

Study of Offers and Coupon based Sale Improvement – an Analysis in Shopping Malls (SPAR)

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MASTER OF BUSINESS ADMINISTRATION

Submitted by

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CERTIFICATE

This is to certify that the Project Work entitled “Study of Offers and Coupon based Sale Improvement – an Analysis in Shopping Malls (SPAR)” submitted by Stella Mary S (DA2152305010109) of MBA, Directorate of Distance Education, SRM Institute of Science and Technology, Kattankulathur is a Bonafide Record of Project Work carried out by her in partial fulfilment of the requirement for the award of degree of Master of Business Administration.

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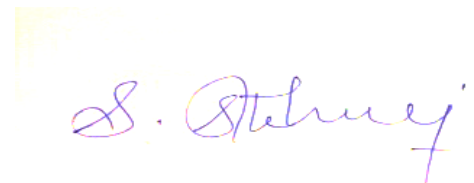
DECLARATION

I hereby declare that the Project Work entitled “**Study of Offers and Coupon based Sale Improvement – an Analysis in Shopping Malls (SPAR)**” submitted by me for partial fulfilment of the degree of Master of Business Administration, under the guidance of **Dr. M. Daniel Rajkumar, B. Com, MBA, PhD., Assistant Professor (MBA Department)** SRMIST-DDE, KTR, Directorate of Distance Education, SRM Institute of Science and Technology is my original work and has not been submitted earlier to any other University/Institutions. The matter presented in this project report has not been submitted elsewhere for the award of any other degree/diploma. I declare that I have faithfully acknowledged, given credit to and referred to the research workers wherever their works have been cited in the text and the body of the project I further certify that I have not willfully lifted up some other’s work, para, text, data, results, etc., reported in the journals, books, magazines, reports, dissertations, theses, etc., or available at web-sites and have not included them in this project report and cited as my own work.

Place: Kattankulathur

Date: 05-08-2023

Stella Mary S



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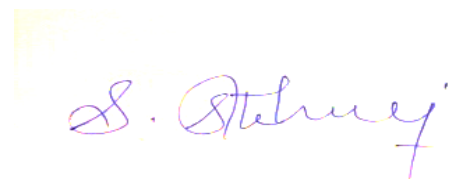


TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE NO
I	INTRODUCTION	10
II	REVIEW OF LITERATURE	26
III	INDUSTRY PROFILE	30
IV	DATA ANALYSIS AND INTREPRETATION	40
V	FINDINGS AND RECOMMENDATIONS	66
VI	CONCLUSION	70
VII	BIBLIOGRAPHY	72

LIST OF TABLES

TABLE NO.	DESCRIPTION	PAGE NO.
4.1	AGE GROUP OF PARTICIPANTS	42
4.2	GENDER OF PARTICIPANTS	43
4.3	MARITAL STATUS OF THE PARTICIPANTS	44
4.4	PURCHASE DECISION MAKER	45
4.5	PRODUCT VALUE ANALYSIS	46
4.6	DECISION INFLUENCING FACTORS	47
4.7	IMPACT OF REVIEWS	48
4.8	PURCHASE DECISION TIME	49
4.9	FACTORS INFLUENCING PRODUCT SELECTION	50
4.10	SPAR REFERRALS	51
4.11	OFFERS & COUPONS	52
4.12	PRODUCT UTILIZATION	53
4.13	SPAR PRODUCT QUALITY	54
4.14	COUPONS FOR HIGH VALUE PRODUCTS	55
4.15	OFFER WORTHABILITY	56
4.16	SPAR CUSTOMER SUPPORT	57
4.17	OFFERS WITH NEGATIVE IMPACT	58
4.18	YEAR END OFFERS	59
4.19	OFFERS VARIETIES	60
4.20	ONE DAY SALE	61

ABSTRACT

Coupons and offers play a significant role in sales for both businesses and consumers. Here are some benefits of coupons and offers.

- ❖ **Increased Sales:** Coupons and offers incentivize customers to make purchases. By offering discounts or deals, businesses can attract new customers and encourage existing customers to buy more. This can result in increased sales and revenue for the business.
- ❖ **Customer Acquisition and Retention:** Coupons and offers can be used as a tool to acquire new customers. They can attract shoppers who may have been hesitant to try a particular product or service at full price.
- ❖ **Marketing and Promotion:** Coupons and offers serve as a marketing and promotional strategy. They create awareness about a product or service, generate interest, and entice potential customers to try it. Coupons can also be used as part of a broader marketing campaign to generate buzz and attract attention.
- ❖ **Clear Inventory:** Coupons and offers are useful for clearing out excess or slow-moving inventory. If a business needs to sell products quickly or make room for new stock, offering discounts can help move inventory faster.
- ❖ **Data Collection and Customer Insights:** Coupons and offers can be utilized to gather valuable customer data. By requiring customers to provide their information or sign up for a loyalty program to access the coupon, businesses can collect data for future marketing efforts.
- ❖ **Competitive Advantage:** In a competitive market, coupons and offers can give businesses an edge. They can help attract customers away from competitors by offering better deals or discounts. This can help businesses differentiate themselves and increase market share.

The study is focused on analyzing the sales improvements through surveying the shopping mall sales results and the team. The results provide suggestions and recommendations for further improvements need to be done to improve the customer base and improve the sales. The study considers various feedbacks collected from the participants to keenly analyze the benefits on both the customer end and client end.

Data collection

- 1) Primary data is collected through feedbacks collected from sales team of shops in shopping mall such as SPAR.
- 2) Secondary data is collected from internet, books and various existing articles.

Methodology

- 1) Surveying method – Primary analysis through Questionnaire.
- 2) Secondary analysis with Statistical tool Online Python analyzer.

TABLE OF CONTENTS

CHAPTER I - INTRODUCTION

- 1.1 Overview
- 1.2 Understanding Hypermarkets
- 1.3 Approaches for Supermarket Marketing
- 1.4 Factors influencing retail marketing
- 1.5 Shopping-mall Sales Arena
- 1.6 Retail Shopping Centre Marketing Plan
- 1.7 Key Characteristics of the Retail Industry
- 1.8 Major Types of Retailers
- 1.9 Social Media Impacts Product Sales

CHAPTER II - REVIEW OF LITERATURE

- 2.1 Literature Reviews
- 2.2 Scope of the Study
- 2.3 Objective

CHAPTER III - INDUSTRY PROFILE

- 3.1 Introduction
- 3.2 The Philosophy of SPAR
- 3.3 Objective
- 3.4 Secondary Analysis with Statistical Tool Online Python Analyzer

