aspects are the dimensions on which customer perception remains constant and

common to the entire customer on a majority basis. So, the retail outlets have to frame their own strategies in order to attract the customers on a longer basis.

FORNELL (1992) found in the study that customer satisfaction enhances the customer loyalty, reduce the customer churn, decrease the costs of failed marketing, signifies the price sensitivity of customers, create new customers, enhance the effect of advertising, lowers the cost of operations and finally improves the reputation.

COMPARISON BETWEEN D-MART & BIG BAZAAR

			
Revenue	₹24,000 crore	Revenue	₹20,000 crore
Profit	₹1,300 crore	Profit	₹15 crore
Inventory	₹2,000 crore	Inventory	₹5,000 crore
Sales cycle	30 days	Sales cycle	90 days
Accounts receivables	₹20 crore	Accounts receivables	₹700 crore
Share price	₹600(2017)	Share price	₹250(2017)
Share price	₹3,000(2021)	Share price	₹75(2021)

Chapter-4

RESEARCH METHODOLOGY

4. Research Methodology



Research is "creative and systematic work undertaken to increase the stock of knowledge". It involves the collection, organization, and analysis of information to increase understanding of a topic or issue. A research project may be an expansion on past work in the field. Research projects can be used to develop further knowledge on a topic, or for education. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project as a whole.

A research methodology or involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research. Research methodology is the path through which researchers need to conduct their research. It shows the path through which these researchers formulate their problem and objective and present their result from the data obtained during the study period. This research design and methodology chapter also shows how the research outcome at the end will be obtained in line with meeting the objective of the study.

RESEARCH DESIGN: -

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research questions through the collection, interpretation, analysis, and discussion of data.

The research design will be used in this study is both ‘Descriptive’ and ‘exploratory’.

SOURCES OF DATA:-

To fulfil the information, need of study. The data is collected from primary as well as secondary sources.

- **Primary data:** Primary data is data that is collected by a researcher from first hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources.

The primary data is collected by ‘Undertaking an Online Survey’

- **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 cannot be obtained at all.

The secondary data is collected from ‘Internet’.

SAMPLING: -

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but it may include simple random sampling.

The sampling consists of data obtained from college students for this report.

- **Sample Size:** -Sample size measures the number of individual samples measured or observations used in a survey or experiment.

For this project sample size was **100**.

- **Tools of Analysis:** -Data analysis was done mainly from the data collected from survey taken on Google forms. The data collection from secondary sources is also used to analysis.
- **Sampling Technique:** - For this research Convenience sampling technique is used.
- **Plan of Analysis:** - Tables were used for analysis of data. The data is also neatly presented with the help of statistical tools such as graph and pie-diagrams.

4.2 NEED OF THE STUDY

- ✓ Understanding the effectiveness of their promotional strategies how they are positioning themselves against each other.
- ✓ Studying promotional strategies can provide valuable insights into emerging trends in retail marketing and how companies are adapting to stay competitive.
- ✓ Comparing the promotional strategies of Big Bazaar and D-Mart can help identify best practices against competitors in the retail industry.
- ✓ Studying their impact helps in identifying which strategies are most successful in achieving these goals.

4.3 OBJECTIVES OF THE STUDY

- ✓ To know the promotional strategies of Big-Bazaar and D-Mart.
- ✓ To know the relation between promotional strategy and buying decision.
- ✓ How Big-Bazaar and D-Mart establish and maintain the retailing through promotion.
- ✓ To find out shopping experience in the store during offer days.

4.4 HYPOTHESIS OF THE STUDY

H0: There is no significant difference in the effectiveness of promotional strategies between Big Bazaar and D-Mart.

H1: There is a significant difference in the effectiveness of promotional strategies between Big Bazaar and D-Mart.

