

**A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED
BY RELIANCE TRENDS**

PROJECT REPORT

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfilment of the requirements for the award of the degree of

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Submitted by

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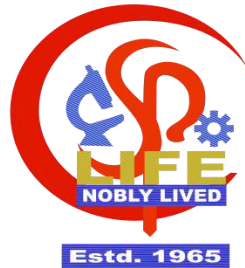
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CERTIFICATE

This is to certify that the project work entitled “**A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY RELIANCE TRENDS**” is a bonafide piece of work done by **MISS.ANAGHAVENUGOPAL(Reg.No.170021056463)**, **MISS.ANILA PHILOMINA ANTONY(Reg.No.170021056464)**,**MISS.ANJALI G KUTTY(Reg.No.170021056465)** in partial fulfilment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University,Kottayam,under my supervision and guidance and that no part thereof has been presented earlier for the award of any other fellowship,associateship etc.

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DECLARATION

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We also declare that this work has not been submitted by us fully or partially for the award of any other degree, fellowship, associate ship or other similar title of any other university or board.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. In contemporary society, marketing and advertising has become an inseparable part of the everyday lives of millions of people all over the world. It is strongly believed by marketers that it has an immense manipulative power for influencing consumer beliefs, attitudes, decisions through different types of media. Sales Promotion is one such powerful marketing strategy adopted by sellers to lure the public to their products.

Sales Promotion is an element of promotional mix. The primary elements in promotional mix are advertising, personal selling, direct marketing and publicity or public relations and sales promotion. Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons and freebies, premium, prizes, product displays and rebates. Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). Sales promotion targeted at the consumers are called consumer sales promotions. Sales promotions targeted at retailers and wholesalers are called trade sales promotion. Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Reliance Industries Limited (RIL) is India's largest private sector company on all major financial parameters with a turnover of INR 2,96,091 crore (US\$44.7 billion), net profit of INR 27,630 crore (US\$ 4.2 billion) as of March 31,2016. Reliance Trends Ltd. Is an apparel & accessory specialty format that was conceived with a vision to deliver fashion, selection and quality of products and experience at great prices to its consumers. Reliance Trends launched its first store in the country in October 2007. Since then the company has opened more than 300 stores across the length and breadth of the country. With presence in more than 160 cities, Reliance Trends, today, is India's largest fashion destination.

Our study helps to understand the effectiveness of promotional strategies in increasing the sales of the company with special reference to **Reliance Trends Ltd.**

1.2 SIGNIFICANCE OF THE STUDY

The main purpose of sales promotion is to boost sales of a product by creating demand, that is, by both consumer demand as well as trade demand. It improves the performance of middlemen and act as a supplement to advertising and personal selling. Sales promotion act as

a bridge between advertising and sales. Due to the adversity of markets, the importance of sales promotion has increased tremendously. Spreading the information about the product is the main function of sales promotion. It also stimulates demand, provides customer satisfaction and stabilizes sales volume.

1.3 STATEMENT OF THE PROBLEM

This study is conducted to understand the effectiveness of different promotional strategies used by Reliance Trends to push their sales

1.4 OBJECTIVES OF THE STUDY :

GENERAL OBJECTIVES

- The study of the effectiveness of promotional strategies with reference to RELIANCE TRENDS

SPECIFIC OBJECTIVES

- To study various sales promotional tools and techniques used by the company.
- To study the impact of sales promotional strategies on the sales of the company.
- To study the level of customer awareness.
- To study the level of customer preferences of different age groups..

1.5 RESEARCH METHODOLOGY

TYPE OF RESEARCH

Descriptive research strategy is used in this study.

DATA COLLECTION

PRIMARY DATA: Collected through personal interview and questionnaires.

SECONDARY DATA: Information is collected from journals, websites and other published sources.

SAMPLE SIZE

60 customers

1.6 TOOLS FOR COLLECTION

Personal interview and questionnaires are used as tools for collection of data.

1.7 TOOLS USED FOR DATA ANALYSIS

Percentage Method is used for data analysis.

1.8 TOOLS USED FOR PRESENTATION

Diagrams and charts are used for presentation.

1.9 LIMITATION OF THE STUDY

- Lack of clarity in the answers of the respondents.
- Unwillingness of respondents to participate in the survey.

1.10 SCHEME OF CHAPTERISATION

- **CHAPTER 1-INTRODUCTION**: This chapter provides a basic understanding of the project. It involves significance, objectives, research methodology, sample size, limitations etc of the study.
- **CHAPTER 2-REVIEW OF LITERATURE**:This chapter deals with the details of past studies done by various persons/researchers relating to the topic of study of the project.
- **CHAPTER 3-COMPANY PROFILE**:This chapter provides a brief insight into the company's vision,mission,objectives etc.
- **CHAPTER 4-THEOROTICAL FRAMEWORK**:The definitions of different terms related to the topic and a detailed description of the topic of study is potrayed in this chapter.
- **CHAPTER 5-DATA ANALYSIS AND INTERPRETATION**:The analysis of the data collected for the study ans the interpretation of the results obtained are included in the study.Percentage method is used for analysis and diagrams and charts are used for presentation.
- **CHAPTER 6-FINDINGS CONCLUSION AND SUGGESTIONS**:This chapter deals with the findings and conclusions derived from the study.It also includes the suggestions given by the respondents.
- **BIBLIOGRAPHY**
- **APPENDIX**

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Sales promotion has become an integral part of the promotion schemes of both manufacturers and retailers of durable as well as non-durable consumer goods. It consumes a very significant portion of the promotional expenses of marketers. In some of the developed countries allocation of promotion budget to sales promotion has far exceeded spending on advertisement. Brand managers are now relying heavily on sales promotion because its impact on sales is more direct, immediate, and quantifiable as compared to advertisement. Marketers use both price and non-price promotions either independently or in association with each other. Price promotions allow buyers to make some savings of money where as non-price promotions like premium add value to the offer. Point-of-Purchase promotions like feature advertisements and displays lead to impulse buying. The dynamic nature of sales promotion has inspired many researchers to turn their attention to study the various issues related to this element of promotion mix. Many studies have been conducted on the planning, implementation and evaluation aspect of sales promotion worldwide. These studies are reviewed and presented briefly under suitable heads like Studies on Consumer Promotion, Studies on Sales Force Promotion, Studies on Trade Promotion and Other Studies on Promotion.

STUDIES ON IMPACT OF SALES PROMOTION

Studies relating to the impact of consumer sales promotion on consumer behavior, sales, profit, market share, etc. are included in this section. These studies provide guidelines to managers on various issues such as the appropriate tools that may be used for achieving a specific marketing objective, improve their sales promotion effectiveness and so on.

Kumar, KM. Krishna (2006) studied consumer's perception about promotional strategies adopted by marketers of fast moving consumer goods in Kerala. The level of awareness about various sales promotion strategies, their attractiveness to consumers and their effectiveness in creating brand awareness, trial purchase, repeat purchase and brand loyalty were some of the issues addressed. The data were collected from 300 consumers from different parts of the state. Various mathematical and statistical tools were used for analysing the data including Chi-square test, t-test, ANOVA and Duncan test. According to the findings of the study consumers belonging to different categories are very much aware of the various sales promotional strategies adopted by marketers. Further, of the different tools used for sales promotion, price-offs and gifts and complements are most attractive to consumers. Moreover, for creating brand awareness, trial purchase, repeat purchase and brand loyalty, gifts and complements, free samples, price-offs and premium offer respectively are the best tools suggested.

Priya, Raghubir (2005) conducted two laboratory experiments to examine how the consumers respond to products that have been offered as a "free gift with purchase" of another product. Results of the first study showed that when an economically identical offer is framed as a joint bundle compared with when it is framed as a "Buy one, Get one free"

offer, consumers are willing to pay less for the product offered "free". When a product is given away "free" then consumers are willing to pay less for it as a stand alone product, especially when the original promotion offer does not include the price of the gift, according to the result of the second study.

Vyas, H. Preeta (2005) attempted to study consumer preferences with respect to sales promotion in FMCG category. It was found that sales promotion offers which is unique, which offers immediate incentive preferably of price-cut nature is likely to appeal to all consumer segments.

Laroche, Michel et.al. (2005) studied the effect of coupons on consumer's brand categorisation and choice process using fast-food restaurants in China. Results suggest that there are both direct and cross-advertising effects i.e., the presence of a coupon for a focal brand has an impact on consumer's attitudes and intentions towards that brand.

Alvarez, Begofia, Rodolfo, Va`zquez, Casielles (2005) examined the influence that sales promotion has on brand choice behaviour. A regional consumer panel was used for collecting necessary information for the study. The authors report that promotion is a tool that can help manufacturers and/or retailers in the achievement of their objectives (try the brand, help to decide what brand to buy, etc.). Immediate price reduction is the technique that exerts greatest influence on the brand choice process. It is possible that the consumer perceives a promotion, for example, coupons or rebates, but does not modify his or her behaviour. In this case, manufacturers and/or retailers will be investing their resources in promotional actions that do not have any effect on the consumer. More over promotions based on price have the greatest effectiveness.

Lewis, Michel (2004) developed an approach for simultaneous measurement of the influence of a dynamic loyalty programme and more traditional short- term promotions. They argue that the loyalty programmes under examination successfully alter behavior and increase retention rates. E-mail based coupons, shipping fee and general price levels all significantly affect customers purchase decisions.

Anderson, T. Eric and Simester, I. Duncan (2004) investigated how the depth of a current price promotion affect future purchasing of first time and established customers based on three large scale field experiments on durable goods sold through a direct mail catalogue. The findings reveal different effect for first-time and established customers. Deeper price discounts in the current period increased future purchases by the first time customers (a positive long-run effect) but reduced future purchases by established customers (a negative long- run effect) .

Dawes, John (2004) reported the result of his study on the effect of a massively successful price promotion in a consumer goods category. Specifically, he sought to determine if this large price promotion had any long-term impact on brand value; short-term impact on total category volume for the retailer; short-term effect on competing retailers; and long-term effect on category sales for the retailer who runs the promotion. Results of the study showed that a very successful promotion did not have any longer-term effect on the brand (positive or negative), but it did expand the total category for the retailer, though temporarily.

Richard, L. Oliver and Mikhael, Shor (2003) studied the effect of using digital coupons in prompting the customers to enter a promotional code and its influence on shopper's perception and behavior such as shopping cart abandonment. Results showed that providing a

code and its attendant price reduction had a positive effect on perception of fairness and satisfaction when compared to traditional couponing.

Kureshi, Sonal and Vyas, Preetha (2002) examined the nature of sales promotion activities in toilet soap category in India and studied retailer and consumer perception with respect to these activities. It is reported that premiums (free gifts) are the most frequently used scheme in both premium and popular toilet soap categories, followed by price-offs. More over retailers perceive price-offs as the tool having greater impact. Consumers perceive price-off as the most attractive tool of sales promotion for toilet soaps.

Chakravarti, Dipankar, et.al. (2002) suggested that partitioning or consolidating the price of products in a bundle could influence the attractiveness of the bundle offer.

Swait, Joffre and Erden, Tulin (2002) in their study focused on a particular aspect of marketing mix consistency overtime for frequently purchased packaged consumer goods, the impact of temporal consistency of store promotions as well as the availability of the product on the shelf; on consumer product evaluations (utilities) and choices. The empirical results, based on fabric softener panel data, indicate that future insert and availability consistency increase systematic utility in a statistically significant way over and above the positive effects that displays and feature have on choice.

Srivastava, Joydeep and Nicholas, Lurie (2001) reported the result of the studies that examined price-matching refund policies from a consumer perspective. The first study shows that consumers perceive price matching refund policies as signals of low store prices and the presence of a refund increase the likelihood of discontinuing price search. Second and third Studies show that when search costs are low, the number of stores searched increases in the presence versus absence of a price-matching refund policy. When search costs are high, consumers appear to accept the price-matching signals at face value and search less in the presence of a refund.

Vibhas, Madan and Rajesh, Suri (2001) analysed the price discounts and fixed price offers in terms of their comparative impact on consumer valuation of products. Using a model of consumer valuation they explored the interaction between the negative quality effect and the positive monetary sacrifice effect associated with price discount. Their study suggested that immediate levels of price discounts are more desirable than a fixed price offer. However, a fixed price offer is more desirable than both high and low levels of price discounts.

Smith, F. Michael and Sinha, Indrajit (2000) examined the relationship between different types of promotions (straight price promotion, extra-product or volume promotion and mixed promotion) across four supermarket product categories controlling separately for the effect of two category-based moderating factors viz. product stock-up characteristics and price level. Results showed that a majority of consumers preferred mixed promotions ; type of promotions does influence store preference (with price and volume promotions having the greatest influence). Consumers generally preferred price promotion for higher priced product categories and they preferred volume promotions for lower priced categories.

Ailawadi, L. Kusum and Nelsin, A Scott (1998) empirically demonstrated the existence of flexible consumption rate in packaged goods products, how this phenomenon could be modeled and its importance in assessing the effectiveness of sales promotion. Results of their study show that sales promotion increases consumption because of higher usage rate and stockpiling.

