

ANJUMAN-I-ISLAM'S
AKBAR PEERBHOY COLLEGE OF COMMERCE AND ECONOMICS
M/S ROAD, DO TAAKI
GRANT ROAD, MUMBAI-08

Project under experimental learning on
Sales Promotion Strategies and its influence on consumer behaviour
By Commerce and Economics Association

Report of Survey conducted by the students
Research Guidance by Prof. Dr. Shaukat Ali (Principal)

Mentors

- Prof . Kirti Menghani (Department of Commerce)
- Dr. Rajesh H. Bhoite (Department of Business Economics)
- Dr. Bhalchandra Karbhari (Department of Business Economics)
- Prof. Salman Sayyad F Qadri (Department of Business Economics)

The objective of the initiative:

1. To enable students to have practical experience of collecting data facing the real respondents.
2. To inculcate research aptitude in young minds at the age of learning.
3. To make them practically understand the consumer behavior and analyze it.
4. To create interest among them to take ore such research, studies, projects in future as well.

INDEX

Sr.	Topic	Page
1.	INTRODUCTION	3
2.	OBJECTIVES OF THE STUDY	3
3.	NEED OF THE STUDY	4
4.	METHODOLOGY	4
5.	SAMPLING TECHNIQUE	5
6.	ANALYSIS AND INTERPRETATION OF THE DATA	6
7.	SUGGESTIONS AND RECOMMENDATIONS	15
8.	CONCLUSION	16
9.	QUESTIONNAIRE	17
10.	PARTICIPANT STUDENTS LIST	22

Effectiveness Of Pull Promotion Strategy

And A Study of Consumer Behavior with Special Reference

Festival Offers.

❖ INTRODUCTION

Globalization and digitalization have taken business houses and multinational/transnational corporations to a new level of trade, commerce, and investments.

Fascinate business growth and innovation couldn't be achieved without consumers. Consumer culture and consumer choice play a vital role in the expansion of demands from sewing machine needles to purchasing heavily discounted garments from online platforms, and mega-malls everything from product / basic commodities to basic suggestions and service portals. Each good and services have its reach consumer in every corner of this blue planet.

We at Akbar Peerbhoy College of Commerce and Economics are gripped with ongoing sales and offers and consumer roles, hence faculties and students at Akbar Peerbhoy College of Commerce and Economics (Anjuman- I -Islam).Vaingloriously present "Consumer behavior with special reference festival offers" research on consumer behavioral and reaction patterns based on types of offers, offered to the consumer by mega-corporations (FMGC-based companies).

Since India, is a consumer-based economy, consumption is based on occasions, festivals, and cultural celebrations, consumer choice, and preferences play a vital role in the market with goods and services it offers. Most dynamic part, since availability and access of affordable internet and billion-dollar consumer-based market, our theme research revolves around both cores of online and traditional sellers' platforms which are Amazon, Snapdeal, Flipkart, Starquik, and Groffers as online and traditional malls like Big Bazaar.

❖ OBJECTIVES OF THE STUDY:

- To explain the impact of pull strategy on the customers, especially during festival offers
- To analyze the response of the customers (behavior) to the effectiveness of the pull strategy used during festival offers.

❖ **NEED OF THE STUDY**

College with its core roots in educating commerce and economics, it was important to study the consumer role and likeness pattern which is either or get influenced by marketing and promotional experts' skills. The relationship between demand and supply is beautifully complex since influenced by external factors, analytical research became the primary objective. A consumer with the primitive definition of "a person who buys goods and services for their use" - Cambridge Dictionary. To understand the complexity between likeness and needs of consumers which get influenced by promotional and marketing experts from multinational/transnational corporations, they wish to earn surplus profit through flooded and varieties of goods and services available, our subject expert's faculties with our enthusiastic students carried out primary data surveys on consumer behavioral towards festival and occasions offered by corporations.

❖ **METHODOLOGY**

Begins with the classification of types and various needs of consumers to different categories of consumers were undertaken for specifically targeted subjects for study. Undertaking the needs and wants of housewives to old citizens. We adopted descriptive research by undertaking a primary collection of surveys through digital means known as Google form, which was an educational experience for our students. The second part of the survey was the questionnaire which MCQ-based questions with multiple options rating their responses in multiple ways, by their experience. Lastly, the major role of our enthusiastic students who are the future of corporations, undertake extensive surveys in divergent localities exploring all possibilities to get the best-detailed data (as per the required questionnaire) which our subject expert faculties tailored into productive research theories. The data is collected through a structured questionnaire set for the respondents.