4.5 LIMITATIONS OF THE STUDY



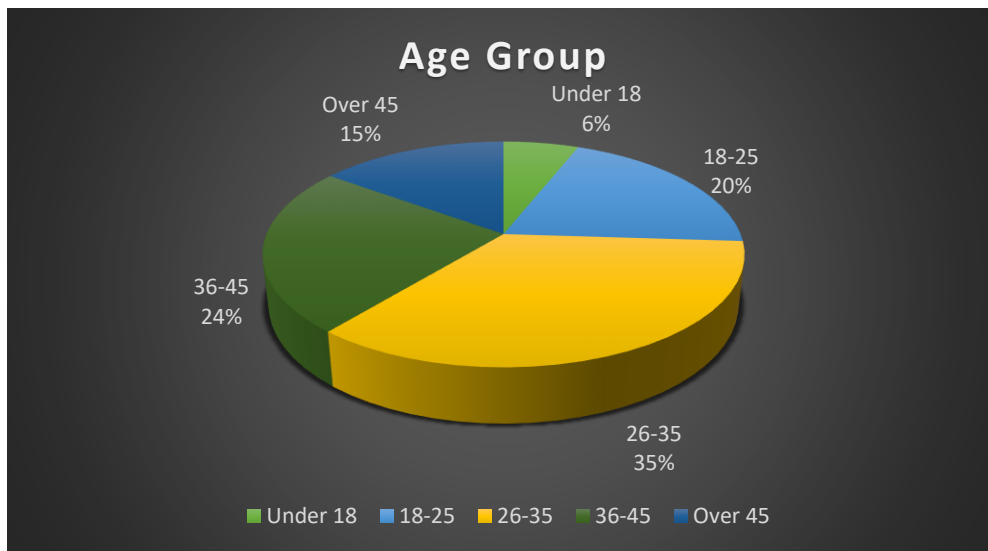
- ✓ Consumer perception and response to promotional strategies can be subjective and influenced by various factors such as personal preferences, past experiences, etc.
- ✓ The study may not encompass all promotional strategies employed by both Big Bazaar and D-Mart due to the vast array of promotional tactics these retailers may employ.
- ✓ Some aspects of the promotional strategies adopted by Big Bazaar and D-Mart may be proprietary or confidential.
- ✓ Access to detailed financial and marketing data from both companies may be limited, which could affect the depth and accuracy of the comparative analysis.

Chapter-5

DATA ANALYSIS AND INTERPRETATIONS

1. AGE GROUP

OPTION	RESPONDENTS	PERCENTAGE
Under 18	6	6%
18-25	20	20%
26-35	35	35%
36-45	24	24%
Over 45	15	15%
Total	100	100

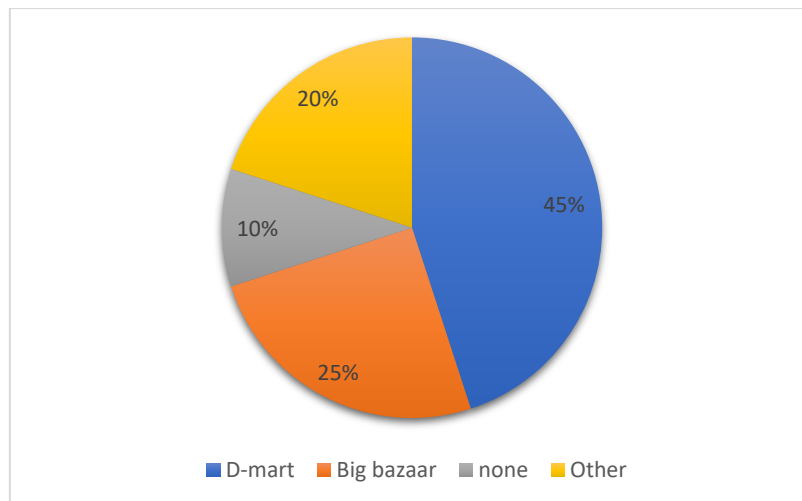


INTERPRETATIONS: -

Out of 100 customers interviewed, it is found that 6% customers are under age group 18, 20% customers are of an age group between 18 to 25, 35% customers are of an age group between 26-35, 24% customers are of an age group between 36-45 and 15% customers are over age group 45. So, we can say that majority of customers are of age 26 to 35 years.