CHAPTER IV - DATA ANALYSIS AND INTREPRETATION

- 4.1 Age Group
- 4.2 Gender of Participants

4.3 Marital Status of the Participants

4.4 Purchase Decision Maker

4.5 Product Value Analysis

4.6 Decision Influencing Factors

4.7 Impact of Reviews

4.8 Purchase Decision Time

4.9 Factors Influencing Product Selection

4.10 SPAR Referrals

4.11 Offers & Coupons

4.12 Product Utilization

4.13 SPAR Product Quality

4.14 Coupons for High Value Products

4.15 Offer Worthability Analysis

4.16 SPAR Customer Support

4.17 Offers with Negative Impact

4.18 Year End Offers

4.19 Offers Varieties

4.20 One Day Sale

CHAPTER V - FINDINGS AND RECOMMENDATIONS

5.1 Findings

5.2 Recommendations

CHAPTER VI – CONCLUSION

CHAPTER VII – BIBLIOGRAPHY

7.1 References

CHAPTER 1

INTRODUCTION

1.1 Overview

It is no secret that supermarkets have long been pouring large quantities of money into marketing their businesses in the hopes of increasing their customer expenditure. By taking into account customer and social behaviours, you can build a successful supermarket marketing plan that will increase sales and boost profits. Not only that, but there are new methods and technologies to create these promotions that are not widely known. Using high productivity marketing applications, promotional campaigns that wouldn't have been realistic now make sense as a sustainable way of building a retail business. A hypermarket is a retail store that combines a department store and a grocery supermarket. Often a very large establishment, hypermarkets offer a wide variety of products such as appliances, clothing, and groceries.

1.2 Understanding Hypermarkets

Big box retailers have an advantage of selling high volumes of merchandise, which in most cases affords them greater buying power compared with retailers who sell goods in smaller quantities. This lets companies such as Walmart apply pricing pressure on vendors, potentially securing discounts on goods that their rivals cannot get from the vendors. This practice allows hypermarket companies to sell merchandise at lower rates than their competitors. The combination of a full supermarket with the wide variety of merchandise offerings found in department stores and other types of retailers can pose a highly competitive existential threat to local supermarkets and other retailers alike.

A company such as Walmart poses a particular threat with its hypermarket locations because of its efforts to keep its employees from unionizing. In many American supermarkets, employees are members of labour unions that negotiate for collective benefits such as regular salary increases and health insurance. Historically, Walmart has kept unions from taking root in its stores, which has arguably allowed the company to control its costs in ways that traditional supermarkets cannot.

The presence of a hypermarket from a company such as Walmart can mean discount prices with profit margins that local competitors might not be able to sustain. This can force rival supermarkets to attempt to renegotiate terms with their workers or make cost-cutting measures in order to remain viable. In extreme cases, the long-term effects of these practices can drive competition out of business. Given the range of products available through hypermarket, such a retailer may also pose a competitive threat to shopping centre's that traditionally served as focal points for different retailers to operate from such

shopping centres might include a supermarket, department stores, and other specialty stores that sell comparable merchandise that a hypermarket may sell. The difference is that the operator and owner of a hypermarket would see combined sales from all of these channels. Hypermarkets can be found across international markets such as Europe, Asia, the Middle East, North Africa, and the Americas. Trade on the Go. Anywhere, anytime. One of the world's largest crypto-asset exchanges is ready for you. Enjoy competitive fees and dedicated customer support while trading securely. You'll also have access to Binance tools that make it easier than ever to view your trade history, manage auto-investments, view price charts, and make conversions with zero fees. Make an account for free and join millions of traders and investors on the global crypto market.

1.3 Approaches for Supermarket Marketing

Personalized In-Store Advertisements and Point of Sale:

Using in-store supermarket advertisements and announcements, you can inform customers of any promotional offers in the specific areas of the store that they need to find things.

Business always advertises with branding; it should match general store's colour palette and typography so that customers can begin to create strong and positive associations with brand. High-impact marketing showing the current offers at a large size – either digitally or in printed form – can have a big impact on consumers. Multi pack offers, discounts and 3 for the price of 2 offers entice users to spend more. The question is how do you achieve this impact in a sustainable way? It starts with strong brand design using the elements of design that create impact – typography, colour and images. By having agency or graphic designer create templates for these elements, you can easily populate those templates with promoted items. Here are some ideas for point-of-sale items; Large hanging signs over aisles and for end of aisle campaigns Digital signs which are displayed on screens 'Shelf Talkers' which catch the shopper's attention as they pass by Pricing cards which emphasise the product and the offer.

High Speed Design

High impact design is a specialized creative skill that requires experience and specific skills. However, once designer or agency has designed templates once in Adobe InDesign, it's possible to use that design continuously for campaigns without being a designer or having the skills to use complex Adobe applications. Using Tweak, you can create hundreds of point-of-sale elements in minutes by connecting Adobe brand templates with image library and offer promotion (in excel format). You can continue to create point of sale material using admin and checkout team members very quickly at a much reduced cost. [Learn more](#)

Seasonal Campaigns

Supermarket owners might be under the impression that seasonal campaigns can only happen when moving from fall into winter. Well – you no longer have to wait between seasons for Halloween, Christmas, and Thanksgiving to come around for supermarket to cash in. Creating marketing campaigns around Easter, Valentine’s Day, Mother’s and Father’s Day can help you earn year-round, with much smaller interim periods between seasonal days. Unfortunately, people tend to see larger supermarket chains with often negative connotations. While this is not always true, you might still need to work hard to change clients’ opinions. Focusing on country and county’s national holidays can help you gain a positive reputation with customer as less of large corporations' standoff-ish personality.

For example, as an Irish supermarket chain, you can equally focus on marketing products around St. Patrick’s Day and more regional events such as a National or local sporting event. Print & Digital Promotion Consumers are very keen to ensure they get the best value for money and that they’re aware of any promotions that are offered. You’ve got to reach those customers in the channels they use, so you’ll need to create campaigns showcasing those offers where users are browsing. Here’s a channel-by-channel strategy for creating those promotions. Weekly Circulars and Flyers, it’s really important to have agency or designer create impactful designs with templates for various page formats including front covers, single and multiple product pages with a mixture of ‘hero’ products and products with a lower profile. The designers need to take care to create certain versions which are optimized for various shapes of products – for example you may need to have a version of a template which features wine and spirits – those image boxes need to be vertical in shape. Also consider some templates for odd shapes like toothpaste, aluminium foil etc. It's a smart strategy to create templates in single pages with the appropriate amount of content boxes. Within Tweak, you can then combine a variety of template pages to optimize the use of space for your [promoted products](#).

Newspaper and Magazine Ads

If you’ve already created circulars and flyers, you can repurpose some of those designs into ads of various sizes. Try using odd shaped ads where the editorial of the newspaper or magazine flows around the ads. This way, you’re buying less space but creating a novel visual presentation for readers. Experiment with single product ads too, using them across consecutive pages (or right-hand pages, which tend to perform better than left hand ones).