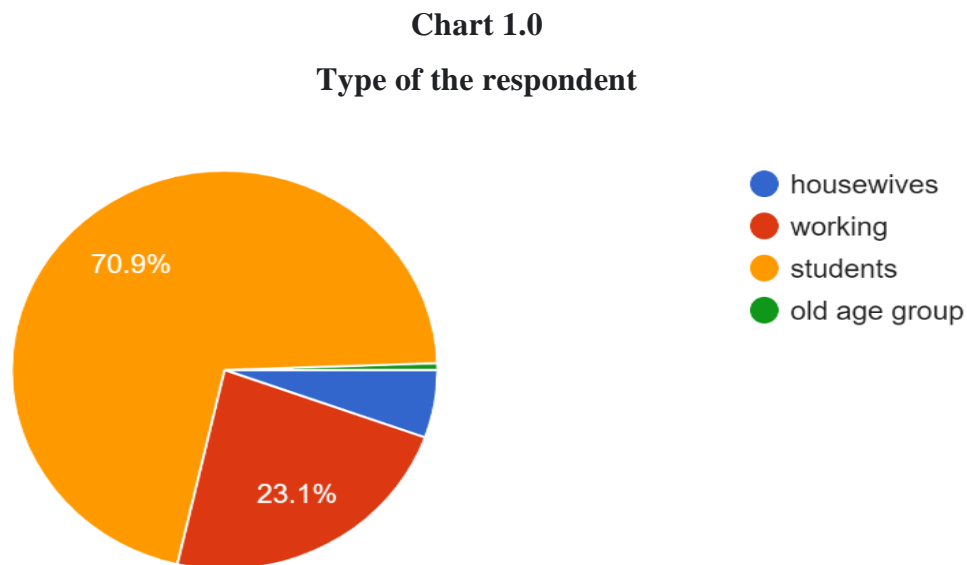
❖ **SAMPLING TECHNIQUE:**

Sr. No.	Description	Details
1]	Research Type	Qualitative and Descriptive
2]	Research Method	Survey Method (Cross-sectional study)
3]	Sampling Method	Non- probability Convenient Sampling
4]	Population of Study	Customers seeking festival offers
5]	Sample Size	182 customers
6]	Target Respondents	Customers expecting festival offers
7]	Data Type	Primary
8]	Primary Data Collection Instrument	Structured Questionnaire
9]	Region	Mumbai
10]	Area of the study	Urban

❖ ANALYSIS AND INTERPRETATION OF THE DATA

Data collected from 182 customers have been analyzed below. The questions set were on pull strategy to understand the consumer behavior, especially to the offers announced during festivals and celebrations. The objective was to know why and when consumers buy these products and how to come to know about these products. The study was limited to only 182 respondents only in Mumbai region.

A) Types of the respondent

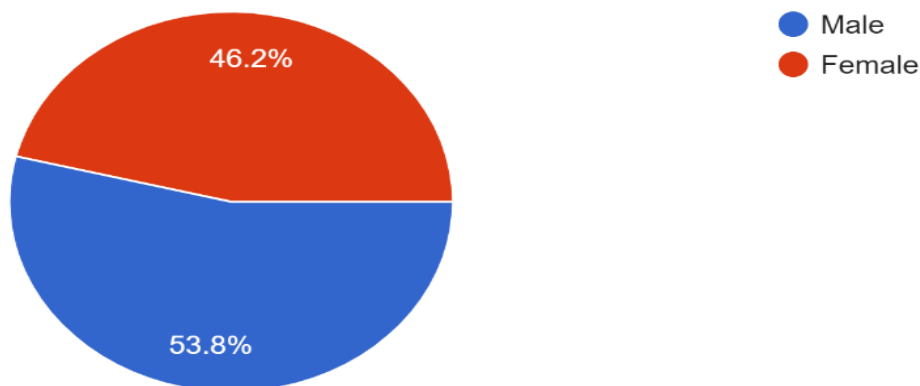


Source: Primary data

Chart I.0 shows that out of 182 customers, 70.9 percent constitute students studying in degree colleges whereas 23.2 percent constitute the working class. The rest are housewives and old group people, respondents.

B)Gender-wise classification

Chart 1.1
Gender wise classification

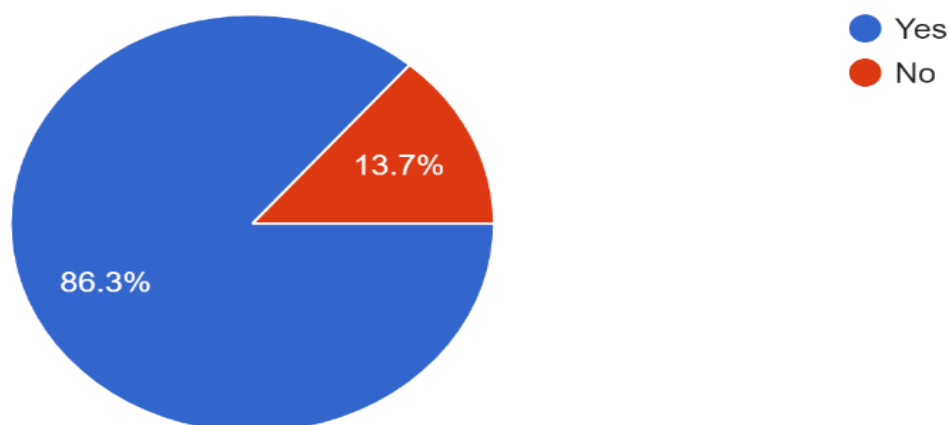


Source: Primary data

Chart 1.2 shows the gender of the respondents, out of 182, 53.8 customers are male and 46.2 percent are females.

