

A Study on Sales Promotional Activities at Ratnadeep Super Markets.

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Abstract: This research investigates how sales promotions affect customer experience and satisfaction at Ratnadeep Supermarket, a rapidly growing grocery chain in India. In the current competitive and fast evolving retail landscape, customer expectations are rising prompting supermarkets to continually refresh their marketing and promotional tactics to draw in, engage and keep customers. Ratnadeep is recognized for its strong brand presence in numerous urban locations offering a diverse range of products well organized store layouts and frequent promotional deals. It is crucial to comprehend how these promotions influence customer satisfaction and purchasing behavior. Buy-One-Get-One (BOGO) offers, loyalty programs, festival promotions, and digital ads impact customer buying choices and satisfaction levels. the research also looks into how demographic factors such as age, income, and shopping habits affect the success of these promotions. These surveys assessed important aspects like promotional awareness, shopping frequency, perceived value of offers, and overall satisfaction. Furthermore, qualitative data was collected through semi-structured interviews with selected customer and Ratnadeep staff to gain deeper insights into consumer views and the company's promotional tactics.

Key Words: Sales promotions, Customer experience, Customer satisfaction, Buy-One-Get-One (BOGO), Loyalty programs

I. Introduction

In today's retail environment consumer preferences and expectations are always changing due to heightened market competition rapid urban growth and increased access to information. For supermarkets particularly in crowded urban centres like Hyderabad, attracting and keeping customers involves more than just providing quality products and competitive prices it necessitates strategic and effective sales promotions that can influence buying habits and build brand loyalty. Ratnadeep Supermarket a prominent Indian retail chain expanding in Telangana, Andhra Pradesh and Karnataka has established itself as a customer-focused grocery destination. Recognized for its tidy stores, extensive product selection and organized retail layouts Ratnadeep emphasizes marketing strategies especially sales promotions to set itself apart from rivals like Reliance Fresh, Spencer's and D-Mart. These promotional activities include limited-time discounts, Buy-One-Get-One (BOGO) offers, loyalty programs, festival promotions, combo deals, and digital marketing via SMS and social media. The aim of these strategies is not only to increase short-term sales but also to improve customer experience and promote repeat visits. Nevertheless, the effectiveness of these sales promotions requires further investigation. Do these promotions have a significant effect on customer satisfaction? Are customers aware of and influenced by these offers? Are certain demographic groups more responsive than others? These questions are crucial for understanding how well Ratnadeep's promotional strategies meet customer expectations and shopping behaviours. This research seeks to assess the connection between sales promotional activities and customer satisfaction at Ratnadeep Supermarket, identifying which strategies are the most effective and which areas require enhancement. By understanding customer perceptions and behaviours regarding various promotional tools, Ratnadeep can refine its marketing strategy.

II. Review of Literature:

1. Kotler and Keller (2016) define sales promotion as short-term incentives designed to encourage the purchase or sale of a product or service. These incentives, which include discounts, coupons, and loyalty programs, are employed to generate immediate consumer response.
2. Blattberg and Neslin (1990) offer foundational insights into how price-based promotions, such as temporary discounts and coupons, significantly influence consumer behavior by accelerating purchase timing and increasing the quantity bought.
3. Peattie and Peattie (1994) caution against over-reliance on promotional methods that compromise long-term profitability. They argue that consistent and aggressive promotions can lead to customer habituation, where consumers begin to expect discounts and delay purchase until offers become available.

III. Research Methodology:

Research Gap:

Despite its rapid expansion and growing customer base, Ratnadeep Super Market presents several key research gaps that warrant further exploration. One major gap lies in understanding consumer behavior particularly how customer preferences, shopping frequency, and loyalty differ across regions and store formats. There is also limited research on how digital initiatives, such as Ratnadeep's online platforms and mobile app, impact customer engagement and satisfaction. Another area lacking detailed analysis

is the efficiency of the supermarket's supply chain and inventory management, especially in managing perishables and ensuring product availability across its many outlets. Furthermore, while sustainability and corporate social responsibility (CSR) are growing in importance, there is little public information on Ratnadeep's initiatives in these areas or their influence on brand perception. In terms of competition, few studies have analysed Ratnadeep's market positioning compared to major players like Reliance Fresh or Big Bazaar.

Need of Study:

Sales promotion activities play a critical role in attracting customers, increasing footfall, and boosting short-term sales, especially in the competitive retail sector. In the case of Ratnadeep Despite its rapid expansion and growing popularity, there is limited academic or industry research assessing the effectiveness of its promotional tactics such as discounts, loyalty programs, in-store offers, festival campaigns, and digital promotions. Understanding how these strategies influence consumer behaviour, brand loyalty, and purchase decisions can help Ratnadeep optimize its marketing spend and tailor promotions to different customer segments.