Mela, F. Carl. et.al. (1997) examined the long-term effect of promotion and advertising on consumer's brand choice behavior. They addressed two questions: 1. Do consumers respond to marketing mix variables such as price changes over a long period of time? 2. If yes, are these changes associated with change in manufacturer's advertising and retailer's promotional policies? Their results are consistent with the hypothesis that consumers become more price and promotion sensitive over time because of reduced advertising and increased promotions.

Gould, W. Brim (1997) in his study, focused on the dynamics of the consumer purchase process and examined the effect of coupon-based price deals on inter purchase times. He used econometric models of duration to a formally purchased food commodity, cheese. Results suggested that use of coupon results in reduced inter-purchase time for all varieties of cheese products.

Kapil, Bawa, et.al. (1997) suggested a framework for modeling coupon redemption that makes it possible to evaluate the relative merit of different coupon promotions and examined how consumer response to coupons varies by coupon characteristics. Empirical application of the model showed that important insight into consumer response to coupon can be obtained and that consumer response can be predicted for nearly 90% of the sample.

Sethuraman, Raj (1996) developed a Separate Effect Model that separates the total discount effect of competing high-priced brand on the sale of the focal low-priced brands in to discount effect. Findings from empirical analysis is that the leading national brand can draw sales from competing brands without reducing its price below the price of other brands.

Francis, J. Mulhern and Daniel, T. Padgett (1995) examined whether shoppers who are attracted to the store because of price promotion also buy regular merchandise and the relationship between regular price and promotion purchasing. Results of the study showed a significant positive relationship between regular price and promotion purchases. Among the shoppers who identify the promotion as one of the reasons for visiting the store, three-fourths make regular purchases. On an average these shoppers spend more money on regular price merchandise.

Grover, Rajiv and Srinivasan, V. (1992) investigated the multiple effect of retail promotion on brand loyal and brand switching segment of consumer. They found that the market can be characterised by brand loyal segment and switching segments; promotional variable have significant effects on segment market shares, the effect being different across segments; store share is related significantly to promotional attractiveness of a store; the overall promotional attractiveness of the product category has significant current and lagged effect on category volume and the lagged effects resulting from consumer purchase acceleration and stock-up last longer for brand loyal segments than for switching segment

Manohar, S. et.al. (1992) report results from a controlled experiment designed to investigate the impact of a brand's price promotions frequency and the depth of promotional price discounts on the price consumer expect to pay for that brand. As per the study, both the promotion frequency and depth of price discounts have a significant impact on price expectations. There is a region of relative price insensitivity around the expected price such that only a price change outside that region has a significant impact on consumer brand choice.

Scott, Davis, et.al. (1992) re-examined the findings of earlier studies that a brand which is promoted would be evaluated lower and therefore have reduced repurchase probability. They

reject this theory and found that promotion does not have a negative impact on consumer repurchase and the overall evaluation of promoted brands remain unaffected.

Guptha, Sunil (1988) explains how sales promotion affect consumer's purchase decisions and thus the sale of a brand. He argues that the effect of a sales promotion can be examined by decomposing the sales bump during the sales promotion period into sales increase due to brand switching purchase time acceleration and stockpiling. The author proposed a method for such decomposition whereby brand sales are considered the result of consumer decision about when, what and how much to buy.

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CHAPTER 3

COMPANY PROFILE

3.1 COMPANY PROFILE

INTRODUCTION

The Reliance Group, founded by Dhirubhai HL Ambani 1932-2002, is India's largest private sector enterprise, with businesses in the Energy and materials value chain. Group's annual revenues are in excess of US \$ 25 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the India's largest private sector Company. Backward vertical integration has been the cornerstone of the Evolution and growth of Reliance. Starting with textiles in the late Seventies, Reliance pursued a strategy of backward vertical integration in polyester, fiber intermediates, plastics, petrochemicals, petroleum refining and oil and gas validation and production - to be fully integrated along the materials and energy. The Group's Activities span exploration and production of oil and gas, petroleum refining and marketing, petrochemicals (polyester, fiber intermediates, Plastics and chemicals), textiles and retail. Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fiber producer in the world and among the top.

3.1 COMPANY'S VISION, MISSION & VALUES

Vision

- Through sustainable measures, create value for the nation,
- Enhance quality of life across the entire socio-economic spectrum
- Help spearhead India as a global leader in the domains where they operate

Mission

- Create value for all stakeholders
- Grow through innovation
- Lead in good governance practices
- Use sustainability to drive product development
- Enhance Operational efficiencies
- Ensure energy security of the nation
- Foster rural prosperity

Values

The growth and success of Reliance Industries are based on the ten core values of Care, Citizenship, Fairness, Honesty, Integrity, Purposefulness, Respect, Responsibility, Safety and Trust.

Subsidiaries and Division

There are various Subsidiaries & division under Reliance Retail.

Following are the list of all of them:

1. **Reliance Trends** - Apparel and Clothing
2. Reliance Fresh - Retail Outlets of fruits, Vegetables & Groceries
3. Reliance Digital - Consumer Electronics retail Store
4. Reliance Jewels - Jewellery
5. Reliance Time Out - Lifestyle store of Books, Music, Movies, Toys, Gaming etc

Financial Position of Reliance Retail

Reliance had a turnover of Rs. 10,800 crores in the financial year 2012-13. Approximately 56% of this revenue came from its value and other segment that operates grocery chains like the Reliance Fresh, Reliance Super and Reliance Hyper. Reliance Retail has announced revenues of Rs. 3,474 crore for the first quarter of 2013, showing 53% jump from 2012. The company also reported operating Profit of Rs. 70 crore for the same quarter. Reliance Retail has announced revenue of Rs. 450 billion for the nine months ended December 2017 for financial year 2017-18, showing of over 90% jump from the previous period.

History of Reliance Trends

Reliance Trends launched its first store in the country in October 2007. Since then the company has opened more than 300 stores across the length and breadth of the country. With presence in more than 160 cities, Reliance Trends, today, is India's largest fashion destination, selling 2 garments a day. It is a specialty apparel store that will sell men, women and children's garments.

Apart from in house brands the store will carry the best of national and international brands like

- John Players

- Peter England
- Indigo Nation
- Wrangler
- Reebok
- Lee

The store layout is to compliment the evolving taste and preference of fashion savvy consumers. Living than an opportunity to shop with ease, along with well trained customer service compliment the entire shop process. Reliance trends is operation with 125 stores across the country providing employment to so many people and planning to launch many new stores.

All the Reliance Trends stores located at different places in India offers the best Indian and International brands with each store's area of more than 15,000sq.ft of shopping area, and has been designed and furnished by the best of the international design agencies to offer high style and lavish experience to the Indian consumer.

3.2 Reliance Trends-Vision, Mission & Objectives

Vision:

Deep insight into India's economic, cultural and consumption diversity drives Reliance Retail's vision in the retail universe. The operating model is based on customer centricity, while leveraging common centres of excellence in technology, business processes and supply chain. Vision of Reliance Trends. Democratic fashion, enrich the quality of life Indian Households by giving them access to quality fashionable clothing at extreme.

Mission:

Reliance Trends Ltd. is an apparel & accessory specialty format that was conceived with a mission to deliver fashion, selection and quality of products and experience at great prices to its consumers. Its mission is to delight the customers every visit. Its mission is to grow through value creation.

Objectives

- Reliance trends does not have an e-Commerce portal It carries out its sales directly through the stores or through e-Commerce portals such as Myntra.
- They have a good social media presence on facebook, pinterest, youtube and twitter.
- It utilizes customer feedback and provide the company with the tools that is customised to measure and meet the specific customer perceptions and needs.

Own brands

- Rio - a vibrant range of snazzy trends for young women
- Fig - fashion wear for discerning, independent & working women.
- Avaasa - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast evolving Mix n Match range of garments.
- Hushh - the lingerie line for women offers an extensive range of innerwear and sleepwear
- Frendz - range of garments that complements the wardrobes of the growing generation of boys and girls
- Pureza – a collection of pure Cotton & Linen shirts for men
- Network – offering a range of garments which comprises of formal office wear collection for men and women
- Netplz - range showcases a smart casual collection for the evolving workplace
- The DNMX - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.
- Performax - the specialized sportswear or active wear brand, which supports performance in sporting activity
- Graviti - the innerwear range for men offering the best of inner and lounge wear
- Point Cove – Kidswear brand that features bold colors bringing the California spirit to India

CHAPTER 4

THEORETICAL FRAMEWORK

4.1 THEORETICAL FRAMEWORK

MEANING

Marketing is the study and management of exchange relationships, Marketing is the business process of creating relationships with and satisfying customers. Because marketing is used to attract customers, it is one of the primary components of business management and commerce. Marketers can direct product to other businesses (B2B marketing) or directly to consumers.

DEFINITION

Philip Kotler defined marketing as "Satisfying needs and wants through an exchange process and a decade later defines it as a social and managerial process by which individuals and groups obtain what they want and need through creating, offering and exchanging products of value with others.

OVERVIEW

The 'marketing concept proposes that to complete its organizational objectives, an organization should anticipate the needs and wants of potential consumers and satisfy them more effectively than its competitors. This concept originated from Adam Smith's book The Wealth of Nations but would not become widely used until nearly 200 years later Marketing and Marketing Concepts are directly related.

Given the centrality of customer needs and wants in marketing, a rich understanding of these concepts is essential:

Needs: Something necessary for people to live a healthy, stable and safe life. When needs remain unfulfilled, there is a clear adverse outcome, a dysfunction or death, Needs can be objective and physical, such as the need for food, water, and shelter, or subjective and psychological, such as the need to belong to a family or social group and the need for self-esteem.

Wants: Something that is desired, wished for or aspired to Wants are not essential for basic survival and are often shaped by culture or peer-groups **Demands:** When needs and wants are backed by the ability to pay, they have the potential to become economic demands.

ORIENTATIONS

PRODUCT

A firm employing a product orientation is mainly concerned with the quality of its product. A product orientation is based on the assumption that all things being equal, consumers will purchase products of superior quality The approach is most effective when the firm has deep insights into customer needs and desires as derived from research and/or intuition and

understand consumer's quality expectations and price consumers are willing to pay Although the product orientation has largely been supplanted by the marketing orientation, firms practicing a product orientation can still be found in haute couture and arts marketing.

SALES

A sales orientation focuses on the selling promotion of the firm's existing products, rather than developing new products to satisfy unmet needs or wants. This orientation seeks to attain the highest possible sales through promotion and direct sales techniques. The sales orientation is typically practiced with unsought goods. One study found that industrial companies are more likely to hold a sales orientation than consumer goods companies. The approach may also suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand A 2011 meta analyses found that the factors with the greatest impact on sales performance are a salesperson's sales related knowledge (knowledge of market segments, sales presentation skills, conflict resolution, and products), degree of adaptiveness (changing behavior based on the aforementioned knowledge), role clarity (salesperson's role is to expressly to sell), cognitive aptitude (intelligence) and work engagement (motivation and interest in a sales role).

PRODUCTION

A firm focusing on a production orientation specializes in producing as much as possible of a given product or service in order to achieve economies of scale or economies of scope. A production orientation may be deployed when a high demand for a product or service exists. coupled with certainty that consumer tastes and preferences remain relatively constant (similar to the sales orientation). The so-called production era is thought to have dominated marketing practice from the 1860s to the 1930s, but other theorists argue that evidence of the production orientation can still be found in some companies or industries. Specifically, Kotler and Armstrong note that the production philosophy is one of the oldest philosophies that guides sellers and is still useful in some situations.

MARKETING

The marketing orientation is the most common orientation used in contemporary marketing. It is a customer-centric approach that involves a firm basing its marketing program around products that suit new consumer tastes. Firms adopting a marketing orientation typically engage in extensive market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure consumers are aware of the product's existence and the benefits it can deliver. Scales designed to measure a firm's overall market orientation have been developed and found to be robust in a variety of contexts.

The marketing orientation has three prime facets, which are:

Customer orientation: A firm in the market economy can survive by producing goods that people are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern.

Organizational orientation: The marketing department is of prime importance within the functional level of an organization. Information from the marketing department is used to guide the actions of a company's other departments. As an example, a marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires. The production department would then start to manufacture the product, while the marketing department would focus on the promotion, distribution, pricing, etc of the product. Additionally, a firm's finance department would be consulted, with respect to securing appropriate funding for the development, production and promotion of the product. Finance may oppose the required capital expenditure, since it could undermine a healthy cash flow for the organization.

Mutually beneficial exchange: In a transaction in the market economy, a firm gains revenue, which thus leads to more profits, market shares, and/or sales. A consumer on the other hand gains the satisfaction of a need/want, utility, reliability and value for money from the purchase of a product or service.

PROMOTION

Promotion refers to any type of marketing communication used to inform or persuade target audiences of the relative merits of a product, service, brand or issue. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of the market mix, which includes the four Ps, ie, product, price, place, and promotion. Promotion is also one of the elements in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing publicity and may also include event marketing, exhibitions and trade shows. A promotional plan specifies how much attention to pay to each of the elements in the promotional mix, and what proportion of the budget should be allocated to each element. This includes all aspects of marketing communications advertising, sales promotion, including promotional education, public relations, personal selling, product placement, branded entertainment, event marketing, trade shows and exhibitions. This four P is focused on providing a message to get a response from consumers. The message is designed to persuade or tell a story to create awareness.

