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ANJUMAN-I-ISLAM



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

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- 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.



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.



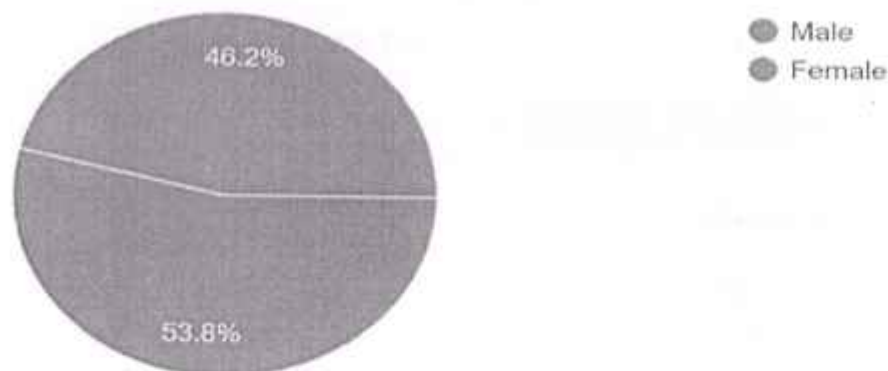
❖ **SAMPLING TECHNIQUE:**

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



B) Gender-wise classification

Chart 1.1
Gender wise classification

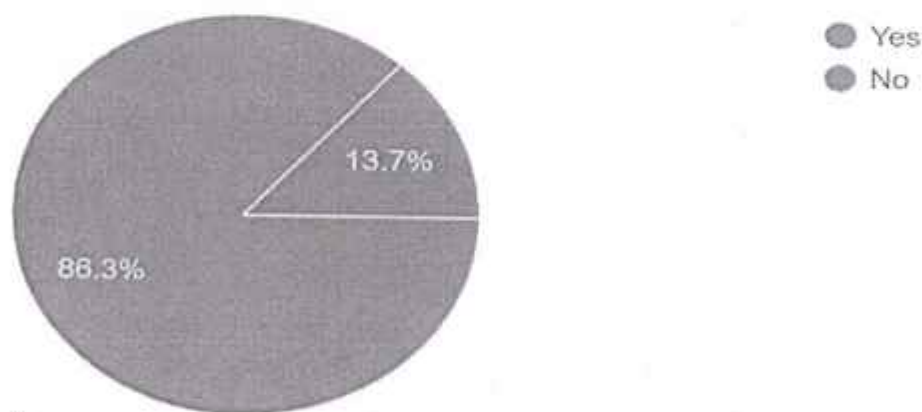


Source: Primary data

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

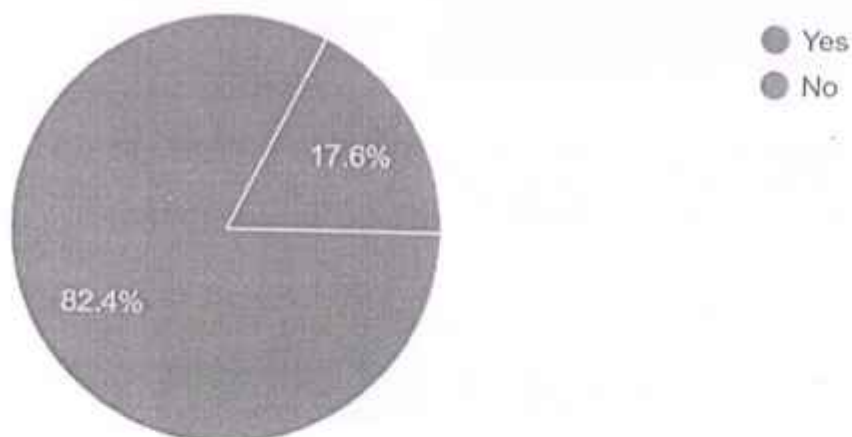
Chart 1.3 shows the knowledge or information about the discount offered by the brands or sellers during festival time to pull the customers towards products or sources. It is found that, Out of 182 respondents, 86.3 percent mentioned 'yes', as they know about such offers and discounts announced. Only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



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.