2. WHICH STORE FIRST COMES TO YOUR MIND WHEN YOU TO THINK OF PURCHASING A PRODUCT?

OPTIONS	RESPONDENTS	PERCENTAGE
D-mart	45	45%
Big bazaar	25	25%
Both	20	20%
None	10	10%
Total	100	100

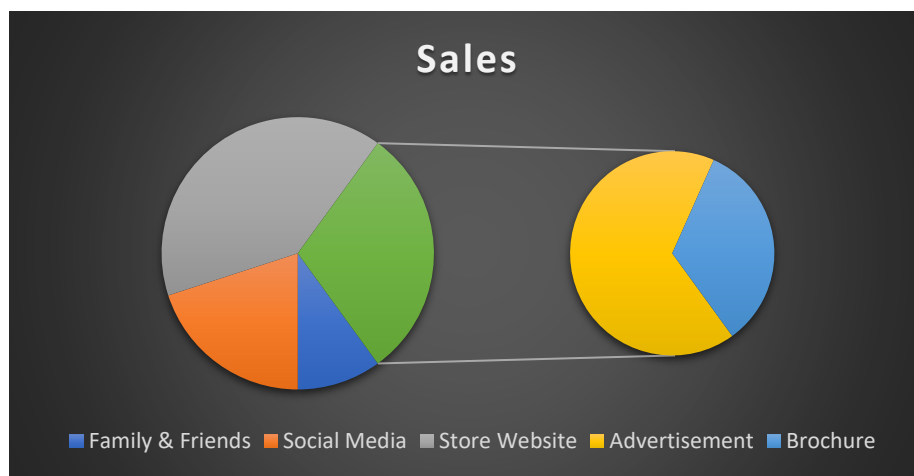


INTERPRETATIONS: -

Out of 100 customers interviewed, it is found that 45% respondents consider D-mart as their first choice for purchasing products, 25% respondents view Big Bazaar as their primary shopping destination, 20% respondents do not have a strong preference between D-mart and Big Bazaar and 10% respondents does not prefer either D-mart or Big Bazaar.

3. HOW DO YOU GET TO KNOW ABOUT THE OFFERS AT THE STORE?

OPTIONS	BIG BAZAAR	D-MART	PERCENTAGE
Family & Friends	45	55	100
Social media	50	50	100
Store Website	40	60	100
Advertisement	70	30	100
Printed Flyers or Brochure	60	40	100