C) About discounts and offers announced during the festival period

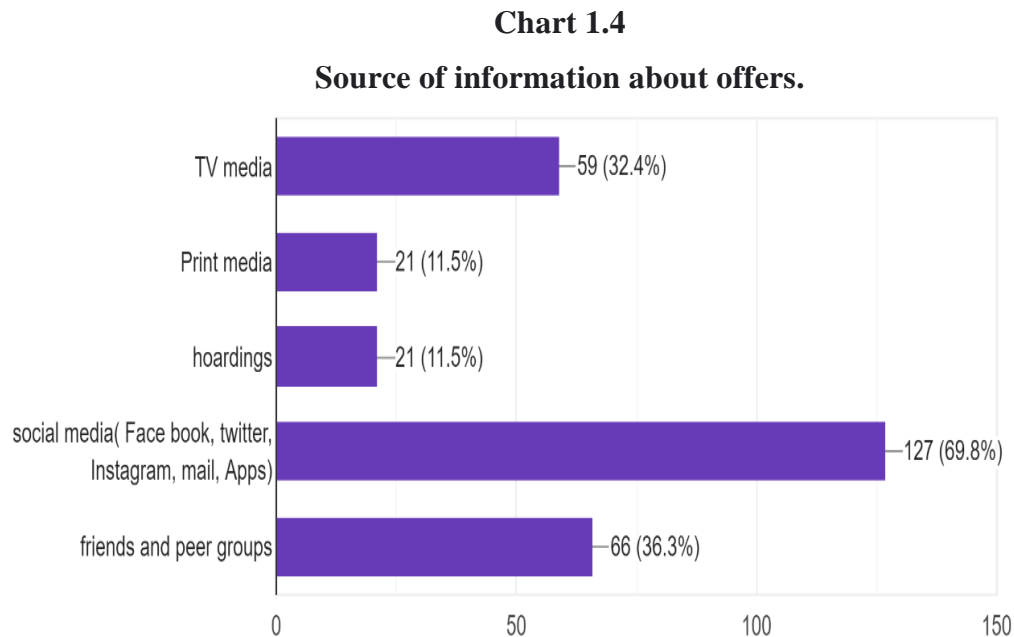
Chart 1.3
discounts and offers announced during the festival period



Source: Primary data

Chart 1.3 shows the knowledge or information about the discount offered by the brands or sellers during festival time to pull the customers towards products or sources. It is found that, Out of 182 respondents, 86.3 percent mentioned 'yes', as they know about such offers and discounts announced. Only 13.7 percent mentioned 'no' as they never experienced it.

D) Source of information about offers.



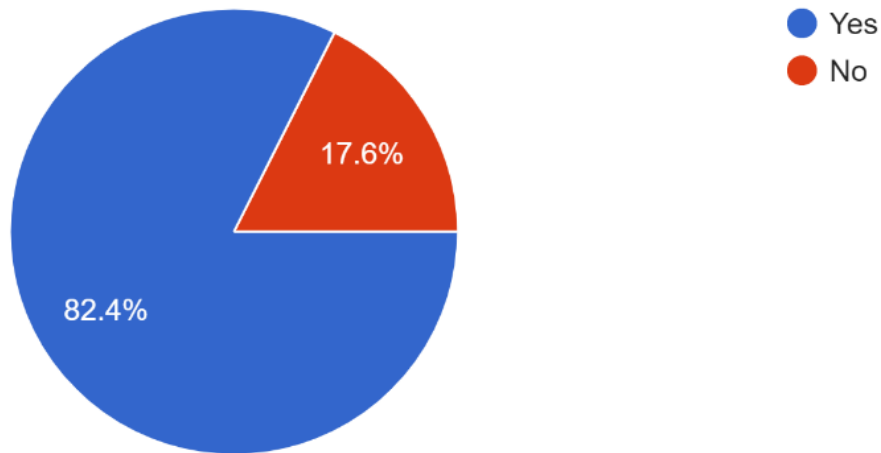
Source: Primary data

Chart 1.4 shows the sources of information about offers or discounts offered, out of 182 respondents, nearly 69.8 percent mentioned that social media like face boom, Twitter, Instagram, and apps are the major sources of information easily available to them. 32.4 percent mentioned that Television is the main source of getting information through advertisement. Nealy 11.5 percent mentioned that they access information from print media and hoarding. Whereas 36.3 percent mentioned that they get information from their friends and groups regarding new products and services.

E) Did you find offers appealing and attractive?

Chart 1.5

Did you find the offers appealing attractive?



Source: Primary data

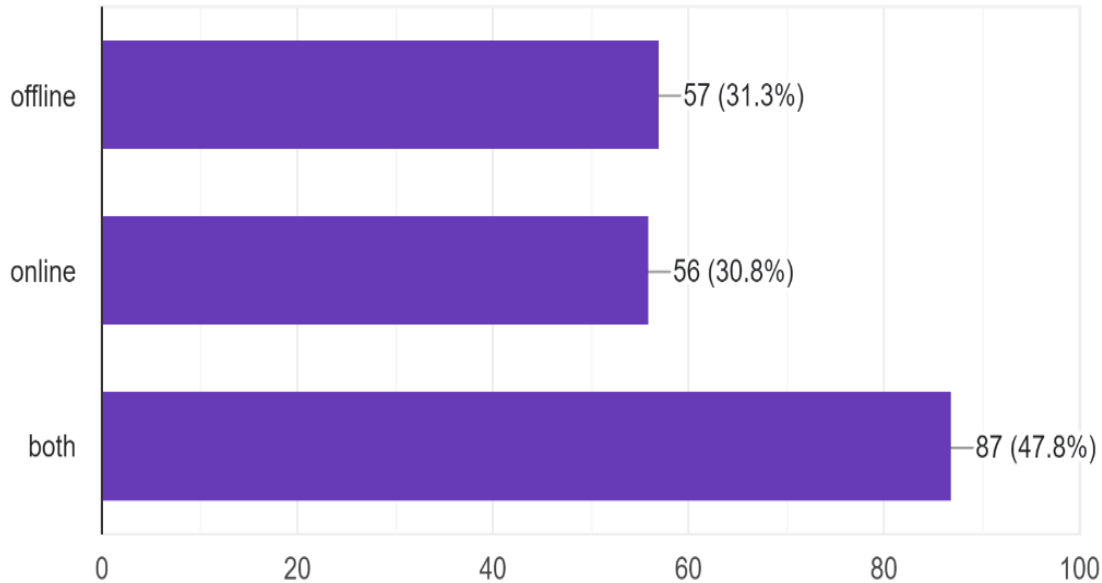
Chart 1.5 shows that offers given through advertisement appeal to customers more. Out of 182 respondents, 82.4 percent mentioned 'yes' as they are attracted by such offers which appeal to them. Whereas 17.6 percent did not agree with this. The general tendency is shown by the customer here as they expect products at lower prices carrying heavy discounts.