The 4Ps

The traditional marketing mix refers to four broad levels of marketing decision, namely product, price, promotion, and place.

Product

The product aspects of marketing deal with the specifications of the actual goods or services, and how it relates to the end-user's needs and wants. The product element consists of product

design, new product innovation, branding, packaging, labeling. The scope of a product generally includes supporting elements such as warranties, guarantees, and support. Branding, a key aspect of the product management, refers to the various methods of communicating a brand identity for the product, brand, or company.

Pricing

This refers to the process of setting a price for a product, including discounts. The price need not be monetary, it can simply be what is exchanged for the product or services, eg time, energy, or attention or any success consumers make in order to acquire product or service. The price is the cost that a consumer pays for a product monetary or not. Methods of setting prices are in the domain of pricing science

Place (or distribution)

This refers to how the product gets to the customer, the distribution channels and intermediaries such as wholesalers and retailers who enable customers to access products or services in a convenient manner. This third P has also sometimes been called Place or Placement, referring to the channel by which a product or service is sold (e.g, online vs retail), which geographic region or industry, to which segment (young adults, families, business people), are also referring to how the environment in which the product is sold in can affect sales.

PROMOTION MIX

For selling the products or service marketers use a number of methods. The objective is to create awareness remind the customers to persuade and buy the products. The company is interested to increase the Sales and profits of the company in the markets The markets may be different for different products and service

(1) **ADVERTISING:** Advertising is a one method of presenting message to persuade an audience to purchase or take some action upon products, Ideals or services. Any paid form of non-personal presentation of ideas about products or services in the media by and identified Sponsor. The advertisement is given by using the brand name of the products or services and their benefits to users are highlighted The Media used for communication includes television radio, newspapers Magazines, billboard posters, periodicals, cinema etc. Advertising is intended to persuade and to inform. In advertisement by the identified sponsor the message is designed and given to media for further communication. The sponsor maybe company dealers, or jointly given the company and dealers. High cost is involved in advertising because the advertisements are given in different media and repeatedly. It is not related to any individual but it is related to the company, products or services. To achieve the targets of the company nowadays it has been used mainly Advertisements are made through various media including both print and electronic media such as newspapers, magazines, television, radio and websites. Advertising is highly useful in covering a large target market where customers are scattered over vast area. It also helps in reaching the customers quickly

(ii) **SALES PROMOTION:** Sales promotion is one of the promotional mixes other than advertising, publicity public relations and personal selling. The efforts are put to increase the sales by motivating everyone who is involved in the sales of the products. The major parties involved in the sales are salesmen, dealers and customers. The objective of promotional efforts are short term. When the company is interested to increase the sales of the products or services the different methods are being used. Marketing efforts through which the targeted parties are stimulated to buy the products for extra value or incentive. The customers are the end users and efforts put to persuade them to buy and use the products for them or their family members. The second party is sales force. They need to be motivated so that they put their best efforts so they provide proper link between company and traders and customers and company. Timely information support and supply of products are maintained so that the sales can be increased when they get motivation then only they would sell the products of the company. All these parties are needed to give their best output.

(iii) **PERSONAL SELLING:** Personal selling is one of the promotional methods used for increasing the sales of the products or services. In personal selling the salesman of the company personally meet the customers, dealers relating to sales. They go directly to the concerned parties when the nature of the product is such that it cannot be distributed through wholesalers, retailers etc In personal selling there is personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. Personal selling is paid personal communication that attempts to inform customers and persuade them to purchase products or services. The salesmen approach the customers with all detail information regarding products, company management features and benefits of the company, knowledge of customers profile products of competitors and other related information. Before meeting the customers the salesmen prepare the list of prospects, details of prospects, job of salesmen, products features, management detail, company profile, competitors products etc. He explains all required information to the customers with the efforts to convince them to buy. If the customers agree then he takes the order from them. Later on follow up action is also done by the salesmen. During discussion when demonstration of the products is required then it is also arranged by the salesmen.

(iv) **PUBLICITY:** The fourth element of promotion mix is public relation publicity In Public relations the efforts are put to Create and maintaining good public image for products or services, Businesses of the company non-profit organizations, celebrities Leaders are, The major Parties involved in the public are employees, customers, dealers, Bankers, suppliers, consultants and government. The different Messages are given focusing on different target segments. It is very effective when it is supporting the goal of the organization. It is viewed as a strategic management function.

Publicity is one of the elements of promotional mix. Publicity is closely related to public relations In Public relations the communication between company and public are Managed and the publicity is the management of product or brand Related communications between the firm and the general public. It is primarily an informative activity and its ultimate goal is to promote The Company's products, services, or brands. Publicity publicity can be called as a planned programme for obtaining favorable press coverage Regarding company, products

and services. The techniques used for creating publicity is press release telephone press conferences, in Studio media tours, multi-component video news releases, newswire stories, and internet releases.

(v) **DIRECT MARKETING:** Direct marketing is a channel free approach in marketing communications. In this type of promotion, a company deals with its customers directly without the help of any intermediaries, For example banking RIVICES, telemarketing, internet marketing etc there is no play of intermediaries in direct marketing. The company directly sells its products to the customers. Successful direct marketing involves compiling and maintaining a large database of personal Information about potential customer these data base are often sold or shared with other direct marketing companies.

ROLE OF PROMOTIONAL STRATEGIES IN A BUSINESS

- **Increase Brand Awareness**

Promotions such as television, radio and magazine advertising increase brand awareness. More people tend to learn about a particular company or its brands if they frequently see or hear about them. New companies particularly have to advertise to apprise consumers who they are and what they offer. This is true with local or even national companies, as brand awareness can be measured by market, regionally or nationally. It can take many months or even years for companies to build brand awareness levels that match established competitors.

- **Provide Information**

Small companies also use promotions to provide information, notes now. This a popular online business reference Site Marketers may run press releases to apprise consumers that their products can help certain ailments. A small consumer products manufacturer may use displays and pamphlets to describe the benefits of a new health food. High-tech manufacturers often use in-store videos and demonstrations to show people how to use their products Promotions can inform people during all stages of the buying process, including their initial search. Small business owners also use promotions to inform consumers about price, product features and outlets that sell their products.

- **Increase Customer Traffic**

Grocery stores, beauty salons and movie theatres use promotions such as frequency programs to increase customer traffic. A frequency program promotion is designed to reward people the more they visit and spend with a retailer. Most retailers start their frequency programs by having customers fill out an application. They then issue cards for customers to use cache time they make a purchase, the cards contain magnetic strips that track purchases through registers and computers. Frequency card promotions are designed primarily to attract traffic among current customers. New customers also may be attracted to the promotion if they hear about it.

- **Build Sales and Profits** The primary objective in using promotions such as advertising sales promotions and public relations is to build sales. Promotions are designed to get people to try products and services, Promoting high-quality products or services aims to get customers to return and spend more money. Ultimately, companies use promotions to build a loyal customer base, which leads to greater sales and profits.

ADVANTAGES

•Market Share

If you increase advertising and promotion expenditures, you stand a good chance of capturing market share, especially if your competition is cutting back on ad spending. You let the buying customer know that you are maintaining a robust effort to remain vital in the marketplace. Higher Sales Growth Businesses that increase advertising and promotion during recessions actually experience higher sales growth during the recession and for three years after, according to Paul Dunay of Marketing Profs. This could be because customers are more willing to shop around during tough economic times.

•Increasing Value to the Customer

Increasing your advertising and promotions forces you to think about offering more value to the customer. You need something to advertise, and the best thing to advertise is better value. If you can find a way to put goods and Services on sale, bundle services to customers who spend more and promote special offers, you can increase value to the customer and drive sales higher.

•Improved Reputation

Your Visibility through advertising and promotion builds your reputation with the customer. You draw customers to you, because they read the signal of increased advertising and promotion as increased success of your business. Although most advertising is through word of mouth, that word of mouth starts with awareness that customers have gained about you through your advertising and promotions.

•Innovation

Trying to increase your advertising and promotions can be an inspiration to get more creative, especially if money is tight. For example, you could add labels to your products with your contact information. This allows the customer to contact you or pass your name along to potential customers. You can also write articles online, participate in community fairs and hold drawings. These relatively inexpensive advertising and promotion methods are out of your desire to increase advertising when you don't have the budget for it.

DISADVANTAGES

- **Increased price sensitivity**

Consumers wait for the promotion deals to be announced and then purchase the product. This is true even for brands where brand loyalty exists. Customers wait and time their purchases to coincide with promotional offers on their preferred brands. Thus, the routine sales at the market price are lost and the profit margin is reduced because of the discounts to be offered during sale-season .

- **Quality image may become tarnished:**

If the promotions in a product category have been rare, the promotions could have a negative effect about its quality image. Consumers may start suspecting that perhaps the product has not been selling well, the quality of the product is the compared to the price or the product is likely to be discontinued because it has become outdated

- **Merchandising support from dealers is doubtful:**

In many cases, the dealers do not cooperate in providing the merchandising support nor do they pass on any benefit to consumers. The retailer might not be willing to give support because he does not have the place, or the product does not sell much in his shop or may be he thinks the effort required is more than the commission benefit derived

- **Short-term orientation:**

Sales promotions are generally for a short duration. This gives a boost to sales for short period. This short-term orientation may sometimes have negative effects on long-term future of the organization. Promotions mostly build short-term sales volume, which is difficult to maintain. Heavy use of sales promotion, in certain product categories, may be responsible for causing brand quality image dilution

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

5.1 INTRODUCTION

Research in retail is very important, as customer preferences and choices are dynamic and change frequently, the retail company needs to understand these before redesigning its process for enhancing business and many more. Customer interaction takes place at the stores, there is a big opportunity to gather firsthand information and feedback from customers through research and survey.

The market field survey conducted on Reliance Trends surveyed around 60 respondents of various outlets of Trends in Ernakulam districts who came to visit and purchase products. A questionnaire was prepared for the purpose of the survey and data was obtained from the customers by personally interacting with them. The customers gave valuable information regarding their preference to Reliance Trends, factors they would consider before purchasing the products, the promotional techniques they have received and other such valuable information that is required for the study and proper analysis of the data obtained is carried out. All the analysis and interpretation are discussed below, each of the analysis is done as per information obtained from the customers.

DATA ANALYSIS AND INTERPRETATION

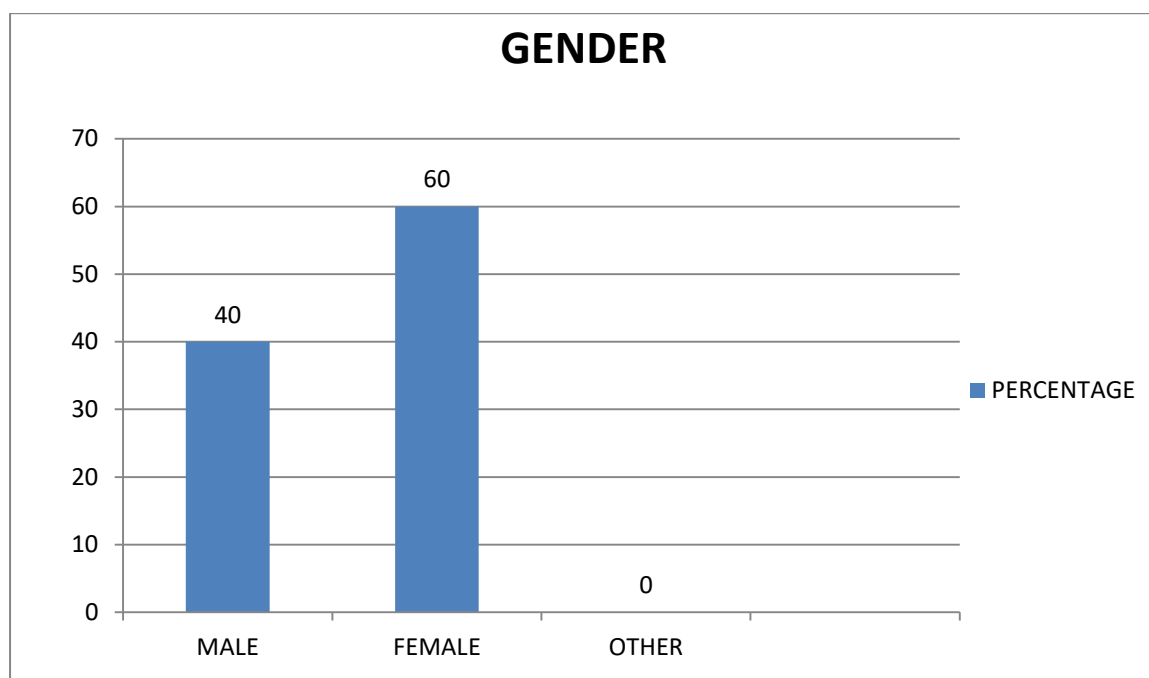
TABLE NO:5.1

DISTRIBUTION OF RESPONDENTS ACCORDING TO THEIR GENDER

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	24	40
Female	36	60
Others	0	0
Total	60	100

SOURCE:Primary Data

CHART NO:5.1



INTERPRETATION

The table no 5.1 shows that 40% of respondents are male, 60% of respondents are female and there are no respondents of other category.