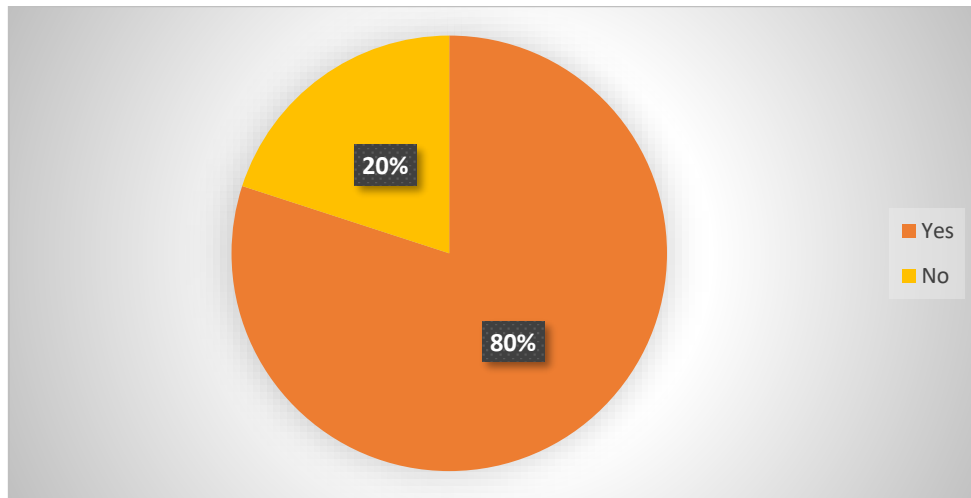


INTERPRETATIONS: -

From above pie diagram, it is analyzed that 45% of people get to know about offers through their family and friends for Big Bazaar, 55% for D-Mart, for social media 50% for both Big Bazaar and D-Mart, for store website 40% for Big Bazaar, 60% for D-Mart, advertisement 70% for Big Bazaar, 30% for D-Mart and Printed Flyers or Brochure 60% for Big Bazaar, 40% for D-Mart.

4. ARE YOU AWARE OF PROMOTIONAL ACTIVITIES CONDUCTED BY THE STORE?

OPTIONS	RESPONDENTS	PERCENTAGE
Yes	80	80%
No	20	20%
Total	100	100



INTERPRETATIONS: -

From above diagram, 80 % respondents are aware of the promotional activities conducted by the store and 20% respondents is not aware of the store's promotional activities.

5. MAIN REASON FOR COMING TO THE STORE?

OPTION	RESPONDENTS	PERCENTAGE
Value for money	30	30%
Discount	40	40%
Saving of time	20	20%
Brand consciousness	10	10%
Total	100	100



INTERPRETATIONS: -

Above pie-diagram analyzed that 30% respondents are the perception of receiving good value for their money, 40% respondents visit stores primarily for the discounts offered, 20% respondents' primary motivation for visiting a store is the convenience and time-saving aspect and 10% respondents' visits stores due to brand consciousness.

6. THE PROMOTIONAL STRATEGIES EFFECT YOUR SHOPPING BEHAVIOUR?

OPTION	RESPONDENTS	PERCENTAGE
Yes	80	80%
No	20	20%
total	100	100

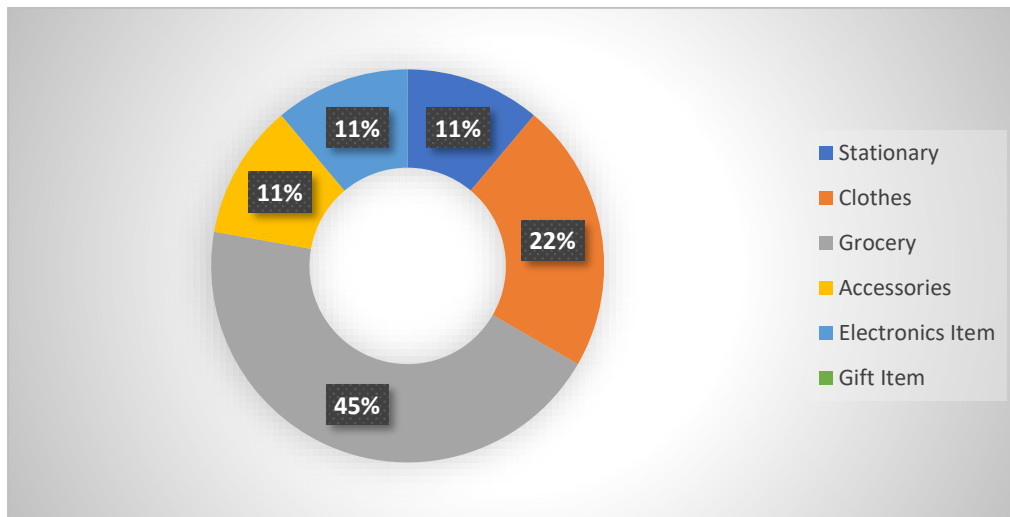


INTERPRETATIONS: -

Out of 100 respondents, 80% respondents indicated that promotional strategies affect their shopping behavior and 20% respondents reported that promotional strategies do not influence their shopping behavior.