F) Mode of offer preferred the most

Chart 1.6

Mode of offer preferred the most

Source: Primary data



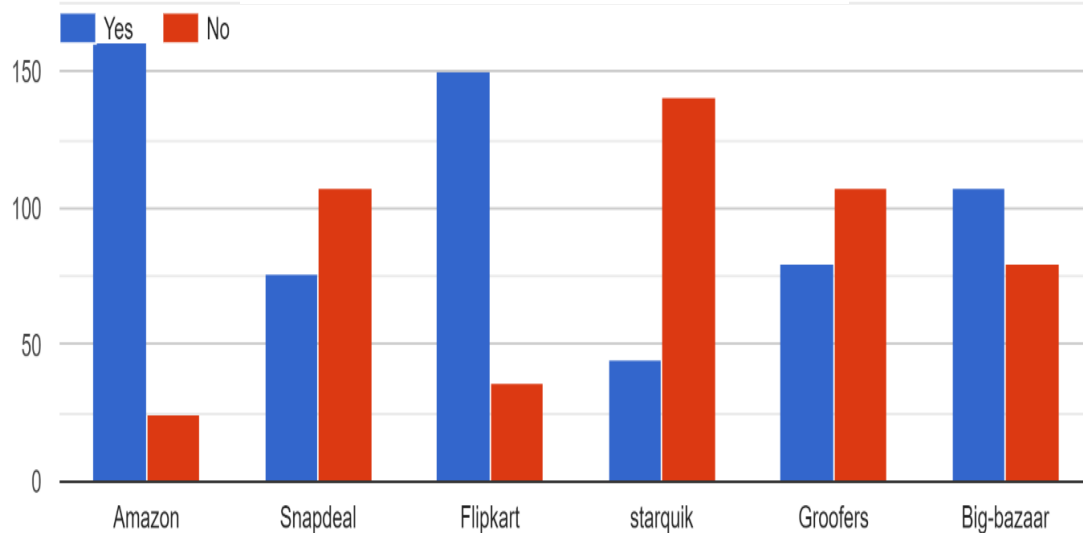
Source: Primary data

Chart 1.6 shows the mode of offering preferred by the respondents. Out of 182, 31.3 percent mentioned that they preferred offline accounts offers. Whereas 30.8 percent mentioned that they preferred online offers. The remaining 47.0 percent mentioned that they prefer both the modes of the offer.

G) Online sites visited to know about the offers

Chart 1.7

Online sites visited to know about the offers



Source: Primary data

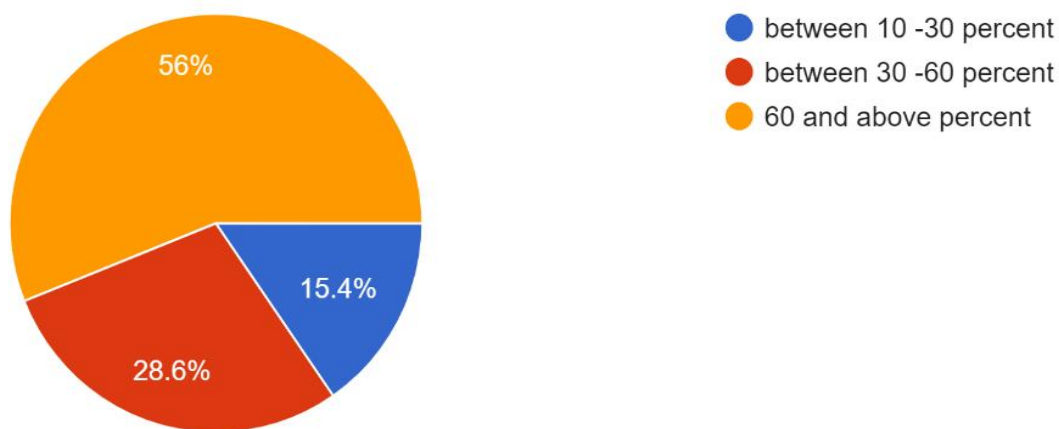
Chart 1.7 shows the offer sites, customers visit to know the offers given on the products.

- Nearly 86 percent of customers prefer the amazon site to know more offers whereas 24 percent do not visit this site
- Nearly 41 percent of customers prefer visiting the Snapdeal site to know about the offers whereas 49 percent do not use Snapdeal.
- Nealy 81 percent of customers visit Flipkart for knowing about the offers whereas 19 percent of customers do not visit the Flipkart site.
- Only 24 percent of customers visit the starquake site to know about the offers whereas 76 percent do not visit the site. It shows that starquake is not as popular as amazon and flip car
- Nealy 43 percent of customers visit Groofers to know about timely offers whereas 57 percent do not visit this site
- Nealy 57 percent of customers visit Big-bazaar to know about more offers but rest 43 percent do not visit this site. It shows that the popularity of the big bazaar is going down day by day.