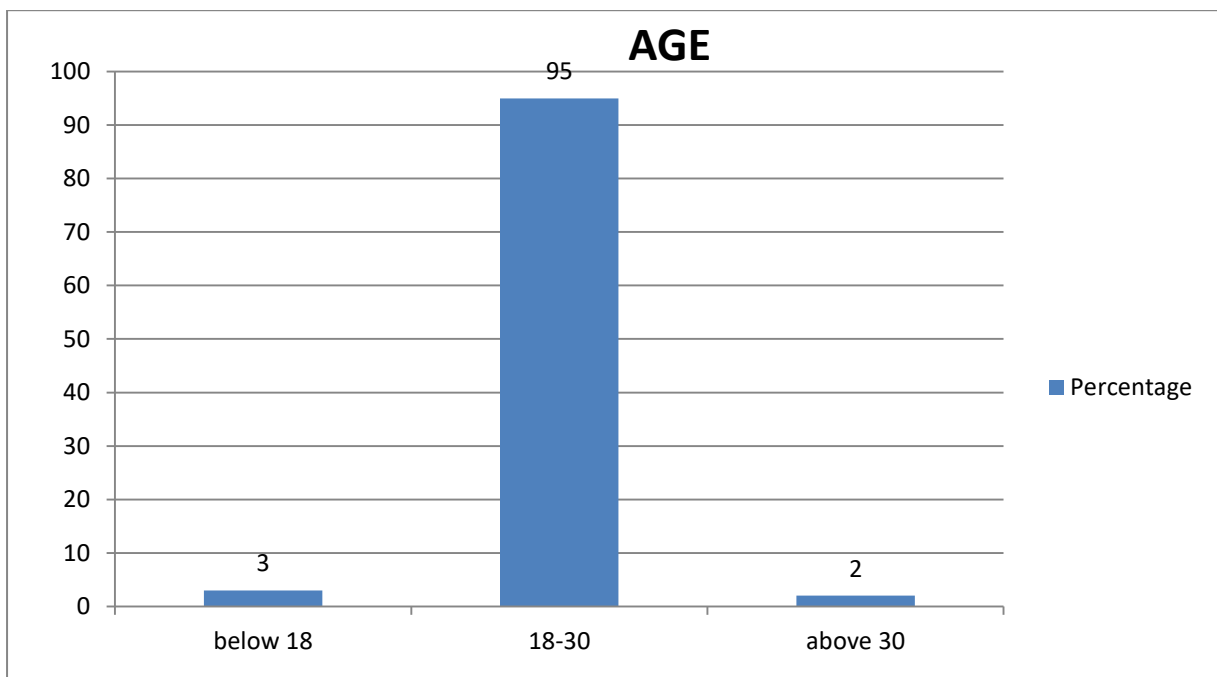
TABLE NO: 5. 2

DISTRIBUTION OF RESPONDENTS ACCORDING TO AGE

AGE	NO OF RESPONDENTS	PERCENTAGE
Below 18	2	3
18-30	57	95
Above 30	1	2
Total	60	100

SOURCE:Primary Data

CHART NO:5.2



BAR CHART

INTERPRETATION

The table no 5.2 shows that 3% of the respondents are of age below 18,95% of the respondents are of the age group 18-30,and the rest 2 % are above 30 years of age. People between the age group of 18-30 are the frequently visited customers of Reliance Trends.

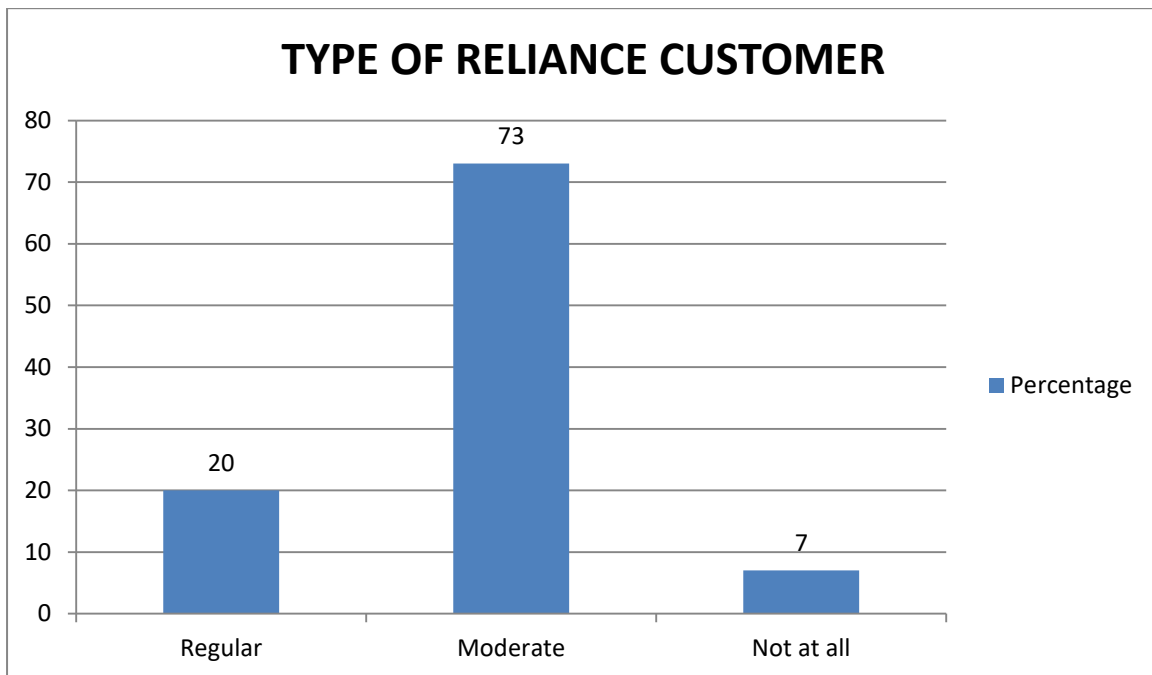
TABLE NO:5.3

DISTRIBUTION SHOWING TYPE OF RELIANCE CUSTOMERS

TYPE OF CUSTOMER	NO OF RESPONDENTS	PERCENTAGE
Regular	12	20
Moderate	44	73
Not at all	4	7
Total	60	100

SOURCE:Primary Data

CHART NO:5.3



INTERPRETATION

The table no 5.3 shows that 20 % of respondents are regular customers of Trends,73 % of the respondents are moderate customers and the rest 7 % of respondents are not at all the customers of Reliance Trends.

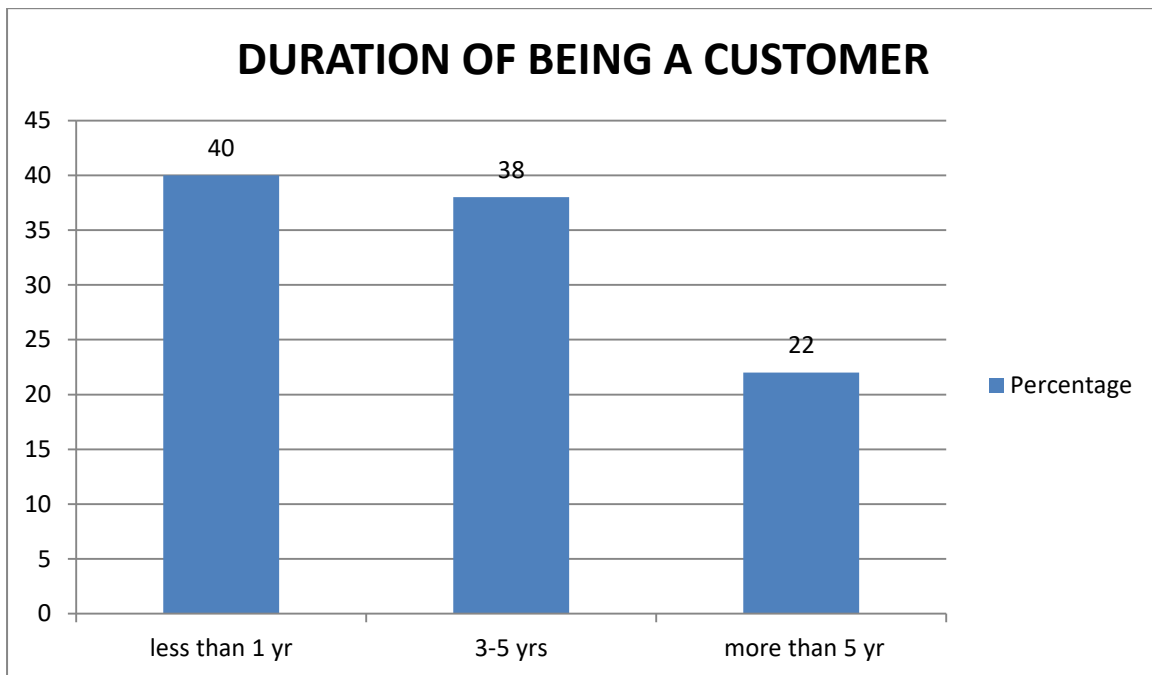
TABLE NO.5. 4

DISTRIBUTION SHOWING DURATION OF BEING A CUSTOMER

CHOICES	FREQUENCY	PERCENTAGE
Less than 1 yr	24	40
3-5 yrs	23	38
More than 5 yrs	13	22
Total	60	100

SOURCE:Primary Data

CHART NO:5.4



INTERPRETATION

The table no 5.4 shows that 40 % of the respondents have been the customers of Trends for less than 1 yr,38 % of the respondents have been the customers of Trends for 3-5 yrs,and the rest 22 % of the respondents have been the customers of Trends for more than 5 yrs.

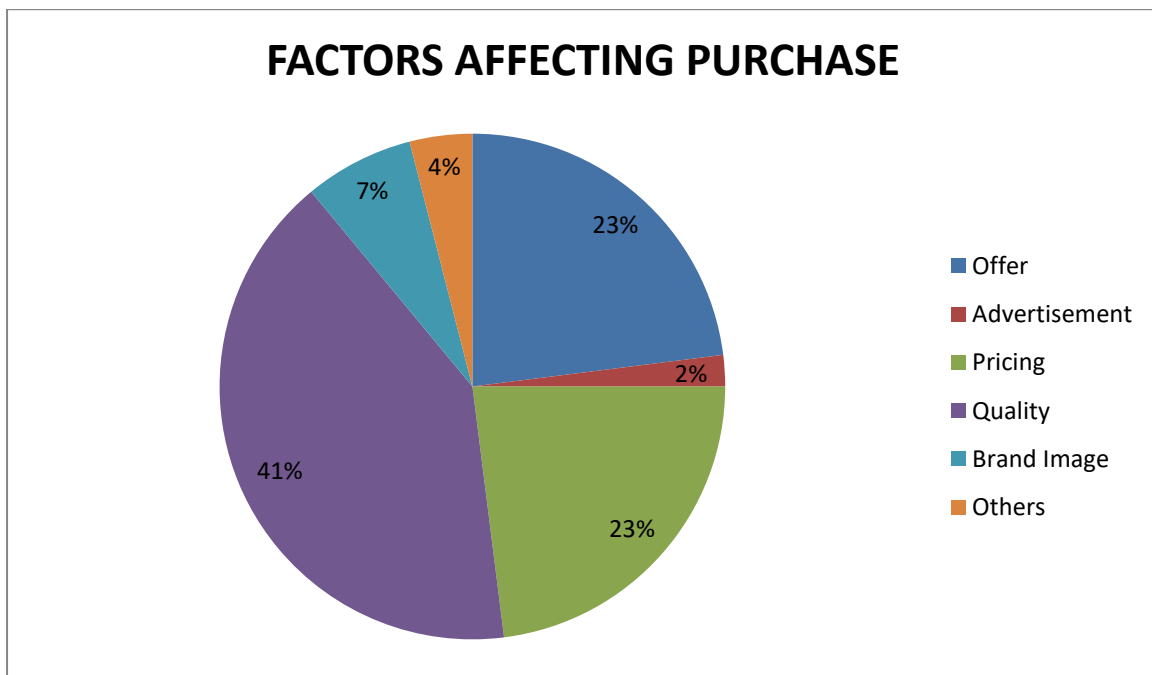
TABLE NO :5.5

DISTRIBUTION SHOWING FACTORS AFFECTING PURCHASE DECISION

CHOICES	FREQUENCY	PERCENTAGE
Offers	4	23
Advertisement	1	2
Pricing	14	23
Quality	25	41
Brand Image	4	7
Others	2	4
Total	60	100

SOURCE:Primary Data

CHART NO:5.5



INTERPRETATION

The table no 5.5 shows that 41 % of the respondents takes into consideration the quality of the product while making a purchase decision whereas 23% take pricing,23% make purchase seeing offers,7% by brand image ,2% by watching advertisements and rest 4% through some other aspects.