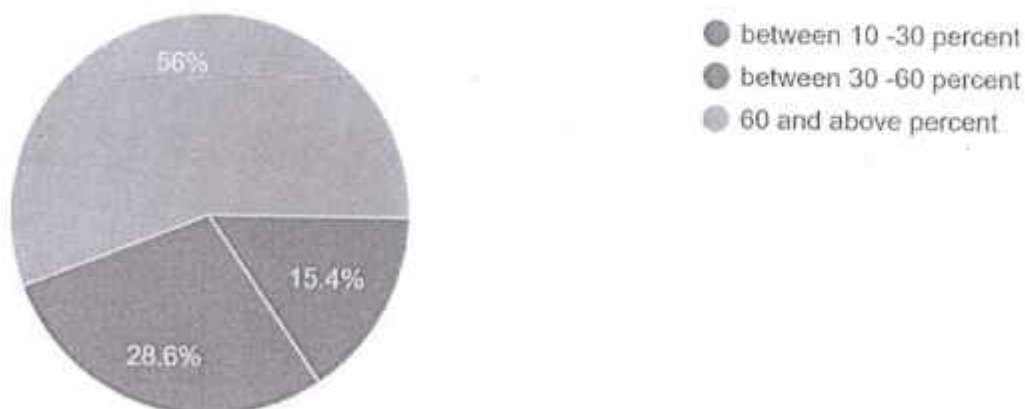
Source: Primary data

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



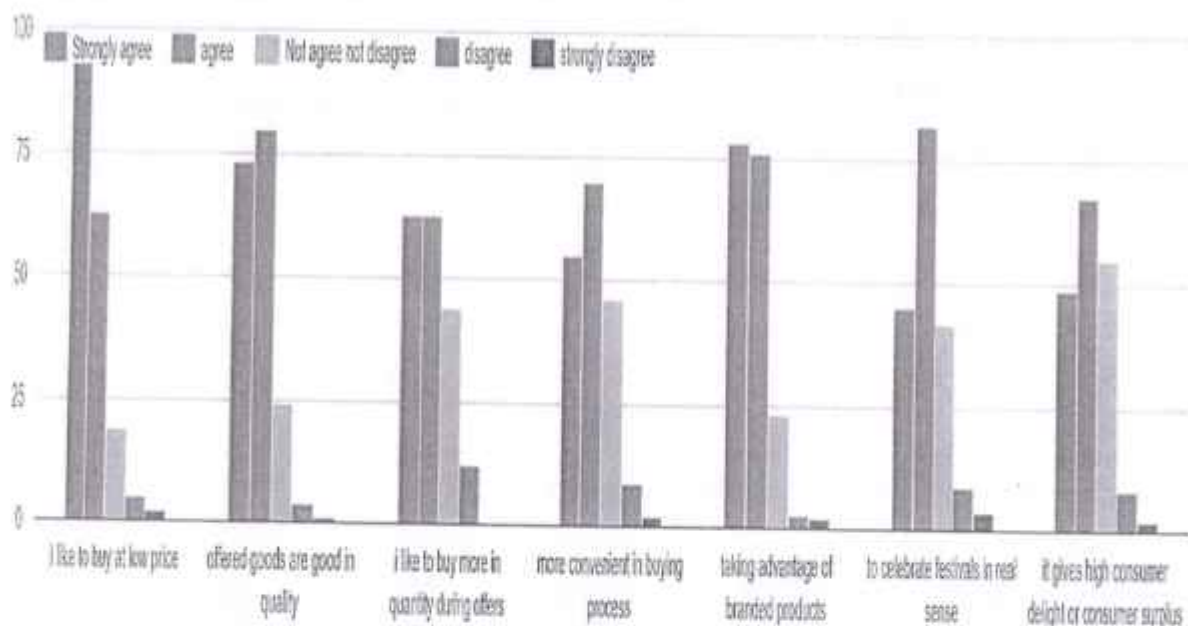
Source: Primary data

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



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.



- 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.



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



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



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"/>



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 AlfiyaAshfaq	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