Social Media Campaigns & Online Ads

Attractive social media ads can perform really well if they are presented in an attractive format. By designing templates not only for the platforms, but for various shapes of products and different product configurations, you can experiment with multiple types of ads to measure what's most effective for audience. Design templates for the various platforms in the correct sizes for the platforms and make versions that are suited for various shapes of products – wide, tall, very wide, very tall and square. Consider the day and time of day for the audiences – young Mums may be online at very different times to those with grown up families and tailor offers accordingly.

Email & WhatsApp Flipbooks

More supermarkets are now offering online purchasing options which offer really interesting options for a completely digital marketing option. Customers who have signed up to receive marketing collateral can receive digital Flipbooks or flyers targeted offers based on their demographic and/or previous purchases. By creating offers based on target customer segments/gender/age, digital campaigns can easily be created to create custom offerings for these different customer types. What's even more impactful is that the customer can flip through the digital pages and click on a product which brings them to the buy button on the product page.

Advertise Multi-Use Products

Often supermarkets will make the majority of their revenue from existing customers, who already know the shop's quality and the brands they offer. Because of this, the majority of new sales and increase in sales will come from convincing existing customers to spend more – rather than attracting new customers. If you advertise a product as having more than one purpose, you will give people an extra incentive to buy. This can be as simple as advertising carrots as a great dinner side and as a snack when sliced to have with hummus.

Host Cooking and Educational Classes

If that doesn't seem achievable, another option is to create videos in the creative style of Tasty, showing delicious but straightforward recipes showcasing own produce. With videos that only need to be a few seconds long, you can make a remarkable difference to business and the traffic other posts will receive. The classes you host don't always have to be cooking. Instead, you can have nutritional classes or classes about shopping on a budget – all of which are topical and popular.

Promotional Prices

There's no denying that everyone loves a good discount. Even though it's far from subtle. One of the best marketing techniques for supermarkets is to offer promotional discounts when you can. If supermarket offers discounts for a limited time only, people will likely buy in bulk. With promotional pricing, you can also create loyalty coupons and loyalty cards to draw customers back to store, people base where they do their grocery shopping on where they can receive value. Better yet: digitize coupons and loyalty cards as most shoppers have their smartphones in their hands as they shop.

Work with Brands

It's likely that supermarket, like most nowadays, will have a card where customers can gain points in exchange for deals and discounts. Why not make some of those deals with products from fashionable brands. Finding a brand that designs beautiful kitchen utensils or plates can really entice customers to return to store for the smallest things, which on a mass scale counts a lot. Shop owners will try where possible to use local brands. This will gain you positive feedback within local community that is most certainly worth fostering.

Free Samples

How often have you walked into a supermarket and found that there was a small stall offering free samples around a particular aisle? If you sacrifice a small amount of produce in the name of free samples, you will inspire people to invest in that product. After all, there is very little that shoppers love more than free food – especially during their weekly shopping. Improve the experience of those you are wandering store, and you can make it easier for brand to win over regular shoppers. Loyalty is the bread and butter of the supermarket business—showcase items with complementary ones. Offer a taste of guacamole with some new tortilla chips, and then you have double the advertisement!

Social Media Campaigns

It's no secret that the world is social media crazy, and as a result, businesses have to be. Social media campaigns have been a whole new revenue source for companies in the past few years, and there is no reason supermarkets cannot have a Facebook page or Instagram and Twitter account. Supermarkets can market their produce exceptionally well on social media platforms. Having an image-based Instagram account can be hugely beneficial. Showcase all of the different ways in which business interacts with the community. You can also take advantage of national and international food days, such as National Doughnut Day, and be creative with hashtags and images. If you feel creative, you can develop a

newsletter that can entice readers through digital coupons for different products depending on the season, availability, and interest. For example, on Valentine's Day, you could consider offering coupons for hot chocolate, flowers, gift bags, and celebration cards.

Charity Work

Suppose you work hard to affiliate business with prominent charities. In that case, this will help you to gain a positive reputation as a supermarket that cares not only about sales – but also about local community. Offering charity events such as coffee mornings help the charity and business as you draw in existing and prospective customers with events and the kindness supermarket has shown.

1.4 Factors Influencing Retail Marketing

Place Utility

Generally, products should be available in a place that the consumer chooses. Otherwise, consumers may not choose the merchandise or the required merchandise can either replace or give up the merchandise completely. In this case, the payments that the consumer will make are limited. In other words, the place utility can be defined as satisfying the consumer's desire to purchase the desired goods and services in a place where the consumer wants, without departing too far.

Time Utility

Because consumers are looking for products at certain times, the retailer's job is to know this time and make the products available at the required time. However, the retailer seeks to obtain the cost price of the offered capital. The length of delivery time available to the product will affect the price level.

Ownership Utility

The retailer selling to customers with credit provides the utility of ownership. It transfers the ownership of the goods and the payment of the price relates to the maturity. From this perspective there is a credit or financial cost of services to retailers. Sales people also make a contribution to creating this benefit. They complete the documents for the transfer of ownership and provide customer information about the product, charge the price, fill in the sales voucher, and so on.

Shape Utility

Many retailers make a difference in the products sold. Changes made to sell products affect sales. For this reason, there are workshops in many large stores for activities such as toys and tables assembling, photo frames, and more. It is impossible for retailing to be thought of separate from the environment in which it is found and from the changes that occur in this environment. In the concept of this environment there are factors outside the firm that cannot be controlled such as the structure of the population, economic conditions, cultural and social factors, changes in political philosophies, legal and administrative arrangements, technological changes and factors within the firm that can be controlled. As it can be understood from the above part, from a consumer perspective, the retailer offers him the products and services he needs in the required quantity, at the required location and time. From an economic point of view, the duty of a retailer is to offer real added value or utility to the ultimate consumer. Retailer makes products available and when required by the customers at the convenient places. Retailer acts as an agent engaged in providing customer services as retailer has direct and regular contact with the customers, they are more comfortable to deal with retailer. Hence, the retailer must maintain a rapport and communicate regularly with the customers.

Bulk breaking and offering product assortments as specific need of individual customer. Even though it is the function of wholesaler, large retailers such as Hypermarkets or Supermarkets also perform it. They purchase in bulk and break it in convenient packs and offer to the customers at economical prices.

Retailer has to inform customers' feedback and other marketing information to the producers so as to get the idea about local market and customers' response and design appropriate strategies. Retailer can provide financial assistance to the customers by providing credit or instalment facility. With the association of banks and other financial institutions, retailers can arrange for loan. Retailer can influence the buying decisions and create the place for the products in the market. Retailer can give detailed information about product, explain product features, instructions to use the product as well as give demonstration of product. Retailer has to clarify all the queries of the customers and finally persuade the customers to buy the product.

Retailer acts as a change agent. He has to inform about change in price, new features introduced in the existing product, new models, promotional schemes announced by the producer, etc., and has to create favourable opinion about the changes. Retailer plays important role in selling unpackaged goods and promoting the new products or services/concepts using his contacts, influence and customers faith on him. Many customers prefer to purchase at the particular retail shop, even though it is not near or very convenient to them just because of the trust and good experience and long relationship with that retailer.