H) Most attractive/appealing offer

Chart 1.8

Most attractive/appealing offer



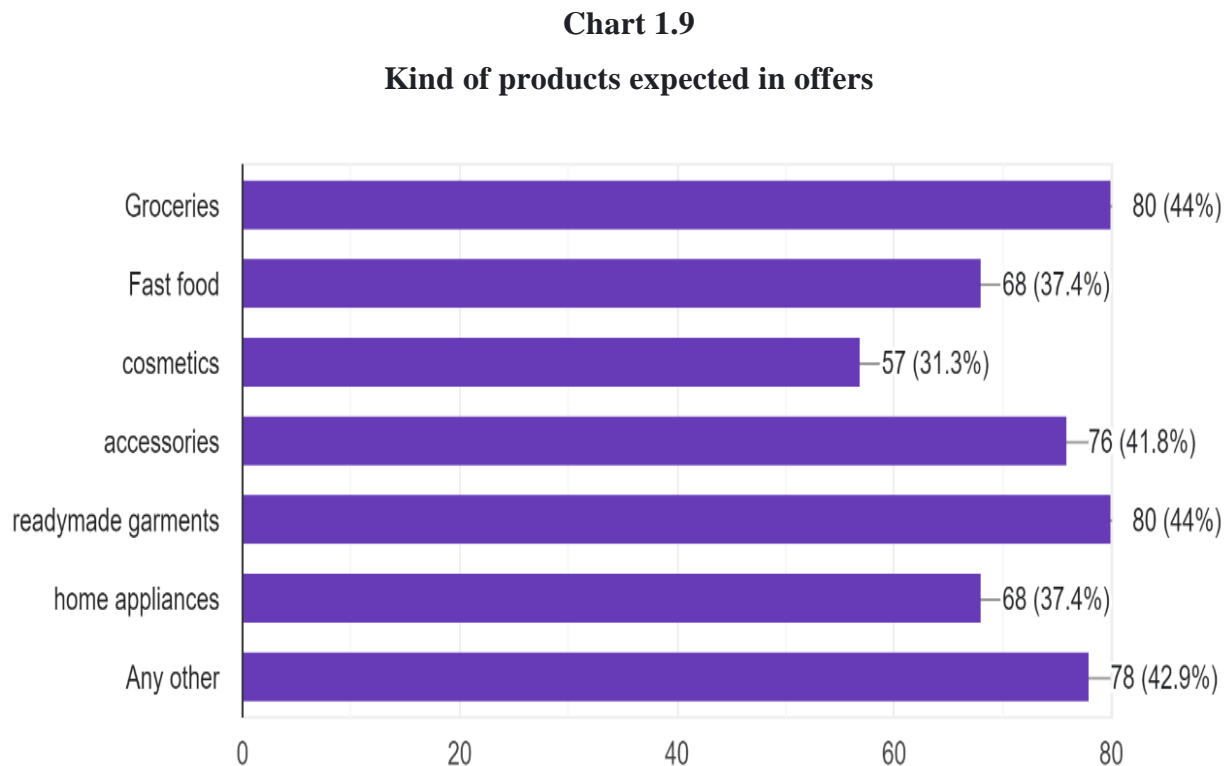
Source: Primary data

Chart 1.8 show the most appealing offer perceived by the customers. It is found that 56 percent of customers feel offer more attractive offered at 60 percent and above discount. 28.6 percent feel the

offer is more attractive, offered between 30 to 60, and the rest 15.4 percent feel that the offer between 10 to 30 percent is more appealing.

This is because, different customers buy different kinds of products, based on quality, and price factors.

I) Kind of products expected in offers



Source: Primary data

Chart 1.9 show the kind of products, the customer prefers in offers.