7. TO PURCHASE, WHAT KIND OF SERVICES YOU GO TO THE STORE?

OPTIONS	BIG BAZAAR	D-MART	PERCENTAGE
Stationary	45	55	100
Clothes	60	40	100
Grocery	30	70	100
Accessories	45	55	100
Electronics Item	55	45	100
Gift Item	50	50	100



INTERPRETATIONS: -

From above pie-chart it is analyzed that 45% of the options are available at Big Bazaar, while 55% are available at D-Mart for stationary, for clothes, 60% of options are available at Big Bazaar, while only 40% are available at D-Mart, in terms of groceries, 30% of options are available at Big Bazaar, while 70% are available at D-Mart, Accessories are evenly split between the two stores, with 45% availability at both and for electronics items, there's a slight preference for Big Bazaar, with 55% availability compared to 45% at D-Mart and Gift items are evenly split, with 50% availability at both stores.

8. WHICH TYPE OF OFFERS DO YOU PREFER TO RECEIVE?

OPTIONS	BIG BAZAAR	D-MART	PERCENTAGE
Buy-1 get-1 free	30	70	100
Seasonal Sales	45	55	100
Discount on Products	40	60	100
Flash Sales	50	50	100



INTERPRETATIONS: -

From above data it is analyzed that, D-Mart prefers this offer type with a 70% preference, while Big Bazaar has a 30% preference, Big Bazaar slightly edges out D-Mart with a 45% preference compared to 55%, D-Mart has a higher preference for offering discounts on products, with 60% compared to Big Bazaar's 40% and Both stores have an equal preference for flash sales, with 50% each.

Chapter-6
FINDINGS
&
SUGGESTIONS

FINDINGS

- ✓ Out of 100 customers interviewed, it is found that 6% customers are under age group 18%, 20% customers are of an age group between 18 to 25, 35% customers are of an age group between 26-35, 24% customers are of an age group between 36-45 and 15% customers are over age group 45. So, we can say that majority of customers are of age 26 to 35 years.

- ✓ Out of 100 customers interviewed, it is found that 45% respondents consider D-mart as their first choice for purchasing products, 25% respondents view Big Bazaar as their primary shopping destination, 20% respondents do not have a strong preference between D-mart and Big Bazaar and 10% respondents does not prefer either D-mart or Big Bazaar.

- ✓ From above pie diagram, it is analyzed that 45% of people get to know about offers through their family and friends for Big Bazaar, 55% for D-Mart, for social media 50% for both Big Bazaar and D-Mart, for store website 40% for Big Bazaar, 60% for D-Mart, advertisement 70% for Big Bazaar, 30% for D-Mart and Printed Flyers or Brochure 60% for Big Bazaar, 40% for D-Mart.

- ✓ From above diagram, 80 % respondents are aware of the promotional activities conducted by the store and 20% respondents is not aware of the store's promotional activities.

- ✓ Above pie-diagram analyzed that 30% respondents are the perception of receiving good value for their money, 40% respondents visit stores primarily for the discounts offered, 20% respondents' primary motivation for visiting a store is the convenience and time-saving aspect and 10% respondents' visits stores due to brand consciousness.

- ✓ Out of 100 respondents, 80% respondents indicated that promotional strategies affect their shopping behavior and 20% respondents reported that promotional strategies do not influence their shopping behavior.

- ✓ From above pie-chart it is analyzed that 45% of the options are available at Big Bazaar, while 55% are available at D-Mart for stationary, for clothes, 60% of options are available at Big Bazaar, while only 40% are available at D-Mart, in terms of groceries, 30% of options are available at Big Bazaar, while 70% are available at D-Mart, Accessories are evenly split between the two stores, with 45% availability at both and for electronics items, there's a slight preference for Big Bazaar, with 55% availability compared to 45% at D-Mart and Gift items are evenly split, with 50% availability at both stores.