1.5 Shopping Mall Sales Arena

Attracting customers to the property is really what the retail marketing effort is aimed at. That being said, malls will have other properties in the same area chasing the same tenants, and the same catchment of shoppers. For this reason, their marketing has to be well planned and implemented. It must focus on their property and how this property can serve the customers locally. As part of that process, they really do need to track door counts on the shopping centre on different days of the week.

A retail property marketing plan will extend across a full year of operating the property. All of the trading seasons and customer shopping patterns should be accommodated. You want customers to come to property and you want them coming back frequently. A 'happy customer' will do that. Convenience means a lot when it comes to property performance in retail strip malls and shopping centres.

Over a period of time the tenant mix of a property should serve customers comprehensively and comfortably. A convenient shopping centre is usually a successful property. Shoppers want variety of offering and convenience of access and parking.

1.6 Retail Shopping Centre Marketing Plan

Here are some more ideas to incorporate into retail shopping centre marketing plan.

- ❖ Brochures should be dropped quarterly into letter boxes of all residences in the surrounding shopping area. Each brochure should be branded to the shopping centre and heavily geared to the changes in seasonal shopping.
- ❖ Community groups can be involved in property and its marketing efforts. Give the local community groups some time throughout the year to put up a kiosk in the common areas of the mall. It is best that the kiosks are run and manned by the community groups at peak shopping times for the local shoppers. That will usually be on Thursdays, Fridays, and Saturdays.
- ❖ Giveaways are always a valuable part of retailing and travel competitions can attract more people to the property. The giveaways and competitions can be funded from the marketing levy in the property.
- ❖ Adjust property promotions around the tenant mix and the ideal shopper that is coming to the property today.
- ❖ Seasonal festivals and holidays can be incorporated into promoting the property. Get the community groups involved in the promotional activity.
- ❖ Schools should be involved in property. The marketing fund could donate money to the school as part of that involvement. School can promote the mall activity in their newsletter.

- ❖ Charities and similar organisations that benefit the community can be given space in the property from time to time.
- ❖ Purchase large decorations for the seasonal sales and promotions at the property. The alternative to purchasing own marketing material is to hire it.

Marketing levies should be applied to all the tenants as a basic way of funding the marketing effort throughout the year. The tenants lease should be adjusted to allow for this process. A good shopping centre manager is also a good marketer of a retail property. They know how to attract more shoppers to the property, to encourage sales results, and increase tenant involvement. The retail industry consists of all companies that sell goods and services to consumers. There are many different retail sales and store types worldwide, including grocery, convenience, discounts, independents, department stores, DIY, electrical and speciality. The retail industry shows a steady growth year on year and employs a huge number of workers worldwide, particularly with the growing popularity of online retail. The competitive nature of this fast-paced industry was especially pronounced during the past few years.

For 2022, retail outlets have been compelled to reconsider their long-standing processes and tactics that have structured the sector for years. These global changes in management and ways of thinking about supply chains for many well-known brands only help prove how important retail sales are for the economy.

Retail Trends

The retail industry is constantly evolving, and businesses must keep up with the latest trend in consumer needs to stay ahead of the competition. A pricing tool helps understand these trends, keeping ahead of the curve and satisfying customer's expectations.

Consumer Spending

In an increasingly competitive landscape, retail industry players must compete in several ways to gain a share of the market size. These days, consumers want first-rate customer service and an integrated shopping experience. The rise in omnichannel retailing is a confirmation of this. Consumers want to combine the benefits of traditional shopping habits with the convenience of using modern technology. Consumers may now be shopping online using their tablets or smartphone. They could also be on the high street in a bricks-and-mortar store. Consumer appetite for retail sales has remained robust. As such, retailers must now provide a hassle-free, seamless experience for the consumer to remain competitive regardless of whether you are a market stall, part of the UK retail industry or a group of internet retailers.

As consumers continue to spend money in the retail sector, it is important to know that your brands are competitive and that the quality is robust. Retail organisations must thus ensure that the quality of products is maintained throughout the supply chain.

Market Intelligence

Associate offers a wide range of services to provide you with the comprehensive retail analysis and insights you should have to ensure that your company remains a top player. We will keep you abreast of any important, current industry changes and insights so that you can continue to stay competitive.

Loyalty Programmes

Customer loyalty programmes are increasingly popular since they can help boost sales in countless ways. They can help to increase customer retention rates and keep customers coming back to your business. Additionally, they can encourage customers to spend more per transaction, and they can also help you to attract new customers through word-of-mouth and referrals. Customer loyalty programmes can give you valuable insights into your customers' buying habits and preferences, which can help you to tailor your marketing and merchandise strategies for maximum impact.

Online Shopping

Although online shopping boomed during the COVID-19 lockdown, it has remained an incredibly important factor in retail trends. Shopping from the comfort of their own home gives consumers more choice and convenience. They can shop around for the best prices and can find the products they want without having to leave their chair. It can also benefit retail workers, as they have more flexibility. This can even boost their productivity and boost your profit margins. It makes it easy for retailers to track consumer behaviour and preferences. This information can be used to tailor future marketing and sales strategies to meet customer needs better and increase conversions. Unlike other marketing methods, which are rooted in local markets, such as door-to-door sales and market stalls, e-commerce gives retailers a global reach. It allows you to sell to consumers in another country who may not have access to their brick-and-mortar stores. Even if your head office is in the UK, you could have customers in the US.

Sustainability

As many consumers are becoming more aware of the environmental and social impact of their purchases, they are demanding more transparency from brands and encouraging retailers to be more sustainable.

Sustainability is also becoming more affordable for retailers. The cost of sustainable materials and technologies is dropping, making it more affordable for brands to incorporate them into their products. Similarly, sustainable practices are becoming more mainstream, as more businesses are adopting them in an effort to reduce their impact on the environment. The retail industry refers to the sector of the economy that involves the sale of goods and services to consumers for their personal use. It is a vast and diverse industry that encompasses a wide range of businesses, from small local shops to large multinational corporations. Retailers act as intermediaries between manufacturers or producers and consumers, providing a crucial link in the supply chain.

1.7 Key Characteristics of the Retail Industry:

- **Product Variety:** Retailers offer a diverse array of products and services, including clothing, electronics, household goods, food, personal care items, automobiles, and much more.
- **Sales Channels:** Retail sales can take place through various channels, including physical brick-and-mortar stores, online e-commerce platforms, catalogues, and even mobile apps.
- **Consumer Focus:** Retailers focus on understanding and meeting consumer demands and preferences to attract customers and build brand loyalty.
- **Customer Service:** Providing excellent customer service is essential in the retail industry to create positive shopping experiences and retain customers.
- **Inventory Management:** Effective inventory management is critical to ensure that products are available for purchase while minimizing excess stock and associated costs.
- **Marketing and Advertising:** Retailers use marketing and advertising strategies to promote their products, attract customers, and build brand awareness.