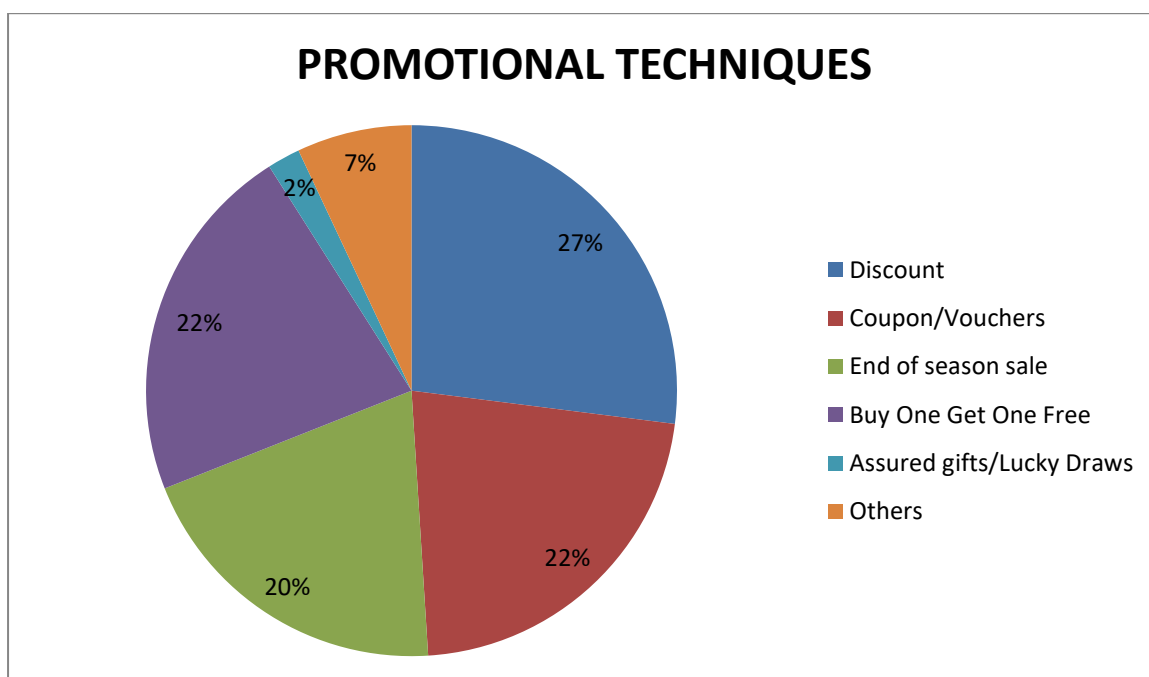
TABLE NO:5.6

DISTRIBUTION SHOWING PROMOTIONAL TECHNIQUES

CHOICES	FREQUENCY	PERCENTAGE
Discount	17	27
Coupon/Vouchers	13	22
End of season sale	12	20
Buy One Get One Free	13	22
Assured Gifts/Lucky Draws	1	2
Others	4	7
Total	60	100

SOURCE:Primary Data

CHART NO:5.6



INTERPRETATION

The table no 5.6 shows that 27% of the respondents have received discounts,22% of the respondents have received coupons/vouchers,20% of the respondents have received end ofseason sale products,22% of the respondents have receivedproducts through buy one get one free.

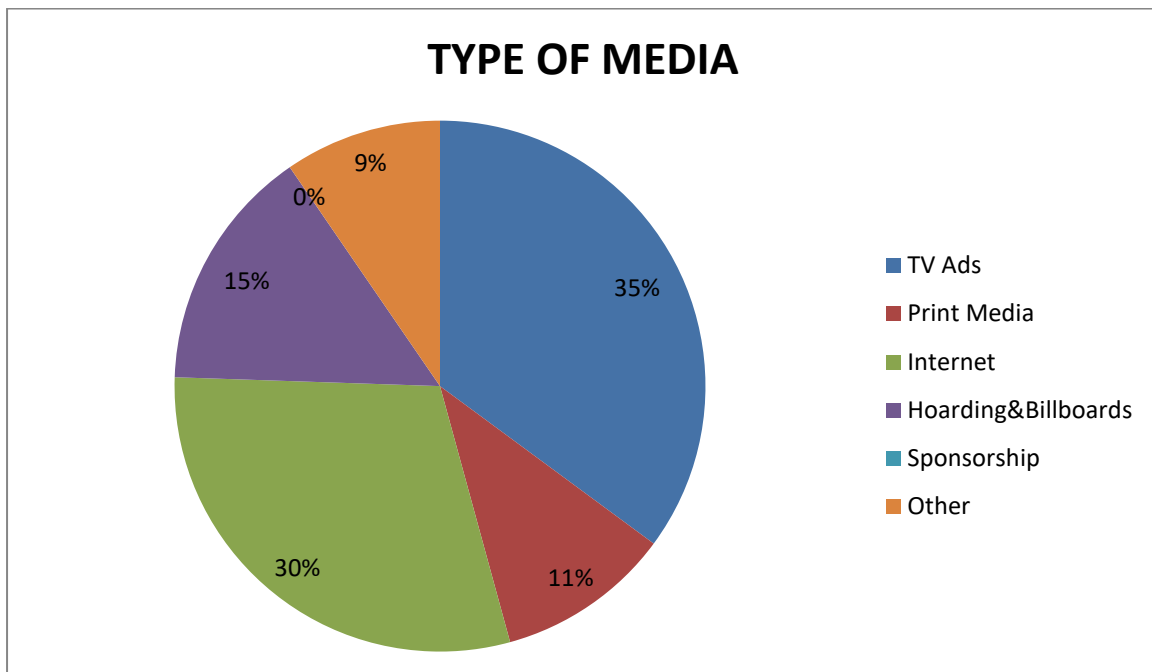
TABLE NO :5.7

DISTRIBUTION SHOWING THE TYPE OF MEDIA THROUGH WHICH CUSTOMER KNEW ABOUT TRENDS

CHOICES	FREQUENCY	PERCENTAGE
TV Ads	20	33
Print Media	6	10
Internet	17	28
Hoardings and Billboards	8	14
Sponsorships	0	0
Others	9	15
Total	60	100

SOURCE:Primary Data

CHART NO:5.7



INTERPRETATION

The table no 5.7 shows that 33% of the respondents came across Trends through TV Ads ,10 % of them through Print Media,28% of them through Internet,14% through hoardings &billboards,15 % through other media and none through sponsorships.

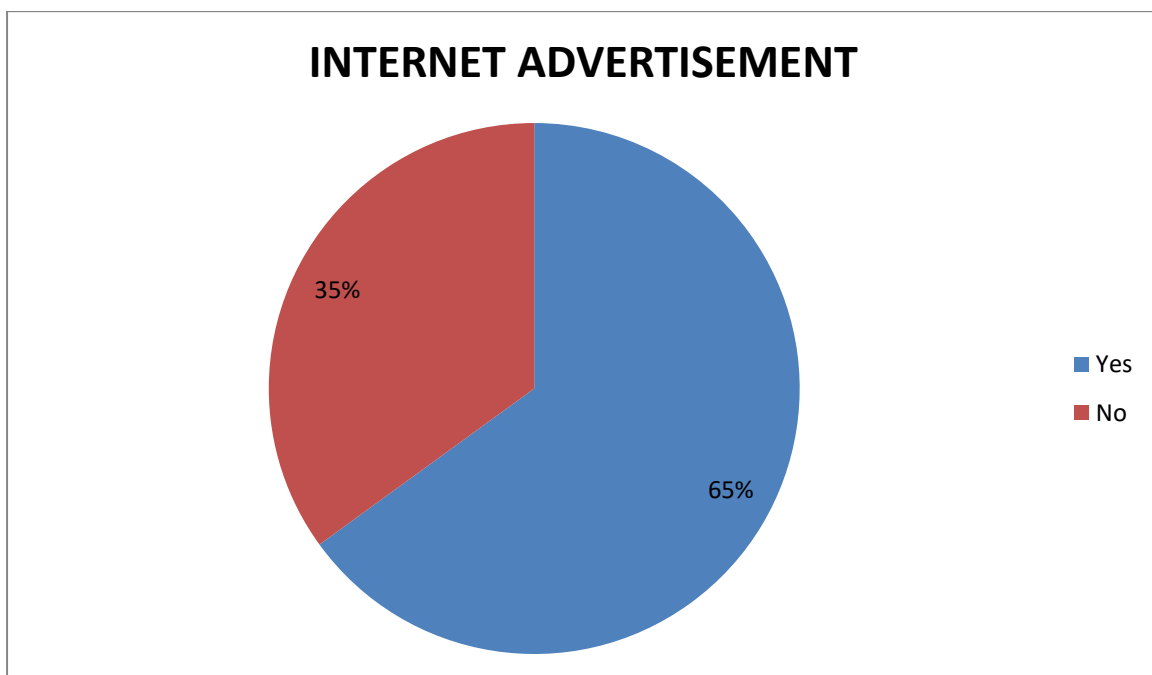
TABLE NO:5.8

DISTRIBUTION SHOWING WHETHER CUSTOMERS HAVE SEEN ADVERTISEMENTS OVER INTERNET

CHOICES	FREQUENCY	PERCENTAGE
Yes	39	65
No	21	35
Total	60	100

SOURCE:Primary Data

CHART NO:5.8



INTERPRETATION

The table 5.8 shows that 65% of the respondents have seen Trends advertisements over internet whereas 35% of the respondents have not seen any form of advertisements over the internet.

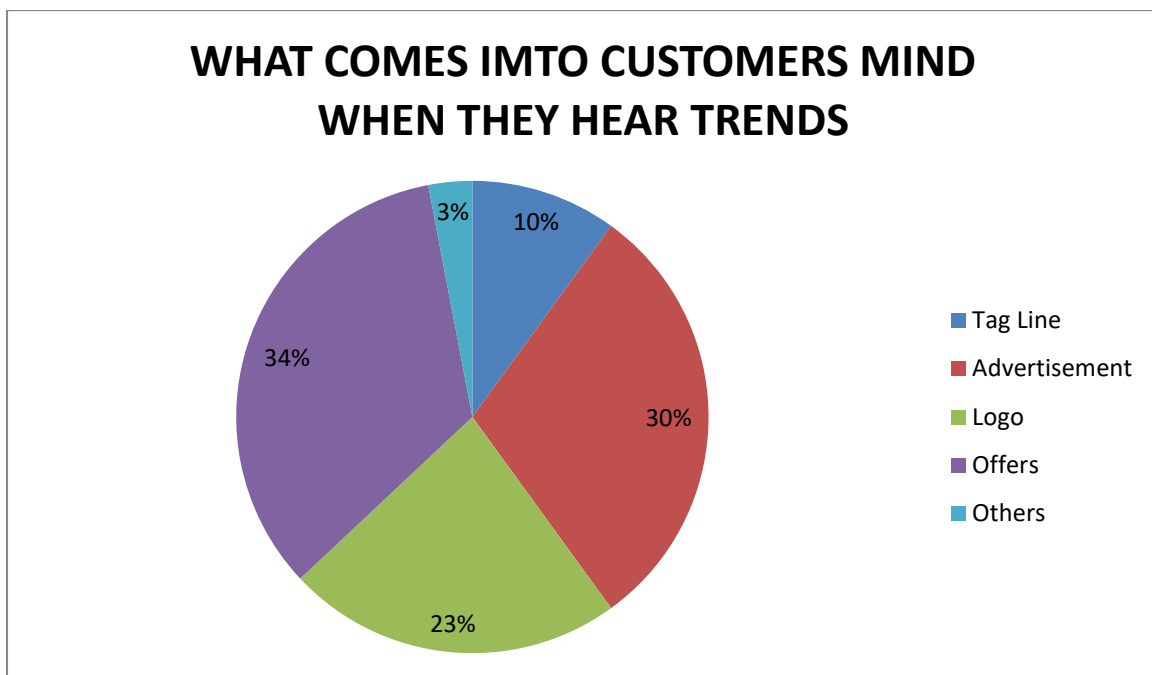
TABLE NO:5.9

DISTRIBUTION SHOWING WHAT COMES INTO CUSTOMERS MIND WHEN THEY HEAR RELIANCE TRENDS

CHOICES	FREQUENCY	PERCENTAGE
Tag Line	6	10
Advertisemnt	18	30
Logo	14	23
Offers	20	34
Others	2	3
Total	60	100

SOURCE:Primary Data

CHART NO:5.9



INTERPRETATION

The table no 5.9 shows that for 34% of the respondents 'offers' comes into their mind when they hear Reliance Trends, for 30% of the respondents, 'advertisement' comes into their mind and for 23% of the respondents' logo' comes to their mind whereas for 10 % it is the 'tagline' of Trends and for 3% it is some other factors.