- ✓ From above data it is analyzed that, D-Mart prefers this offer type with a 70% preference, while Big Bazaar has a 30% preference, Big Bazaar slightly edges out D-Mart with a 45% preference compared to 55%, D-Mart has a higher preference for offering discounts on products, with 60% compared to Big Bazaar's 40% and Both stores have an equal preference for flash sales, with 50% each.

SUGGESTIONS



- ✓ Implement regular feedback mechanisms (both in-store and online) to continuously gather consumer insights.
- ✓ Use eye-catching in-store displays and signage to highlight ongoing promotions.
- ✓ To Strengthen the Payback loyalty program by providing more personalized offers and rewards.
- ✓ If possible, consider opening more stores in Nagpur to increase accessibility and convenience for shoppers.

Chapter-7
CONCLUSIONS

CONCLUSIONS



After completing the project, it is concluded that –

- ✓ D-Mart is the preferred choice for 45% of the respondents, indicating a strong market position in Nagpur City.
- ✓ Its promotional strategies and overall customer experience are likely more effective in attracting and retaining customers.
- ✓ I would conclude that there is a significant difference in the effectiveness of promotional strategies between Big Bazaar and D-Mart.
- ✓ This would suggest that one of the retailers is more effective in influencing consumer behavior through its promotional efforts compared to the other.

It is analyzed that **H0(Null hypothesis):** There is no significant difference in the effectiveness of promotional strategies between Big Bazaar and D-Mart is rejected. **H1(alternate hypothesis):** There is a significant difference in the effectiveness of promotional strategies between Big Bazaar and D-Mart is accepted.

Chapter-9
REFERENCES

REFERENCES

✓ **Websites:**

<https://www.dmartindia.com/home>

<https://bigbazaar.com.co/>

http://en.wikipedia.org/wiki/Marketing_management

<http://www.scribd.com/doc/41556853/Bigbazaar-4p-Mix>

<http://www.pantaloonretail.in>

<http://dmartindia.com/home.html>

✓ **BOOKS:**

- Sales & Distribution Management, Tapan Panda- Publisher, Oxford Publication.
- Marketing Management, V S Ramaswami & Nam Kumari, Macmillan India Ltd.
- Consumer Behavior & Branding, Kumar.
- Marketing Management, Philips Kotler.

Chapter-10
ANNEXURE

PROJECT REPORT SURVEY

IMPACT OF PROMOTIONAL STRATEGIES

sankubhongade09@gmail.com

[Switch accounts](#)



* Indicates required question

NAME *

Your answer

EMAIL *

Your answer

CONTACT NO. *

Your answer

GENDER *

- MALE
- FEMALE
- OTHER

AGE GROUP *

- BELOW 18
- 18-25
- 26-35
- 36-45
- ABOVE 45

Which store comes first to your mind when you to think of purchasing product? *

- D-Mart
- Big Bazaar
- None

Which store's advertisement is more powerful?

- D-Mart
- Big Bazaar

How much distance do you have the store?

- 0-5 km
- 5-10 km
- 10-15 km
- More than 15 km

Main reason for coming to the store for purchasing?

- Value of money
- Discount
- Saving of time
- Brand consciousness

The promotional strategies effect your shopping behavior.

- Yes
- No

How do you get to know about the offers at the store?

- Family & Friends
- Social Media
- Store Website
- Advertisement

Are you aware of promotional activities conducted by the store?

- Yes
- No

To purchase, what kind of services you go the store?

- Stationary
- Clothes
- Grocery
- Accessories
- Electronics Items
- Gift Items

Which type of offers do you prefer to receive?

- Buy-1 Get-1 Free
- Seasonal saless
- Discount on products
- Flash sales

Are you satisfied with services provided by store?

- Yes
- No

How likely are you to recommend store's offers to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Any Additional comments or feedback?

Your answer