- **Pricing Strategies:** Retailers employ various pricing strategies to attract customers, such as discounts, sales, bundling, and loyalty programs.
- **Seasonal and Trend-driven:** Retailers often experience fluctuations in demand due to seasonal factors and changing consumer trends.
- **Competition:** The retail industry is highly competitive, with numerous players vying for consumers' attention and business.
- **Technology Adoption:** Many retailers have embraced technology to enhance their operations, improve customer experience, and optimize supply chain management.

1.8 Major Types of Retailers:

- ✓ **Department Stores:** Large retail stores that offer a wide range of products, organized into different departments.
- ✓ **Specialty Stores:** Retailers that focus on selling a specific category of products, such as electronics, sports goods, or luxury items.
- ✓ **Supermarkets and Hypermarkets:** Retailers that sell groceries and other household items, often in large-format stores.
- ✓ **E-commerce Retailers:** Online retailers that operate exclusively through digital platforms.
- ✓ **Convenience Stores:** Small retail outlets that offer a limited selection of products, emphasizing convenience and quick purchases.

- ✓ **Discount Stores:** Retailers that offer products at discounted prices, appealing to cost-conscious consumers.
- ✓ **Outlet Stores:** Retailers that sell branded products at lower prices, often offering surplus or discontinued items. The retail industry plays a vital role in the global economy and is closely tied to consumer behaviour, economic trends, and technological advancements. As consumer preferences continue to evolve, the retail sector must adapt and innovate to meet the demands of the market and remain competitive.

In the retail industry, various types of offers and promotions are commonly used to attract customers, boost sales, and enhance customer loyalty. These offers are designed to entice consumers to make purchases, try new products, or take advantage of discounts.

Common Types of Offers used in the Retail Industry:

Discounts

These are straightforward price reductions, either in the form of a percentage off the regular price or a specific amount off the total purchase. For example, "20% off all clothing" or "Get \$10 off on orders over \$50."

Buy One, Get One (BOGO)

This offer provides customers with a free item or a discounted item when they purchase one at the regular price. For example, "Buy one, get one free" or "Buy one, get 50% off the second item."

Clearance Sales

Retailers offer clearance sales to sell off excess or outdated inventory at significantly reduced prices.

Seasonal Sales

These are promotions held during specific seasons or holidays, such as Black Friday, Christmas sales, or back-to-school sales.

Limited-Time Offers

Offers that are available for a short period, encouraging customers to act quickly. For example, "Today's Deal" or "Flash Sale: 24 hours only."

Coupons

Physical or digital vouchers that provide discounts or special deals when presented at the time of purchase.

Loyalty Programs

Retailers offer loyalty rewards to frequent customers, such as points accumulation that can be redeemed for discounts or free products.

Free Shipping

Providing free shipping for online purchases or when customers reach a certain spending threshold.

Bundling Deals

Offering packages of multiple products together at a discounted price compared to purchasing each item separately.

Gift with Purchase

Giving customers a free gift when they make a qualifying purchase. For example, "Spend \$50 and get a free tote bag."

Price Matching

Guarantees to match or beat a competitor's lower price for the same product.

Referral Discounts

Providing discounts to customers who refer new customers to the store.

Pre-order Offers

Offering exclusive discounts or bonuses for customers who pre-order products before their official release.

Trade-In Programs

Encouraging customers to trade in old products for credit toward the purchase of a new product.

These are just some examples of the various types of offers and promotions used in the retail industry. Retailers often use a combination of these strategies to attract different customer segments and boost sales during various periods throughout the year. Social media plays a significant role in impacting product sales for businesses and brands. With the widespread adoption of social media platforms and the increasing number of active users, businesses have recognized the potential of leveraging these platforms to promote their products and engage with their target audience.

1.9 Social Media Impacts Product Sales:

- ❖ **Increased Brand Awareness:** Social media platforms provide businesses with a global reach, enabling them to increase brand awareness and visibility. Regularly sharing content about products, promotions, and updates helps expose the brand to a larger audience, leading to potential sales opportunities.

- ❖ Targeted Advertising: Social media platforms offer sophisticated advertising tools that allow businesses to target specific demographics, interests, and behaviours. By reaching out to the right audience with tailored ads, businesses can drive more relevant traffic to their product pages and increase the likelihood of sales.
- ❖ Customer Engagement and Interaction: social media facilitates direct communication between businesses and customers. Engaging with customers through comments, messages, and posts helps build relationships and trust. Positive interactions can lead to increased customer loyalty and, ultimately, more sales.
- ❖ Influencer Marketing: Social media influencers, with their large and engaged followings, can significantly impact product sales. Partnering with influencers who align with the brand's values and target audience can result in increased product visibility and credibility, leading to higher sales.
- ❖ User-Generated Content (UGC): Encouraging customers to share their experiences and reviews through user-generated content can be a powerful sales driver. UGC adds authenticity to a brand's marketing efforts and influences potential customers' purchase decisions.
- ❖ Product Discovery: Social media platforms are often used by users to discover new products and trends. Businesses can take advantage of this by showcasing their products through visually appealing content, videos, and stories.
- ❖ Social Commerce: Some social media platforms are integrating e-commerce features, enabling businesses to sell products directly on their social media profiles. This streamlines the buying process and reduces friction, leading to increased product sales.

- ❖ **Sales Promotions and Exclusive Offers:** Businesses can use social media to promote special sales, discounts, or limited-time offers. These promotions create a sense of urgency and encourage customers to make a purchase.
- ❖ **Feedback and Market Research:** Social-media provides a valuable platform for businesses to gather feedback from customers and conduct market research. Understanding customer preferences and pain points can help optimize products and marketing strategies, leading to improved sales.
- ❖ **Viral Marketing:** When content or campaigns go viral on social media, it can lead to a massive increase in product visibility and sales. Creative and shareable content can have a snowball effect, reaching an exponentially larger audience.

Overall, social media's impact on product sales is undeniable. Businesses that effectively utilize social media as part of their marketing strategy can experience increased brand exposure, customer engagement, and sales growth. However, it's essential to have a well-planned and targeted social media strategy to maximize its potential impact on product sales.

1.10 Rationale of the study Need for the Study

- A good retail marketing strategy helps various products to reach target audience. It helps them overcome any doubts about products and reduces buyer's remorse, which some 77% of shoppers feel after buying something.
- To collect feedback from customers and in-terms of improving the business quality. Hyper market strategies follow ups to develop innovative ideas.
- Making detailed study on hyper market trends, marketing strategies applied in hyper-markets and analysing it in terms of sales growth, sales quality and consumer development.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Literature Reviews

Tiwari et al. (2009) Retailing is as old as exchange. Retailing is one of the oldest businesses in the world and was practiced in prehistoric times. Earlier it was the exchange of food and traditional weapon which followed the emergence of traders and peddlers. The day barter has been replaced by exchange through money (in any form) the retailing came into existence.