Scope of The Study:

The present study aims to explore and evaluate the various sales promotional activities undertaken by Ratnadeep Super Market and their effectiveness in influencing consumer purchasing behavior. The study primarily focuses on understanding how different promotional tools such as discounts, offers, loyalty programs, in-store displays, and seasonal campaigns impact customer attraction, retention, and overall sales performance.

Objectives of The Study:

- To identify factors influencing customer trust and engagement with Ratnadeep's promotional campaigns.
- To assess the effectiveness of promotional strategies in enhancing customer satisfaction and repeat purchases.
- To recommend cost-effective promotion strategies based on sales data and customer feedback.

Research Design:

This research describes existing promotional practices and their influence on consumers. It is non-experimental and aims to gain insight through observation, surveys, and data analysis.

Research Type:

This is the mixed method approach combination of qualitative and quantitative research methods.

Hypothesis:

H_0 (Null Hypothesis):

Sales promotional activities at Ratnadeep Supermarket have no significant impact on customer purchase behaviour.

H_1 (Alternatives Hypothesis):

Sales promotional activities at Ratnadeep Supermarket have a significant impact on customer purchase behavior.

Data Collection Methods:

- **Primary Data:** Survey conducted among 100 respondents via questionnaire.
- **Secondary data:** Books, journals, articles, official Ninea, and previous research papers.
- **Sampling method:** Convenience sampling.
- **Tools used:** Percentage analysis, charts, and interpretation of consumer preferences.

STATISTICAL TOOLS								
chi square calculation								
	Observed value	Expected value	χ^2					
yes	65	50	4.5					
no	35	50	4.5					
total	100	100	9					
χ^2 table value	χ^2 calculated value							

3.841	59.4381							
H0 rejected	H1 accepted							
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)								
Note:-								
$\chi^2 = \text{chi square}$								
O = Observed value								
E = Expected value								
Formula:- " $\chi^2 = \frac{(O-E)^2}{E}$ "								
Degree of freedom :-1								
Significance :- 0.05								

H₀ (Null Hypothesis):

There is no significant relationship between promotional strategies and customer satisfaction or repeat purchases at Ratnadeep Super Market.

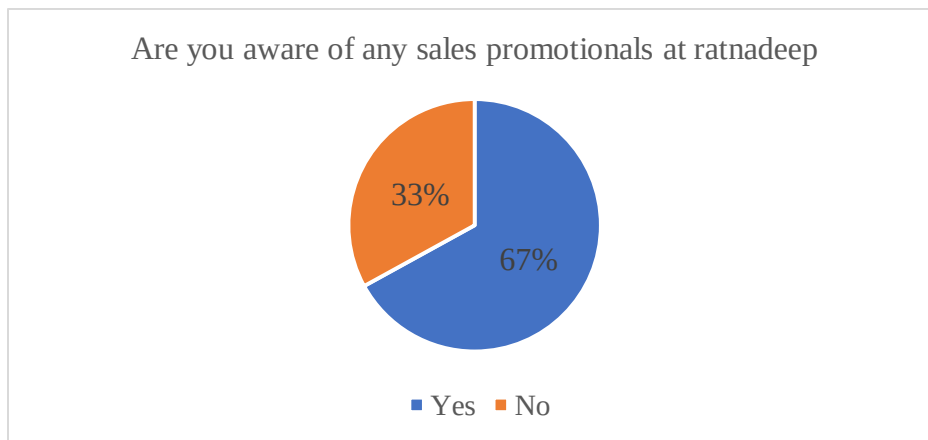
H₁ (Alternative Hypothesis):

There is a significant relationship between promotional strategies and customer satisfaction or repeat purchases at Ratnadeep Super Market

Data Analysis:

Are you aware of any sales promotional at Ratnadeep?

Sales promotional	No of Respondents	Percentages
Yes	67	67%
No	33	33%
Total	100	100%

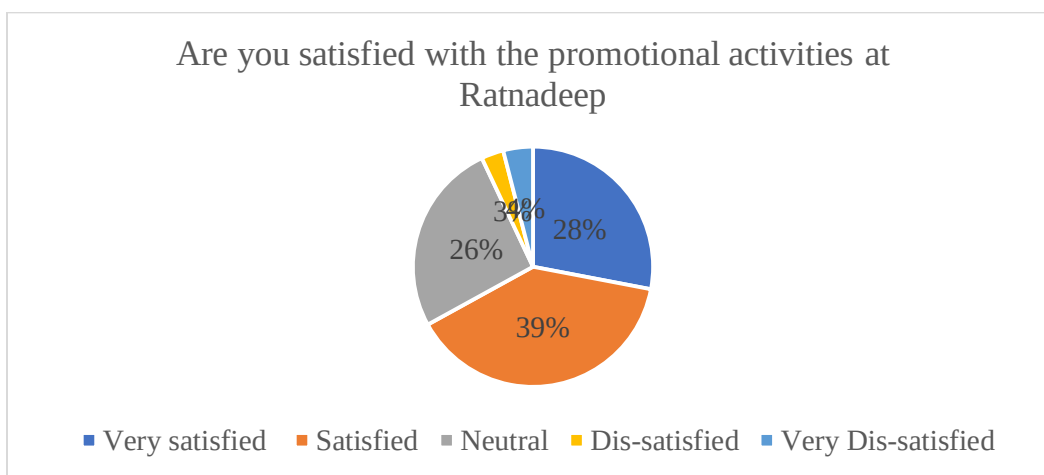


Interpretation:

The above chart shows the are you aware of any sales promotional at Ratnadeep of Yes is 67% and No is 33% and they total is 100%.

Are you satisfied with the promotional activities at Ratnadeep?

Promotional activities	No of Respondents	Percentages
Very satisfied	28	28%
Satisfied	39	39%
Neutral	26	26%
Dis-satisfied	3	3%
Very Dis-satisfied	4	4%
Total	100	100%

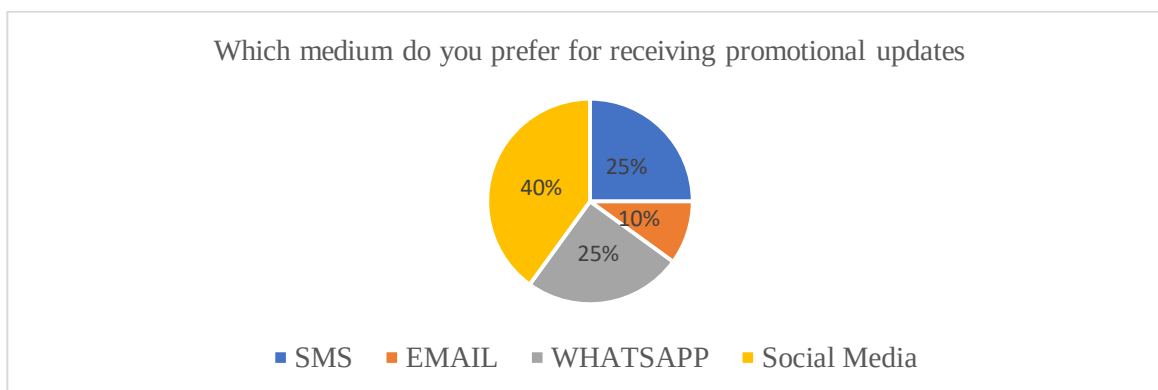


Interpretation:

The above chart shows the satisfied with the promotional activities at Ratnadeep the Very satisfied is 28%, Satisfied is %39, Neutral is 26%, Dis-satisfied is 3%, Very Dis-satisfied 4% and they total is 100%.

Which medium do you prefer for receiving promotional updates?

Receiving promotional updates	No of Respondents	Percentages
SMS	25	25%
EMAIL	10	10%
WHATSAPP	25	25%
Socialmedia	40	40%
Total	100	100%



Interpretation:

The above chart shows the which medium do you prefer for receiving promotional updates this SMS is 25%, EMAIL is 10%, WHATSAPP is 25%, Socialmedia is 40% and they total is 100%

IV. Findings:

The above chart shows the are you aware of any sales promotional at Ratnadeep of Yes is 67% and No is 33% and they total is 100%.

The above chart shows the satisfied with the promotional activities at Ratnadeep the Very satisfied is %,28 Satisfied is %39, Neutral is 26%, Dis-satisfied is 3%, Very Dis-satisfied 4% and they total is 100%.

The above chart shows the which medium do you prefer for receiving promotional updates SMS is 25%, EMAIL is 10%, WHATSAPP is 25%, Socialmedia is 40% and the total is 100%.

V. Conclusion:

This study shows that sales promotions play a vital role in influencing customer behavior at Ratnadeep Supermarket. Customers respond well to discounts, combo deals, and loyalty programs, especially when these offers are clearly communicated and timed well. However, the effectiveness of promotions varies across age groups, occupations, and income levels, highlighting the need for more personalized and region-specific strategies. Most shoppers become aware of promotions through word-of-mouth and digital media, suggesting these should be core channels for future campaigns. Though customers appreciate the current promotional activities, there is room for improvement in communication clarity, consistency across stores, and promotion timing. By focusing on these areas and implementing customer suggestions, Ratnadeep can improve customer satisfaction, increase repeat visits, and strengthen brand loyalty in a highly competitive retail market.

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3. Chavadi Driving Factors and Effectiveness of Sales Promotion in ShoppingMalls: A Consumer Perspective. This research highlights key promotional drivers such as seasonal sales, loyalty programs, and point-of-sale displays from the consumer's point of view.