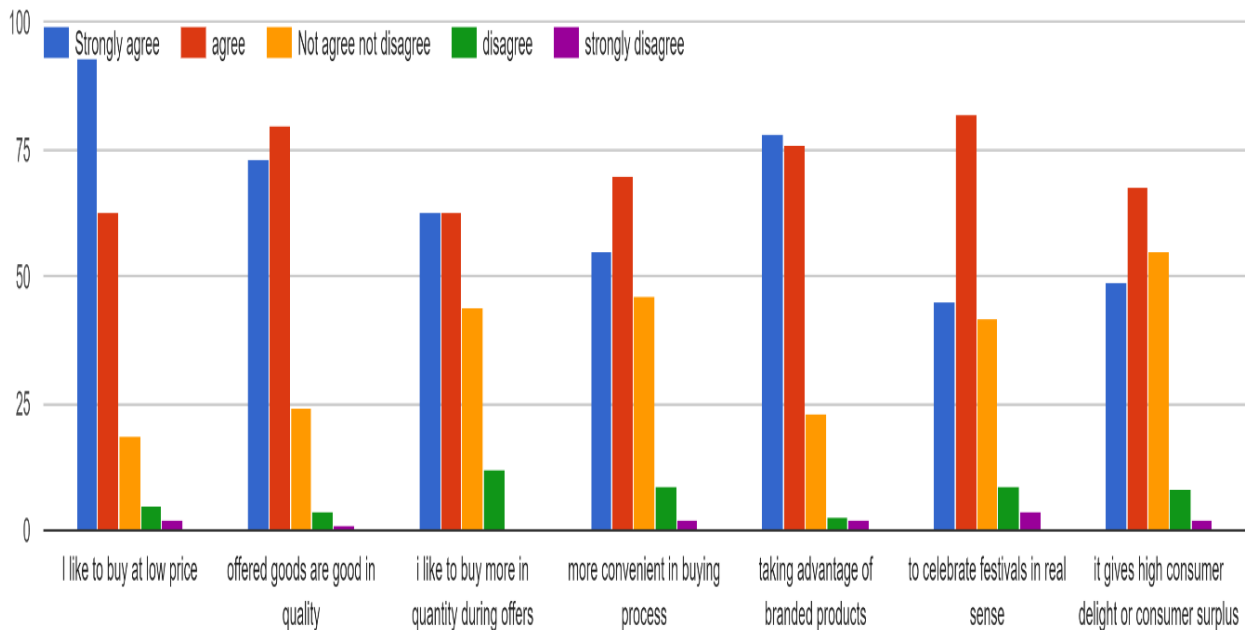
- It is observed that nearly 44 percent of customers prefer groceries on offer
- 37.4 percent of customers expected offers in fast food
- 31.3 percent of customers expect offers on cosmetic products.
- 41.8 percent of customers expect offers in accessories
- Nearly 44 percent of customers expect offers on garment products
- Only 37.4 percent of customers expect offers on home appliances
- 42.9 percent expect offers in others than these mentioned products

It is observed that different type of customers expects offers in different products of their choices or need.

J) Reason for preference for these offers

Chart 1.10

Reason for preference for these offers



Source: Primary data

Chart 1.10 show the preference of the customers explaining why they prefer the offers.

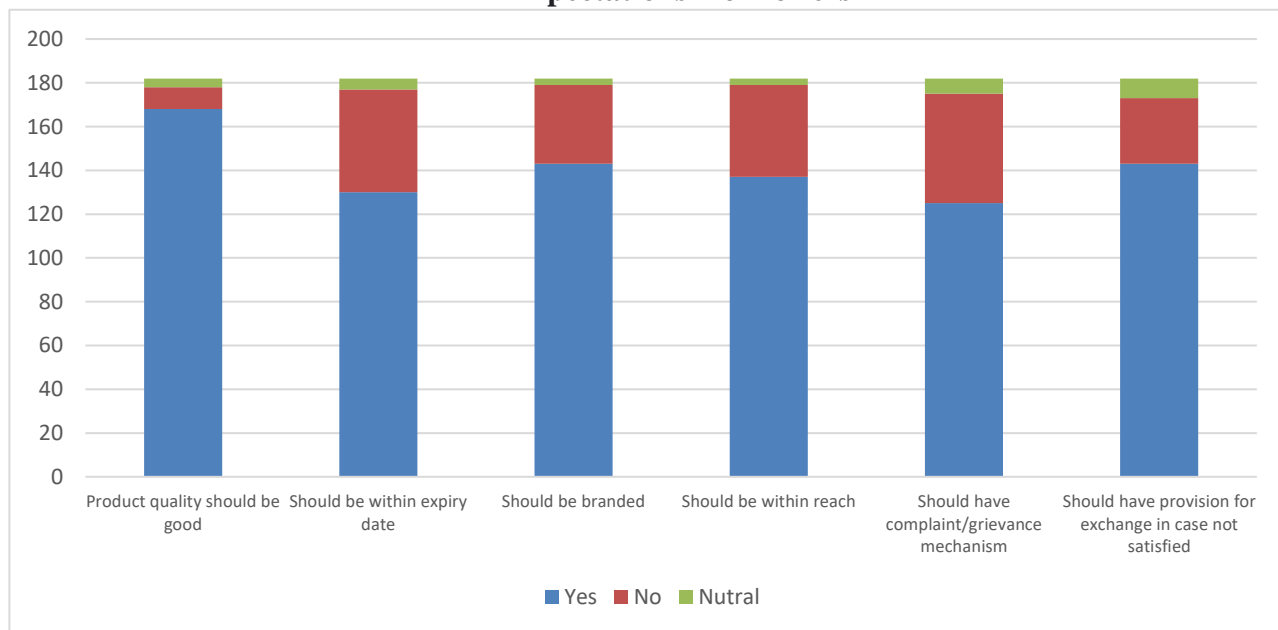
- It is found that nearly 51 percent mentioned strongly agree because they love to buy and spend money, this response was followed by 35 percent who mentioned agree, and 10 percent did not prefer to mention their opinion. Only 3% and 1% mentioned disagree and strongly disagree with the question.
- Nearly 40 percent mentioned 'strongly agree', 44 percent mentioned 'agree', and 13 percent are neutral to the questions. Whereas only 2 and 05 percent mentioned that they buy offers as goods are good in quality
- 35 percent mentioned 'strongly agree' and 'agree' on the statement that they like to buy in more quantities. Whereas 24 percent did not give their feedback on the question.
- 30 percent and 35 percent mentioned 'strongly agree' and 'agree' to the statement that they prefer the offers as they get more quantity of the same product.