Roy et al. (2022) The study is exploratory and is conducted using an interpretive approach. The researchers conducted 52 in-depth interviews and the collected data were subjected to open and axial coding to generate the conceptual model. The present study has multiple implications that would enable managers to effectively utilize cross shopping behaviour such understanding of satisfaction beyond those derived from the product only.

Hsieh et al. (2022) Mobile promotion has become an important and popular mechanism for mobile commerce, with many companies using this approach to increase sales and drive brand satisfaction toward the use of mobile apps. Despite the crucial nature of this topic, knowledge on the value of mobile promotion remains insufficient. Drawing upon consumption value theory (CVT), this study aims to examine the underlying mechanism that drives app satisfaction and in-app purchase. In this research, the authors selected retail mobile apps for empirical testing. The authors recruited 476 users to complete a survey and analysed the results using partial least squares structural equation modelling. The results revealed that functional (monetary savings and localization), social (self-expression), emotional (entertainment), epistemic (exploration) and conditional (personalization) value increase the desirability of mobile promotion, thereby facilitating app satisfaction and in-app purchase.

Evans et al. (2005) The purpose of this study is to examine empirically the relationship between psychic distance and adaptation of the retail offer across a range of countries. Findings of this study suggest that a substantial proportion of retail offer adaptation is explained by psychic distance. In particular, differences in market structure, business practices and language between the home and foreign market significantly increase the extent to which retailers adapt their offer. The research findings may be limited in terms of their generalisability across retail sectors, as the study focused on non-food retailers only.

Much of the existing research into standardisation and adaptation is limited in terms of geographic scope and a focus on the marketing strategies of manufacturing and export firms. Thus, this paper addresses a substantial gap in existing research by empirically examining the relationship between psychic distance and adaptation in a retail context and across a range of countries.

Fuentes et al. (2013) This paper is based on a literature review of socio-cultural retail studies in marketing, cultural geography, sociology, and anthropology. The literature is analysed in relation to the substantive, conceptual and methodological domains of retail marketing. Drawing on the literature review, the authors argue that socio-cultural retail studies can contribute to the field of retail marketing substantively, conceptually and methodologically, thus broadening its current scope and domains. This paper provides an overview of an interdisciplinary field and identifies how it can contribute to the field of retail marketing. It is valuable for retailing researchers interested in socio-cultural approaches to the study of contemporary retailing.

Watson et al. (2015) The research uses an inductive methodology involving interviews with pricing executives working for grocery retailers that account for approximately 85 percent of the UK, and 64 per cent of USA, grocery market retail sales. The approach is appropriate given the underdeveloped research insights into regular pricing within food retailers. It is found that regular pricing is undertaken with little sophistication, typically, on the basis of simple, inflexible rules that result in conflicting goals. A typology of three pricing roles was identified, although all share an underdeveloped understanding of the effects of price changes on customer demand and the implications of competitor reactions. These contexts, causes and conditions lead to a range of consequences; notably, a degree of pricing inertia, “customer-less” pricing and “enforced symbiosis” – coping outcomes. Taken together, a theory of “passivity” pricing is identified.

Agrawal, D.K. (2023) This paper aims to examine the online apparel shopping behaviour of Generation Y (Gen Y) in an unprecedented digital dissemination era. It finds that Gen Y consumers demonstrate “fashion-hunting”, “variety-seeking”, “status/recognition-seeking” and “deal-hunting” behaviours in online apparel shopping. “Haptic impressions” gained via hands and other “socio-psychological benefits” trigger their apparel shopping behaviour. They make better and more informed purchase decisions based on prior online research and user-generated content shared by friends/relatives on social media portraying the true characteristics of “digital natives”. They do not trust online retailers for premium apparel shopping due to associated “product risk” and lack of transparency in their

“exchange/return/refund policy”. Finally, they are increasingly inspired to have an “integrated online and offline shopping experience”. Online retailers can use the findings of this study to develop more effective marketing strategies to serve Gen Y consumers.

Wu et al. (2023) Webrooming (i.e., searching information online and making the final purchase in a physical store) has become a popular shopping practice, but remains insufficiently studied. To address this, a research framework encompassing online and offline channel attributes (i.e., online review diagnosticity, online search convenience, expected price loss, offline purchase effort and offline after-sales service convenience), consumer traits (i.e., anticipated regret) and shopping experience (i.e., smart-shopping perception) as determinants of webrooming continuance intention is proposed. According to the obtained results, online review diagnosticity, offline after-sales service convenience and anticipated regret are the vital antecedents of webrooming continuance intention, while smart-shopping perception acts as the mediator. The current study adds significantly to the body of knowledge about webrooming by validating the inter-relationships between online review diagnosticity, after-sales service convenience, anticipated regret, smart-shopping perception and webrooming continuance intention.

Rochanapon et al. (2021) Online shopping cart abandonment presents a major problem for online fashion apparel retailers today. This exploratory research aims to validate scales that measure antecedents of online shopping cart abandonment (OSCA) and examine how these reasons contribute to OSCA behaviour. The findings indicated that the eight different reasons (financial reasons, organizational tool, time pressure, intangibility, privacy issues, aesthetic design, social influences and entertainment factors) that drive OSCA are distinct and account for unique variance in the model, validating the measures. Also, the findings revealed that financial reasons and using the cart as an organizational tool are the top two reasons why consumers abandon their carts. This study provides researchers with a better theoretical understanding of the reasons why consumers abandon their online shopping carts. It validates the various reasons why consumers abandon their shopping carts and provides valuable managerial insights on how online marketers may enhance the translation of online browsing behaviour into actual purchases.

Türk, E. (2020) Innovations in technology and evolution of internet elicited the usage of technology and internet during the shopping process of consumers. Changes in consumer shopping processes opened doors for shifts in consumer buying behaviour. As a result of the variations in consumer buying behaviour, retailers formed new channel structures to fulfil customer requirements. New channel

structures created different retailing formats and enhanced the complexity of retailing processes. As the complexity of retailing processes increased, complexity of consumer shopping behaviour increased as well. In this sense, multichannel retailing emerged and expanded all around the world and paved the way for omni-channel retailing. Transformation of multichannel retailing to omni-channel retailing created two different shopping forms as: Show rooming and Web rooming. In this chapter, show rooming and web rooming concepts will be studied and the complementary dimensions of these concepts will be explained in detail.