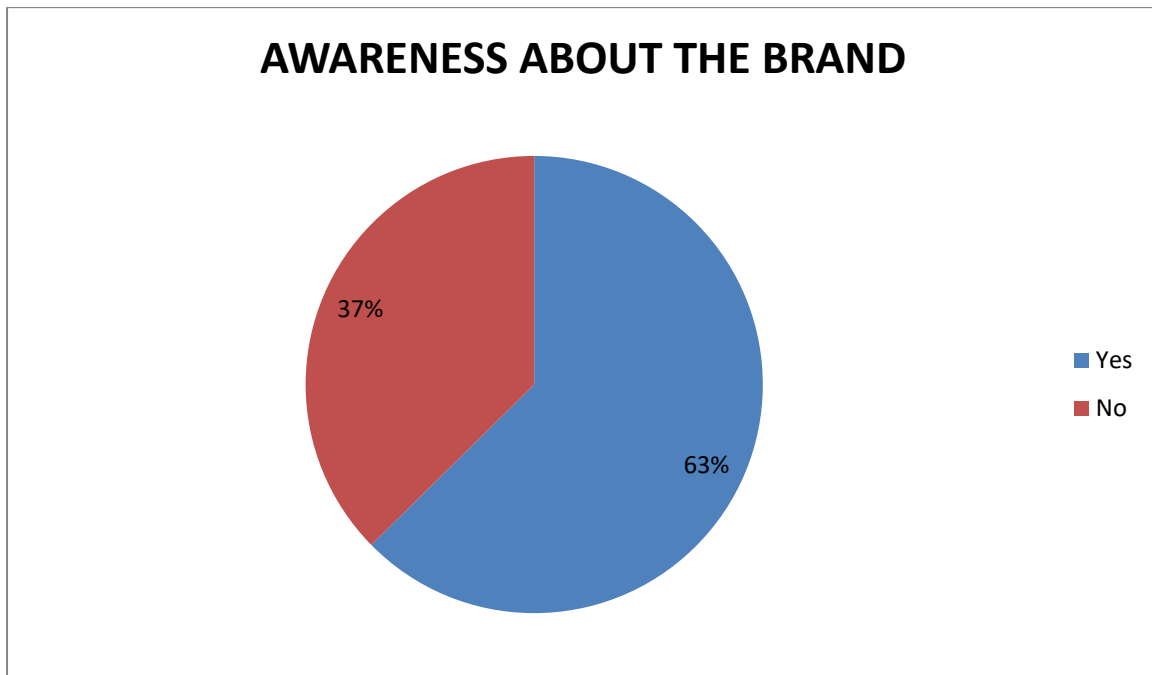
TABLE NO :5.10

DISTRIBUTION SHOWING AWARENESS ABOUT THE TAGLINE ‘GET THEM TALKING’

CHOICES	FREQUENCY	PERCENTAGE
Yes	37	62
No	22	37
Total	60	100

SOURCE:Primary Data

CHART NO:5.10



INTERPRETATION

The table no 5.10 shows that 37% of the total respondents are not aware about the tagline"Get Them Talking"and haven't noticed it,whereas 63% are aware and have noticed the tagline.

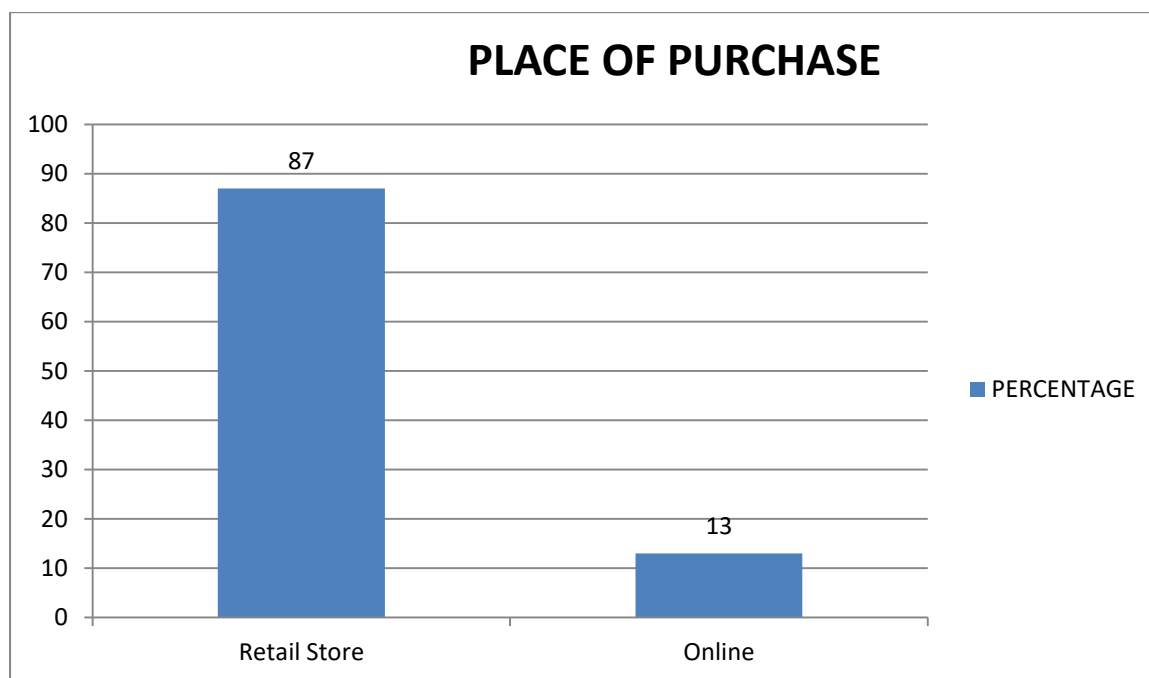
TABLE NO :5.11

DISTRIBUTION SHOWING PLACE OF PURCHASE OF RELIANCE TRENDS PRODUCTS

CHOICES	FREQUENCY	PERCENTAGE
Retail Store	52	87
Online	8	13
Total	60	100

SOURCE:Primary Data

CHART NO:5.11



INTERPRETATION

The table no 5.11 shows that 13% of the respondents purchase the products of Reliance Trends online whereas rest 87 % of the respondents purchase the products from the retail stores.

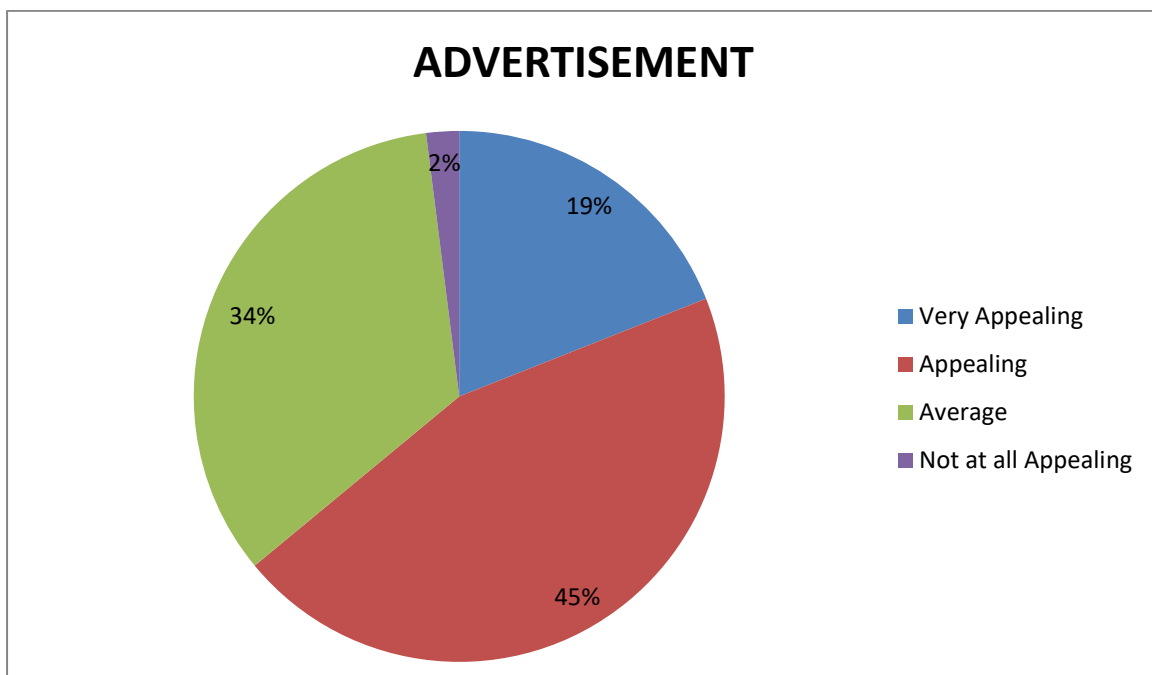
TABLE NO :5.12

DISTRIBUTION SHOWING HOW APPEALING IS RELIANCE TRENDS ADVERTISEMENTS TO CUSTOMERS

CHOICES	FREQUENCY	PERCENTAGE
Very Appealing	11	19
Appealing	27	45
Average	20	34
Not at all Appealing	1	2
Total	60	100

SOURCE:Primary Data

CHART NO:5.11



INTERPRETATION

The table no 5.12 shows that,from the responses received ,for 19% of the respondents the Reliance Trends advertisements are very appealing,for 45% of them it is just appealing,for 34 % it is average and it is not at all appealing for 2 % of the respondents.

TABLE NO :5.13

DISTRIBUTION SHOWING HOW REASONABLE ARE THE PRICES TO THE CUSTOMER

CHOICES	FREQUENCY	PERCENTAGE
Yes	27	45
No	2	3
Maybe	31	52
Total	60	100

SOURCE:Primary Data

CHART NO:5.13



INTERPRETATION

The table no 5.13 shows that for 45 % of the respondents the prices of Reliance Trends products are reasonable,for 3% of the respondents the prices are not reasonable and 52 % of the respondents are of the opinion that the prices maybe reasonable.

TABLE NO :5.14

DISTRIBUTION SHOWING EFFECTIVENESS OF STORE STAFF IN ASSISTING PURCHASE OF CUSTOMER

CHOICES	FREQUENCY	PERCENTAGE
Always	25	42
Sometimes	34	5
Never	1	2
Total	60	100

SOURCE:Primary Data

CHART NO:5.14



INTERPRETATION

The table no 5.14 shows that 42 % of the respondents have ‘always ’received assistance from the store staff during their purchase, 5% of the respondents have only got it only ‘sometimes’and 2% of the respondents have ‘never’ received such assistance.

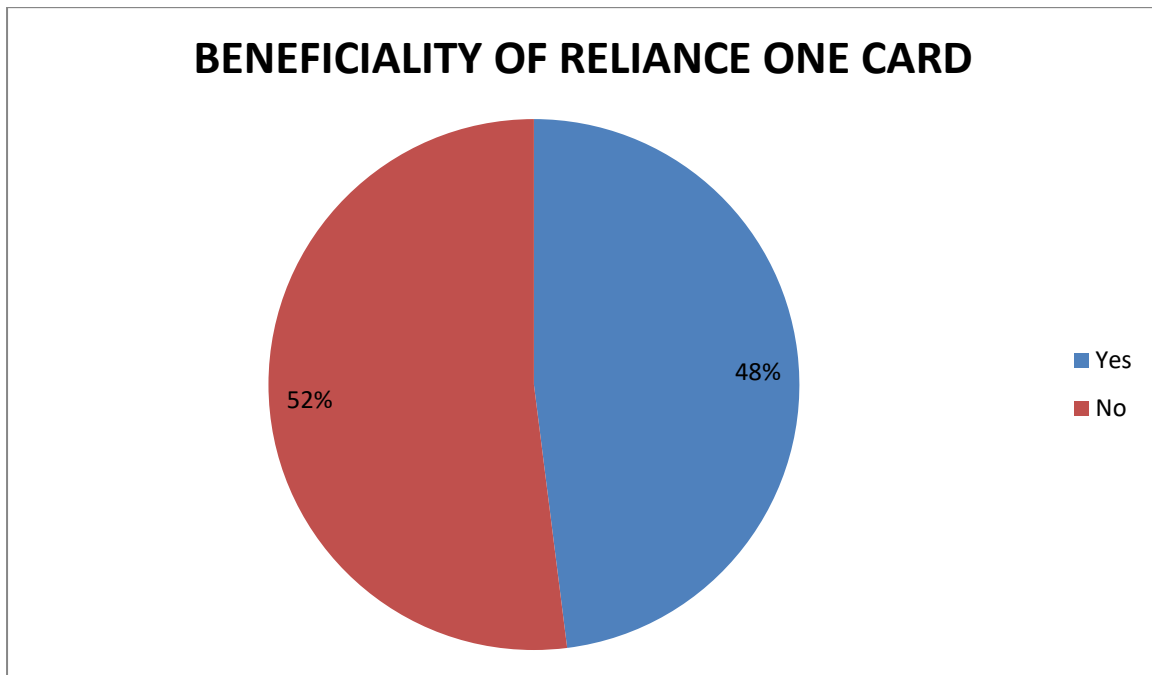
TABLE NO:5.15

DISTRIBUTION SHOWING HOW BENEFICIAL IS RELIANCE ONE CARD TO THE CUSTOMERS

CHOICES	FREQUENCY	PERCENTAGE
Yes	29	48
No	31	52
Total	60	100

SOURCE:Primary Data

CHART NO:5.15



INTERPRETATION

The table no 5.15 shows that for 48% of the respondents the Reliance One Card is beneficial and for 52% of the respondents the card is not at all beneficial.