- 43 percent and 42 percent mentioned ‘strongly agree’ and ‘agree’ to the statement that they prefer the offers as these products are branded in nature and have the Veblen effect. 13 percent did not prefer to reply on this. The rest disagreed with the statement.
- 25 percent and 45 percent mentioned ‘strongly agree’ and ‘agree’ to the statement that they prefer the offers as they like to celebrate festivals. 23 percent did not prefer to reply to this. The rest disagreed with the statement.
- 27 percent and 37 percent mentioned ‘strongly agree’ and ‘agree’ to the statement that they get high delight and job on buying goods provided as an offer. 30 percent did not prefer to reply on this. Rest disagreed with the statement.

K) Expectations from offers

Chart 1.11

Expectations from offers



Source: Primary data

Chart 1.11 shows what are the expectations of the customers from the given offers.

- It was found that nearly 92 percent of customers buy products with an expectation to have good quality goods whereas 8 percent do not expect this way.
- Nealy 98 percent expect goods to be within expiry date as they are aware that after the expiry date, the product should not be consumed. Only 2 percent said no to these questions.

- Nearly 65 percent of customers expect only branded products whereas 35 percent do not expect this as they do not willing to pay a high price for branded products. They expect products at a reasonable price.
- Nearly 76 percent of customers expect their products within their reach and easily available. 24 percent of customers do not feel so and are ready to reach out to take out the products wherever they are available.
- Nealy 70 percent expect that their product should have a complaint mechanism whereas 30 percent do not feel so. They do not need any mechanism for complaints or grievances
- Nealy 80 percent of customers expect that the good should be exchanged in case of damage and bad quality. 20 percent do not have such expectations.

❖ **Suggestions and Recommendations:**

- Due to the accessibility of online and offline purchases, consumers can access and compare different offers on products and services. Therefore, the companies should / must be genuine and honest in offer making, because the moment consumers may find offers for attraction rather than serving the real purpose, as it may not respond in future towards such offers.
- As compared to the other age group, youths are more inclined towards such offers. Therefore, the company should find out, more suitable and user-friendly strategies to keep hold of other age groups of society too. Offers specially for other sections of society, free delivery of products, free demonstration of product before sales, economically friendly offers, and consumer-friendly after-sales services.
- Since big Multi-National Corporations or Trans-National Corporations attract through advertisement on social media platforms, small retailers face loss, hence small retailers should also step up with strategies for advertisement on local media (traditional media channels) and social media.
- Indian consumers are wise in money-saving, and this is very well capitalized by Multi-National Corporations or Trans-National Corporations by offering discount schemes.

- Government and Consumer organizations should create or must have assessment and awareness about the quality of products and services against the discounts and offers offered to safe from online frauds and scams.
- Since, more than 50% of consumers still prefer offline offers as they lack trust in online schemes and offers, as well as certain sections, deprived to use these facilities due to poor or non-availability of internet connection, some consumers are not tech-savvy and lastly language barrier. Such difficulties are to be settled to capture more prospective buyers.
- During festival times, to make special people look at offers and schemes to buy more quantity of the branded products at lower prices. Therefore, firms find out more events to be celebrated by Indian families.
- Certain sections of society do not take advantage of such offers because of absenteeism of complaint mechanism in case of defective products and scam services under offers, lack of exchange facilities for products under offer, and suspicious about the claims and quality.

❖ Conclusion:

As we all know that the pull strategy is always effective to influence customers to buy regularly or to have impulsive buying as well due to the effective mode of the advertisement or promotion. Today with the tremendous development in the communication sector and social media, it has become easy for companies to do advertisements and announce offers and discounts to attract customers and capture a good market. It was assumed that only the youngster uses social media to know about the offers but it is not so. Today even housewives know to demand the products being influenced by effective pull strategies of the companies. This way there is a great scope for consumerism in India as it has the largest population to create demand.

APPENDIX
QUESTIONNAIRE

Effectiveness of Pull promotion strategy and a study of Consumer behavior with special reference festival offers.

* Required

1. Name of the respondent *

2. Type of the respondent *

Mark only one oval.

- ☐ housewives
☐ working
☐ students
☐ old age group

3. Gender *

Mark only one oval.

- ☐ Male
☐ Female

4. Do you know about discounts and offers announced during festival period? *

Mark only one oval.

☐ Yes

☐ No

5. how do you come to know about these offers? *

Check all that apply.

☐ TV media

☐ Print media

☐ hoardings

☐ social media(Face book, twitter, Instagram, mail, Apps)

☐ friends and peer groups

6. did you find offers appealing and attractive? *

Mark only one oval.

☐ Yes

☐ No

7. which mode of offer do you prefer the most? *

Check all that apply.

☐ offline

☐ online

☐ both

8. which online sites do you visit to know about the offers? *

Check all that apply.

	Yes	No
Amazon	<input type="checkbox"/>	<input type="checkbox"/>
Snapdeal	<input type="checkbox"/>	<input type="checkbox"/>
Flipkart	<input type="checkbox"/>	<input type="checkbox"/>
starquik	<input type="checkbox"/>	<input type="checkbox"/>
Groofers	<input type="checkbox"/>	<input type="checkbox"/>
Big-bazaar	<input type="checkbox"/>	<input type="checkbox"/>

9. Which offer is more attractive according to you? *

Mark only one oval.

- ☐ between 10 -30 percent
- ☐ between 30 -60 percent
- ☐ 60 and above percent

10. which kind of products do you expect offers? *

Check all that apply.