Ligaraba et al. (2022) This study investigates the factors influencing re-usage intention of online and mobile grocery shopping among young adult consumers in South Africa. In line with the available literature, there are few prior post-adoption studies that delineate the influence of individual characteristics on digital commerce usage activities. There is high mobile penetration as a result of positive digital commerce and mobile application usage and adoption, creating the need to investigate and better understand the drivers behind, not just adoption and usage, but continued use of digital commerce platforms and applications. Since the sample size is relatively small, further future research studies can test the same model with bigger sample sizes to assess generalisability of the results in different locations. The study adds value from a theoretical standpoint, contributing to the antecedent factors of the technology acceptance model (TAM), theory of reasoned action (TRA) and stimulus-organism-response (S-O-R) model and giving marketing academics insights into what aspects drive re-use of online and mobile grocery shopping and on what should be the focus.

2.2 Scope of the Study

- ❖ The study is helpful to understand the market scope and various opportunities available in the market.
- ❖ The study explores the role of offers and coupons provided by the hyper markets in shopping malls.
- ❖ The study also suggests ideas to improve the existing offers in terms of improving the sale in hypermarkets.

2.3 Objective

- ❖ To perform detailed study on impact of coupon and offers provided by SPAR on sales improvement.
- ❖ To study various benefits of the coupons and offers on both the end of customers, clients etc.

CHAPTER 3

INDUSTRY PROFILE

3.1 Introduction

SPAR is an international group of independently owned and operated retailers and wholesalers who work together in partnership under the SPAR Brand to provide a high quality, value for money shopping experience for the communities we serve. Our mission is to ensure that SPAR remains the world's leading voluntary food retail chain and that we continue to grow our brand, our presence and our partners by working together to enhance the competitiveness, productivity and profitability of our retail and wholesale partners worldwide. SPAR is the world's leading voluntary food retail chain. The business started with one Dutch store in 1932 and now comprises more than 13,600 stores in over 48 countries on four continents. The development of SPAR has been underpinned by a set of values that have guided the organisation since its establishment 90 years ago. At the heart of these core values is the commitment of SPAR independent entrepreneurs to collaborate in all areas of wholesale and retail to ensure we serve our local communities with passion while being authentic in all we do.

Global Yet Local

The driving force of the success of SPAR is the close co-operation of individual retailers and wholesalers at a local level in meeting the needs of their customers. SPAR is passionate about retailing and is driven by committed independent retailers who win the trust and friendship of their communities. Through a commitment to outstanding service and excellence in fresh foods, SPAR meets the needs of all of its customers. The consistent execution of the SPAR Brand attributes of freshness, choice, quality and service attracts the custom and loyalty of consumers all over the world. Whatever the country and retail format, SPAR stores offer consumers a wide range and selection of quality fresh foods and friendly, personal service. Our SPAR Partners globally continue to innovate in their markets, bringing the brand to an increasingly growing number of customers around the world. This local innovation on a global scale truly makes SPAR global, yet local.

3.2 The Philosophy of SPAR

The story of SPAR in the early years is the story of founder, Adriaan van Well, an innovative Dutch wholesaler with a clear vision for the future of SPAR. He was inspired by a simple yet powerful philosophy based on the concept of voluntary retailing: Independent wholesalers and retailers can

achieve more by working together than working alone. This vision of benefiting from working in co-operation, uniting resources and scale, remains the philosophy of SPAR today. The new millennium has seen the continued expansion of SPAR, particularly in developing countries where the modern retail sector is a major driver of economic development.

Since 2004, SPAR has had a presence in China. Throughout the decade, SPAR continued to expand in Central and Eastern Europe, as well as in Africa. The growth of SPAR in existing countries and the level of interest expressed by new countries in securing the SPAR licence point to the continued relevance of the SPAR model in modern food retailing.



2001: Ukraine



2003: Zambia



2004: Botswana



2004: Namibia



2004: Croatia



2004: China



2006: Portugal



2009: Nigeria

In the early 2010, This decade was characterised by rapid expansion, seeing the brand enter the Middle East, and the Caucuses, as well as expanding in existing markets through new retail concepts, and the rise in online retailing. In addition to the increased adoption of the multi-format strategy by SPAR country organisations, an online offer has become the norm. Customers today expect to order the full retail offer from their local SPAR store via an online offer, with home delivery or click-and-collect options available.



2011: United Arab Emirates



2012: Mozambique



2014: India



2014: Georgia



2014: Malawi



2014: Oman



2015: Qatar



2015: Cameroon



2015: Seychelles



2016: Malta



2016: Saudi Arabia



2016: Albania



2016: Belarus



2017: Pakistan



2017: Sri Lanka

In 2020, the importance of food retail and stores serving local communities grew significantly due to the global COVID-19 pandemic. More than ever, SPAR colleagues along the full supply chain play a pivotal role in meeting the needs of the local communities we serve worldwide. Rapid launch of online retailing through diverse solutions extends in this decade, plus the introduction of an international e-commerce SPAR solution to support independent retailers began rolling out in 2022. As a food retailer present in more than 45 countries around the world, SPAR is committed to adding value to the communities in which we operate. At SPAR, we strive to deliver outstanding service and excellent product assortments to all our customers around the world. As a global brand, we recognise our responsibility to support social and environmental prosperity for all. This sense of responsibility lies at the heart of the SPAR strategy, highlighting that we are ‘Better Together’.

At SPAR, we value our people as a significant success factor of our business. In a highly competitive environment, it is our talented and dedicated people who make the difference. Our focus on people includes investing in the development of our team members and their capabilities, and in providing a working experience that attracts the right talent for our business. Hypermarkets are large retail stores that combine a supermarket and a department store, offering a wide range of products under one roof. These stores typically sell groceries, household items, electronics, clothing, and more. To succeed in a competitive market, hypermarkets use various strategies to attract customers and maximize sales.

Here are some common hypermarket strategies:

- **Product Assortment:** Hypermarkets offer a vast selection of products from different categories to cater to various customer needs. They maintain a comprehensive inventory to create a one-stop shopping destination for customers.
- **Competitive Pricing:** Hypermarkets often focus on providing competitive prices for their products. Bulk purchasing and economies of scale allow them to offer discounts and attractive deals, attracting price-conscious customers.
- **Promotions and Discounts:** Regular promotions, seasonal sales, and special discounts are commonly used to entice customers and drive footfall. Hypermarkets often use eye-catching displays and advertising to highlight these offers.
- **Loyalty Programs:** Implementing loyalty programs encourages repeat business from customers. These programs may offer points-based rewards, exclusive discounts, or special benefits to loyal shoppers.
- **In-store Marketing and Merchandising:** Hypermarkets invest in effective in-store marketing and merchandising techniques to improve the visibility and appeal of products. Eye-catching displays, attractive layouts, and proper signage help guide customers and promote specific products.
- **Customer Service:** Providing excellent customer service is essential for hypermarkets. Well-trained staff who can assist customers, answer questions, and provide a pleasant shopping experience can enhance customer loyalty.
- **Private Label Brands:** Hypermarkets often develop their private label brands, which can offer good quality products at competitive prices. These brands can boost customer loyalty and help differentiate from competitors.
- **E-commerce and Online Shopping:** Expanding into the online market allows hypermarkets to reach a broader customer base and offer convenience. Click-and-collect services and home delivery options are becoming increasingly popular.
- **Store Layout and Convenience:** An efficient store layout that encourages easy navigation and a comfortable shopping experience is crucial. Hypermarkets often place high-demand products in strategic locations to increase impulse purchases.