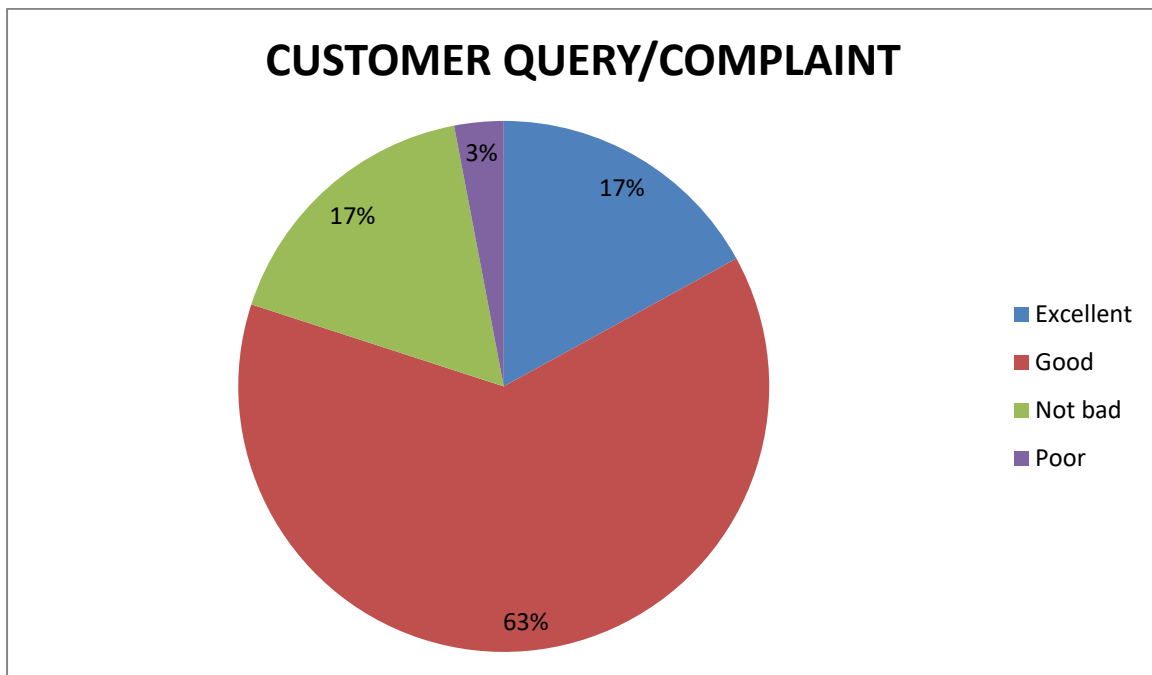
TABLE NO:5.16

DISTRIBUTION SHOWING RATING OF RESPONSE OF TRENDS TO CUSTOMER QUERIES /COMPLAINTS

CHOICES	FREQUENCY	PERCENTAGE
Excellent	10	17
Good	38	63
Not Bad	10	17
Poor	2	3
Total	60	100

SOURCE:Primary Data

CHART NO:5.16



INTERPRETATION

The table no 5.16 shows that 17 % of the respondents rated excellent about the responses of Reliance Trends to cutumer queries/complaints,63 % of the respondents rated good,17% of the respondents rated not badand the rest 3% rated poor about the responses.

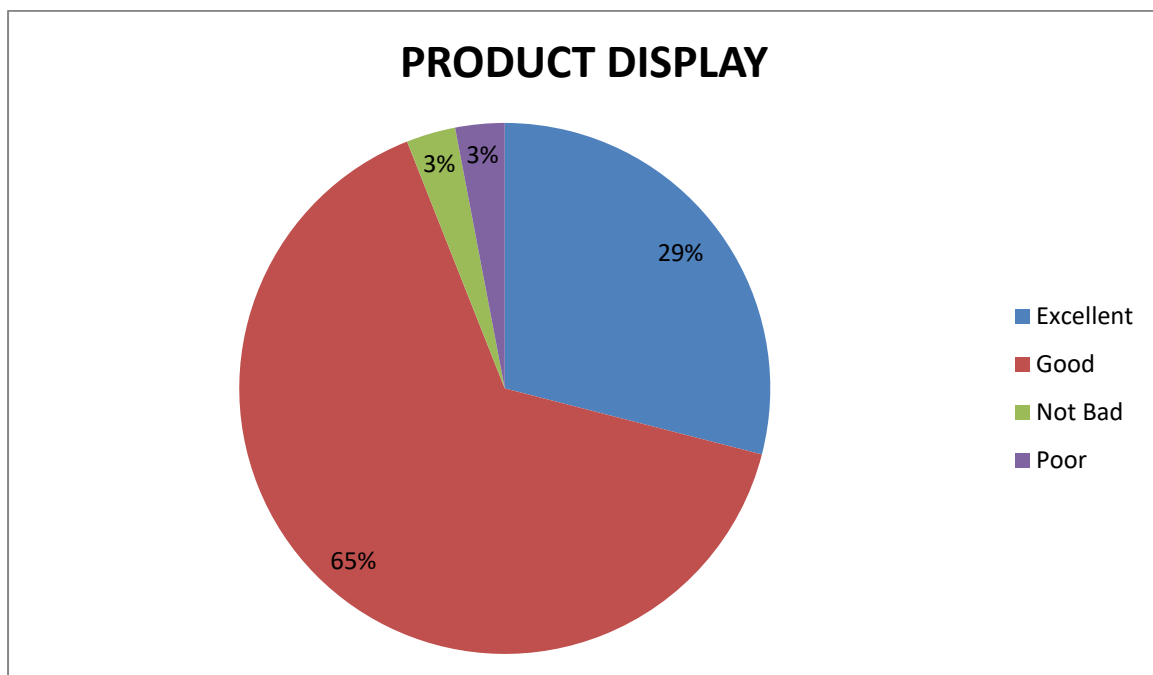
TABLE NO :5.17

DISTRIBUTION SHOWING HOW APPEALING IS THE PRODUCT DISPLAY AT RELIANCE TRENDS

CHOICES	FREQUENCY	PERCENTAGE
Excellent	17	29
Good	39	65
Not Bad	2	3
Poor	2	3
Total	60	100

SOURCE:Primary Data

CHART NO:5.17



INTERPRETATION

The table no 5.17 shows that 29 %of the respondents are of the opinion that the product display at Reliance Trends is excellent,for 65% of the respondents it is good,for 3% of the respondents it is not bad and for the rest 3 % it is poor.

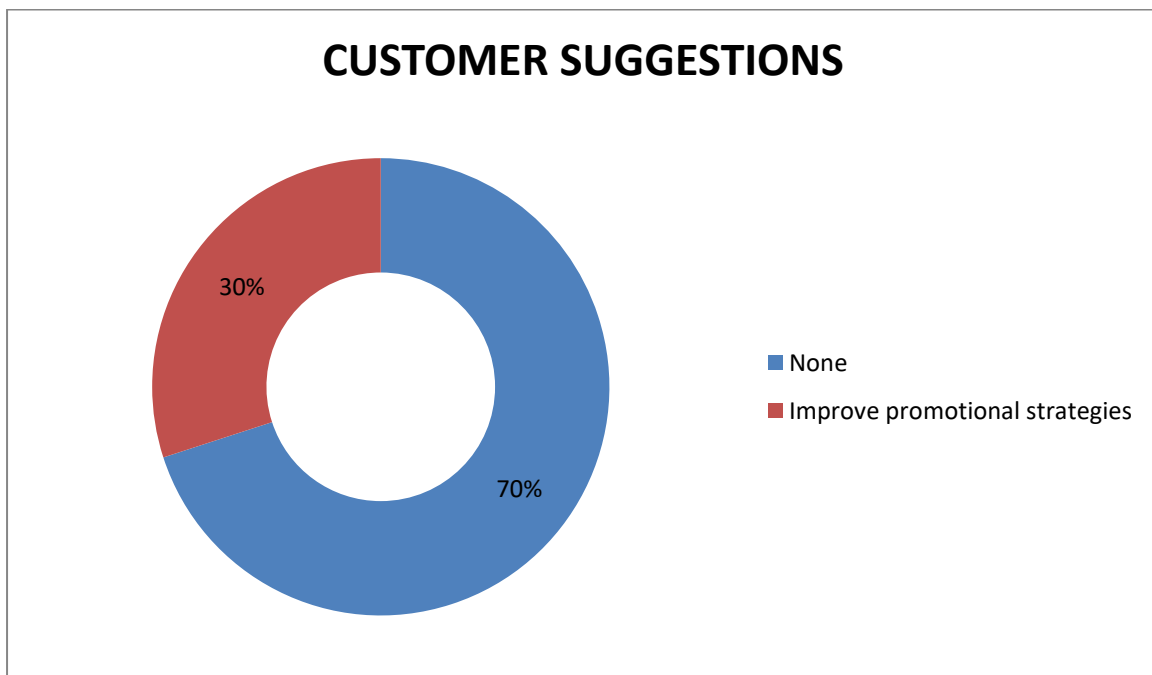
TABLE NO:5. 18

DISTRIBUTION SHOWING CUSTOMER'S SUGGESTIONS REGARDING PROMOTIONAL STRATEGIES ADOPTED

CHOICES	FREQUENCY	PERCETAGE
None	42	70
Improve promotional strategies	18	30
Total	60	100

SOURCE:Primary Data

CHART NO:5.18



INTERPRETATION

The table no 5.18 shows that almost 70% of the respondents has no suggestions regarding the current promotional strategies, whereas the rest 30 % suggests to improve the overall promotional strategies.

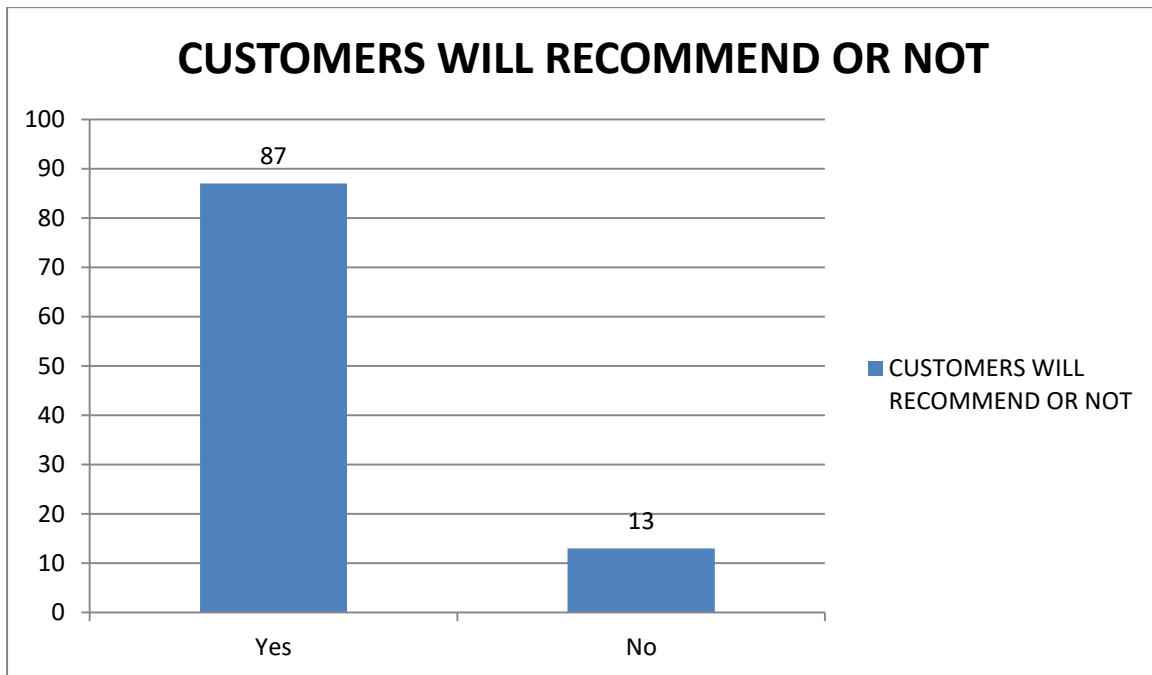
TABLE NO :5.19

DISTRIBUTION SHOWING WHETHER CUSTOMERS WILL RECOMMEND RELIANCE TRENDS TO OTHERS

CHOICES	FREQUENCY	PERCENTAGE
Yes	52	87
No	8	13
Total	60	100

SOURCE:Primary Data

CHART NO:5.19



INTRPRETATION

The table no 5.19 shows that,from the responses received,87% of the respondents will suggest Reliance Trends to others,while 13% of them will not suggest.