- ☐ Groceries
- ☐ Fast food
- ☐ cosmetics
- ☐ accessories
- ☐ readymade garments
- ☐ home appliances
- ☐ Any other

11. why do you prefer these offers ? *

Mark only one oval per row.

	Strongly agree	agree	Not agree not disagree	disagree	strongly disagree
I like to buy at low price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
offered goods are good in quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i like to buy more in quantity during offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
more convenient in buying process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
taking advantage of branded products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to celebrate festivals in real sense	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
it gives high consumer delight or consumer surplus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What are your expectations from these offers? *

Check all that apply.

	yes	No
product quality should be good	<input type="checkbox"/>	<input type="checkbox"/>
should be within expiry date	<input type="checkbox"/>	<input type="checkbox"/>
should be branded	<input type="checkbox"/>	<input type="checkbox"/>
should be within reach	<input type="checkbox"/>	<input type="checkbox"/>
should have complaint/grievance mechanism	<input type="checkbox"/>	<input type="checkbox"/>
should have provision for exchange in case not satisfied	<input type="checkbox"/>	<input type="checkbox"/>

**List of Students participated in
Project under experimental learning on
Sales Promotion Strategies and its influence on consumer behaviour**

Sr.	Name of the student	Class/ Division/Roll no.
1	OwaisPetiwala	MCOM SEM1 24
2	Amaan Mungi	SYBCOM B193
3	Shaikh Hazim	MCOM
4	Asif AfsanBelim	MCOM SEM1 30
5	Mohammed Salman Shaukat Hussain	MCOM SEM1 04
6	Ansari Sana Haroon	MCOM SEM1 06
7	Mo Usman Moazzam Ali	MCOM SEM1 10
8	Nilesh Chaurasiya	MCOM SEM1 20
9	Khan Mariyam Abdus Salam	MCOM SEM1 21
10	SufiyaNaaz Shaikh	MCOM SEM1 22
11	Mohsin Dulal Shaikh	MCOM SEM1 23
12	Ansari Kausar Jahan Siraj Ahmed	MCOM SEM1 24
13	Khan Sania	MCOM SEM1 28
14	Shaikh MohdAadil Rafiq	MCOM SEM1 30
15	Ansari Rizwan Ahmed Abdul Mubeen	MCOM SEM1 32
16	Shaikh Md Huzaifa	MCOM SEM1 34
17	Sameera Kayum Khan	MCOM SEM1 39
18	MohdHusian Raza Khurshid Alam Ansari	MCOM SEM1 40
19	Sumaiya Shaikh	MCOM SEM1 41
20	Hasnain Wakil Shaikh	MCOM SEM1 48
21	SiddiqueeMariya Parveen Nisar Ahmed	MCOM SEM1 49
22	Shehbaz Nazir Mulla	MCOM SEM1 9
23	Shanawaz Qureshi	SYBCOM A
24	Shaikh Fauzia Parveen Nisar Ahmad	SYBCOM A 106
25	Khan Mantasha	SYBCOM A 25
26	MOHD BILAL KHAN	SYBCOM A 26
27	Shaikh Asif Afsan	SYBCOM A 29
28	Mohd Nasir	SYBCOM A 40
29	Khan Afreen Mohd Kaleem	SYBCOM A 50
30	Sayyed Shahbaz Abdul Farid	SYBCOM A 54

31	Shaikh Kaunain Ahmed Mushtak	SYBCOM A 62
32	Shaikh Saniya	SYBCOM A 78
33	Thaser Ali Shaikh	SYBCOM A 81
34	Afridi Noormohammad Naik	SYBCOM A 92
35	Khan AlfiyaAshfaque	SYBCOM B 120
36	Ahmed Mohammed Ali Ansari	SYBCOM B 125
37	Ansari IqraBanoMohd Tahir	SYBCOM B 129
38	Ansari Mohammed Tabish	SYBCOM B 136
39	Ansari Munaf Riyaz	SYBCOM B 143
40	Vinayak Ramesh Bitla	SYBCOM B 161
41	Abdul Kadir Iftekhhar Khan	SYBCOM B 174
42	Danish Israil Khan	SYBCOM B 177
43	Ansari Musab Mohammad Tarique	SYBCOM B 209
44	Maaz Iqbal Nakhwa	SYBCOM C 205
45	Shubham Mulik	SYBCOM C 244
46	Patel Mohd Mudassir Shahid	SYBCOM C 252
47	Sayyaed Samee Anwar Husain	SYBCOM C 283
48	Afroz Shah	SYBCOM C 286
49	Shah Mohammed Dabeer Sultan	SYBCOM C 288
50	Arshee Asif Mansuri	SYBCOM C 294
51	Rehan Noor AlamSaha	SYBCOM C 294
52	Mobin Ansari	SYBCOM D 347
53	Shaikh Rehaan Ramzan	SYBCOM D 348
54	Shaikh Mohd Husain Abdul Hannan	SYBCOM D 354
55	Shaikh Shabaz Shakeel Ahmed	SYBCOM D 369
56	Shaikh shadman Mohammad Rizwan	SYBCOM D 370
58	Tabassum Akbar Shaikh	SYBCOM D 373
59	Tabassum Akbar Shaikh	SYBCOM D 373
60	Ansari Afiya Mahvish MD Gufran	SYBCOM D 391
61	Saddam Shaikh	SYBCOM D 400
62	Ansari MohdBaasit Anwar	SYBCOM D 413
63	Shaikh AlqamaNoorul Hassan	SYBCOM D 417