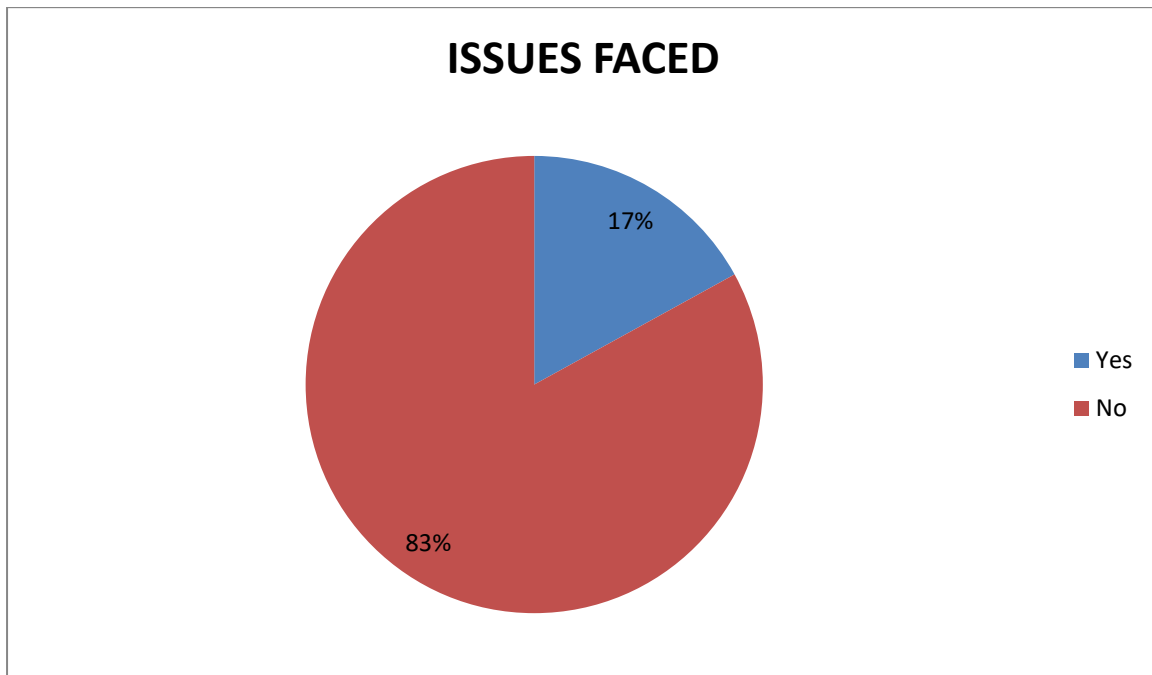
TABLE NO:5. 20

DISTRIBUTION SHOWING WHETHER THE CUSTOMERS HAVE FACED ANY ISSUES WITH RELIANCE TRENDS,IF SO STATE.

CHOICES	FREQUENCY	PERCENTAGE
Yes	10	17
No	50	83
Total	60	100

SOURCE:Primary Data

CHART NO:5.20



INTERPRETATION

The table no 5.20 shows that almost 83 % of the respondents had not faced any issues from Trends but the rest 17 % faced issues regarding availability and selection of the products offered by the company.

CHAPTER 6

FINDINGS, CONCLUSION AND SUGGESTIONS

6.1 FINDINGS OF THE STUDY

The given findings are derived from the questionnaire that guides this study. The following findings are made after completing the survey and thereby analyzing the responses received from the respondents.

•**Gender:** On the basis of gender classification, majority of the respondents were females being 60% of the sample and male respondents as 40%. Gender is a major factor which influences the spending pattern and behavior of the customer.

•**Age:** A major part of the consumers fall on the age group of 18 – 30 yrs this forms 95% of the sample. Below 18 yrs and Above 30 yrs categories had a mere 3.33% and 1.66% respectively. People between the ages of 18-30 yrs tend to be a large part of the customer base of Reliance Trends as per the study.

•**Regular customers:** 20% of the respondents are regular customers of Reliance Trends, meanwhile 73.33% are moderate and 6.67% are not regular customers. A big part of the customer base is moderately regular in visiting Reliance Trends. All the respondents have visited Reliance Trends at least once.

•**Familiarity with the brand:** Majority of the customers have been visiting Trends since the past 1 year only, which is 40% of the sample. 38.33% of the respondents have been customers of Reliance Trends for the past 3-5 yrs and 21.67% have been visiting Reliance Trends for more than 5 yrs.

•**Factors determining the purchase decision:** Apparently a large part of the customers rely on considering the quality of the product as a determining factor for making their purchase decision. They form 41.67% of the sample. At the same time, factors like pricing of the product and offers provided for the same are considered as the major criterion by 23.33% of the customers each. While 6.66% consider brand image to make a purchase. A mere 1.66% takes advertisement as the major factor influencing their purchase decision. The remaining 3.33% have other factors that influence their choice of product.

•**Promotional strategies received:** A majority of 28.33% has received discounts provided by the brand. Coupons/Vouchers and Buy One Get One offers have been received by 21.66% of the customers each. Meanwhile 20% have received the end of season sale offers. A mere 1.67% has got assured Gifts/lucky Draw offers and 6.66% has received other promotional offers by the brand.

•**Promotion of brand awareness:** 33.34% have come to know about the brand through TV Advertisements, 28.33% through the internet and 13.33% from billboards and hoardings. 10% came to know about Reliance Trends from the print media and 15% are aware of the brand through various other sources. It is clear that the sponsorships made by Reliance Trends have not been effective in creating any awareness about the brand as no one from the respondents of the survey was made aware of the brand from such sponsorships.

•**Online promotions:** Majority of the customers have received online advertisements from the brand, they form 65% of the sample. This makes it evident that the online promotions done by the brand are effective in reaching its customers. 21% have not received any online advertisements.

•**Impact of promotion in the minds of the customers:** A major 33.34% of the customers are reminded of the offers when they hear the brand name. 30% recalls the logo when they hear the brand name. 23.33% think of the advertisements and 10% are reminded of the tag line. 3.33% are reminded of other factors of the brand.

•**Tag line as a promotional tool:** 61.66% are aware of the tag line “Get Them Talking.” 36.6% have not heard of it. Even though a majority has heard the tag line, there are customers who have not yet heard of the tag line.

•**Place of purchase:** 86.67% of the customers buy the products from the retail stores and 13.33% resort to online app. Even in this digital era the customer base still rely on the retail stores, which show the inefficiency in promoting the online purchase platform.

•**Customers take on Advertisements:** 45% thinks that the ads of Reliance Trends are appealing, 33.33% say that it is average and 18.33% are of the opinion that the ads are very appealing. Only 1.67% is of the opinion that the ads are not at all appealing.

•**Pricing:** 51.67% are not aware whether the prices are reasonable or not, 45% are of the opinion that the prices are reasonable and a mere 3.33% says that it is not reasonable. This shows that the customers do not rely on prices much, as they are not sure of its reasonability but still purchase the product.

•**Effectiveness of store staff:** 41.67% of the customers think that the store staffs are always effective in helping them make the right product choice, meanwhile 56.66% say that staffs are sometimes helpful. At the same time a mere 1.66% are of the opinion that the staffs are not effective.

•**Beneficiality of Reliance One Card:** 51.67% of the customers are not benefiting from Reliance One Card. 48.33% are of the opinion that it is beneficial for them.

•**Responsiveness of complaints & queries:** 63.33% of the sample rates the response to customer complaints & queries by Reliance Trends as good, at the same time 16.67% has rated it excellent and 16.66% think that it is not bad. 1.66% says that the response is poor.

•**Effectiveness of Product display:** 28.33% say that the product display is excellent, 65% of customers as good 3.33% of them as not bad 1.67% think that it is poor.

6.2 CONCLUSION

The retail sector plays a key role in the Indian economy. Reliance Trends is one of the major brands in the Indian apparel market. The study focuses on the effectiveness of the promotional strategies adopted by Reliance Trends.

Major part of the customer base of Reliance Trends is women; they concentrate more on apparel for women than men which may be the reason for the comparatively smaller number of male customers. Almost all of the Reliance Trends customers are within the age group of 18 – 30yrs; they are the young generation who follow the new clothing trends in the market, this shows that the brand has the latest and trendy collections for its customers. Reliance Trends has a huge customer base of which most of them are regular buyers of the brand. The customers are attracted by the highly impressive offers provided by the brand like discounts, buy one get one ,end of the season sale etc. Apart from the offers Reliance Trends also has promotions done through TV and online advertisements, billboard and hoardings etc are also effective in creating awareness about the brand and retaining customers. The tag line “Get Them Talking” also plays a crucial role in the brand image of the same. The online platform for purchasing is yet to be effectively used by the customers when compared to the number of customers using the retail stores. The products are reasonably priced.

The assistance of store staff is used consistently by the customers in making the right purchase decision. The Reliance One Card is highly useful for the customers, which is a good incentive for repeated sales. The response to customer complaints & queries is good enough. Last but not the least the product display at the store is very good according to the customers of the brand.

According to the study, Reliance Trends as a brand is very much instrumental in its promotional activities and creating awareness about the brand to the public.

6.3 SUGGESTIONS

➤ REASONABLE PRODUCT PRICING

The product pricing should be made more reasonable so that it can be beneficial both to the company as well as to the customers. It can attract more customers to the product and brand.

➤ MORE EMPHASIZE ON SALES ASSISTANT

Reliance Trends should give more emphasize on the training of sales force available ut the store with the information of new products and schemes so that they are fully equipped with the information and schemes related to the product. Hence they can improve in their working skills

➤ EFFECTIVE ADVERTISEMENTS

Reliance Trends should make their advertisements more effective so that product messages can be provided to more customers.li enables the customers to become more aware about different brands and products.

➤ **ATTRACTIVE PRODUCT DISPLAY**

Product displays should be made more effective and attractive so that it enables to engage customers through Visual merchandising It can also create awareness while simultaneously increasing brand loyalty,

➤ **AWARENESS ABOUT 'RELIANCE ONE CARD**

Reliance Trends should make more awareness about Reliance One Card' to customers.It helps the customers to avail a variety of exclusive discounts and offers on their favorite brands and products and also enables them to earn points on each purchases.

➤ **VALUE CUSTOMER FEEDBACK**

Customer feedback is necessary for the success of every stores. They need to value customer feedback It is a resource for improving customer experience.It helps to retainthe customers.

➤ **IMPROVE ONLINE MARKETING**

Reliance Trends has to improve their online marketing as more customers prefer purchasing from retail stores .More promotional activities should be provided for inducing online purchases of the brand

➤ **INCREASE SPONSORSHIP**

Sponsorship should be increased by the company so that it can create more brand awareness among the public.It will also helps to improve public image of the brand and to build prestige

➤ **INCREASED REPEATED DEALINGS WITH CUSTOMERS**

The company should increase repeated dealing with customers which helps the company to acquire regular customers. Thus it results in increased brand image. It also helps the company to maintain profitable long-term relationship with customers.

➤ **PROMOTE TAGLINE**

Tagline represents the vision and mission of the business infront of the customers Tagline remain a powerful way to communicate a pithy brand image. The company has to promotetheir tagline by placing it on each page of their website It can be also promoted through advertisements and by placing them on various print media sources.

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APPENDIX-QUESTIONNAIRE

“A Study on Effectiveness Of Promotional Strategies Adopted By Reliance Trends”

PERSONAL INFORMATION

- 1) Name :
- 2) Gender : Male Female Others
- 3) Locality :
- 4) Age : Below 18 18 – 30 Above 30
 - General Consumption Detail
- 5) What type of a Reliance Trends customer are you?
Regular Moderate Not at all
- 6) How long have you been a customer of Reliance Trends?
Less than 1 yr. 3-5 yrs More than 5 yrs
- 7) While making a purchase decision, which all aspects do you take into consideration?
Offers Advertisements Pricing
Quality Brand Image Others
- 8) From the following promotional techniques of Reliance Trends, which all have you received?
Discount End of the season sale Coupon/Vouchers
Buy One Get One Assured Gifts/Lucky Draws Others
- 9) Have you seen any advertisements of Reliance Trends in the internet?
Yes No
- 10) Through which of the following media did you know about Reliance trends?
TV Ads Print Media Internet
Hoardings & Billboards Sponsorships Others
- 11) When you hear of Reliance Trends what comes into your mind?
Tag Line Ad Logo Offers Others
- 12) Have you noticed the tag line “Get Them Talking” before?
Yes No

13) Where do you purchase Reliance trends' products from?

Retail Store Online

14) How appealing are the advertisements of Reliance Trends to you?

Very Appealing Appealing Average Not at all appealing

15) Is the price reasonable?

Yes No Maybe

16) Do you think the store staff is effective in assisting your purchase?

Always Sometimes Never

17) Is Reliance One Card beneficial to you?

Yes No

18) How do you rate Reliance Trends response to customer queries & complaints?

Excellent Good Not Bad Poor

19) How appealing is the product display at Reliance Trends?

Excellent Good Not Bad Poor

20) If you have any suggestions regarding the promotional strategies adopted by Reliance Trends, please do suggest a few.

21) Will you recommend Reliance Trends to others?

Yes No

22) Have you faced any issues with Reliance Trends?

a) Yes No

b) If yes , state the issue