- **Community Engagement:** Engaging with the local community through sponsorships, events, or charitable initiatives can help create a positive brand image and build trust among customers.
- **Market Research and Data Analytics:** Hypermarkets use market research and data analytics to understand customer preferences and buying behavior better. This knowledge enables them to make informed decisions about product assortment, promotions, and inventory management.
- **Environmental Sustainability:** Emphasizing eco-friendly initiatives and promoting sustainable products can appeal to environmentally conscious consumers and enhance the store's reputation. By implementing a combination of these strategies, hypermarkets can position themselves competitively in the retail market and attract a diverse customer base while maintaining profitability.



Training and Development

SPAR Partners all over the world are placing people at the center of the business and facilitate innovative training for both retail and wholesale employees. SPAR Partners develop skills and competencies across the organization via virtual and in-person training opportunities. SPAR International recently re-launched the SPAR Training Academy, which is freely available to all SPAR Partners through our intranet SPAR Connect.

SPAR Talent

To further develop the next generation of talent, SPAR has created international internships and graduate programmers as well as the inspirational Future Leaders Programme, which brings together talent from across the SPAR family to deepen their retail knowledge and work together for a sustainable SPAR future.

HR Management

Topic specific people support is available for local Human Resources teams through international best practice sharing, consultancy and global HR events.

3.3 Objective

To perform detailed study on impact of coupon and offers provided by SPAR on sales improvement.

To study various benefits of the coupons and offers on both the end of customers, clients etc.

Data collection

- ✓ Primary data is collected through feedbacks collected from sales team of shops in shopping mall such as SPAR.
- ✓ Secondary data is collected from internet, books and various existing articles

Methodology

- ✓ Surveying method – Primary analysis through Questionnaire. The questionnaire method is a widely used data collection technique in research and surveys. It involves the use of a structured set of questions that are presented to respondents to gather information about their opinions, attitudes, behaviors, or demographics.
- ✓ Questionnaires can be administered through various mediums, including paper-based forms, online surveys, phone interviews, or face-to-face interviews.

Here are some key features and considerations related to the questionnaire method:

Structure

Questionnaires consist of a series of questions that can be closed-ended (multiple-choice, rating scales, yes/no responses) or open-ended (respondents provide their answers in their own words). The structure allows for consistency in data collection and ease of analysis.

Standardization

Questionnaires aim to be standardized so that each respondent receives the same set of questions in the same order. This ensures that the data collected is comparable and reduces potential biases in the responses.

Objectivity

The questionnaire method aims to be objective and impartial, avoiding leading or biased questions that could influence respondents' answers.

Sample Selection

To make meaningful inferences about a larger population, researchers must carefully select a representative sample of respondents from the target population. The sample should ideally be random or stratified to reduce the risk of bias.

Pre-testing

Before administering the questionnaire on a large scale, researchers often conduct a pre-test with a small group of participants to identify any ambiguities or issues with the questions. This helps ensure the questionnaire's clarity and effectiveness.

Data Analysis

Once the data is collected, researchers can use statistical analysis techniques to summarize and interpret the responses. Quantitative data from closed-ended questions can be analyzed using software like SPSS or Excel, while qualitative data from open-ended questions may require content analysis.

Advantages: Cost-effective and efficient for collecting data from a large number of respondents.

Allows for anonymity, which can encourage respondents to provide honest answers, especially for sensitive topics. Provides structured data that can be easily quantified and analyzed.

Limitations: The quality of responses depends on the clarity and wording of the questions. Some respondents may provide inaccurate or incomplete answers due to misunderstanding or lack of motivation. Questionnaires may not capture in-depth insights or the context behind responses compared to other qualitative research methods. Overall, the questionnaire method is a valuable tool for researchers to collect data and gain insights into various subjects, including market research, social studies, psychology, and many other fields. Effective questionnaire design and appropriate sampling are critical to obtaining reliable and meaningful results.

3.4 Secondary Analysis with Statistical Tool Online Python Analyzer

ANOVA, which stands for Analysis of Variance, is a statistical technique used to compare means between two or more groups. It assesses whether there are any significant differences among the means of the groups being compared. ANOVA is a parametric test, meaning it assumes that the data follows a normal distribution and that the variances are approximately equal across the groups.

Here's a step-by-step guide on how to perform statistical analysis using ANOVA:

Set Up Hypotheses:

Null Hypothesis (H_0): The means of all groups are equal (there are no significant differences among the groups).

Alternative Hypothesis (H_a): At least one group mean is significantly different from the others.

Data Collection:

Gather data from each group you want to compare. Ensure that the data is numerical and meets the assumptions of normality and homogeneity of variance.

Compute Group Descriptive Statistics:

Calculate the mean and standard deviation for each group.

Visualize the Data:

Create box plots or histograms to visually inspect the distribution of data in each group.

Perform ANOVA:

There are different types of ANOVA depending on the number of groups and other factors. The most common types are one-way ANOVA (one factor with multiple levels) and two-way ANOVA (two factors with multiple levels).

Use statistical software such as SPSS, R, or Excel to perform the ANOVA analysis. The software will provide you with the ANOVA table, which includes the F-statistic and p-value.

Interpret Results:

If the p-value obtained from ANOVA is less than the chosen significance level (often 0.05), you reject the null hypothesis. The F-statistic measures the ratio of between-group variability to within-group variability. A large F-value indicates significant differences among the group means.

Post hoc Tests (if applicable):

If ANOVA indicates significant differences among the groups, you may need to conduct post hoc tests to determine which specific groups differ significantly from each other. Common post hoc tests include Tukey's HSD, Bonferroni, or Scheffe tests.

Assumptions Check:

After conducting ANOVA, it's essential to check the assumptions. This includes verifying that the data is normally distributed and that the variance is roughly equal among groups. If the assumptions are violated, alternative non-parametric tests like Kruskal-Wallis or Mann-Whitney U test may be used.

ANOVA is a powerful tool for comparing means across multiple groups, making it useful in various fields such as psychology, biology, social sciences, and market research, among others. However, researchers must ensure that the assumptions are met and choose appropriate post hoc tests to make accurate and valid inferences from the ANOVA results.

CHAPTER 4

DATA INTERPRETATION AND ANALYSIS

The chapter discusses the relationship between various data collected from the consumers utilizing the SPAR offers and coupons. Data interpretation and analysis are crucial steps in the research process, whether in scientific studies, market research, business analytics, or any other field where data is collected and analysed. The goal of data interpretation and analysis is to extract meaningful insights, identify patterns, and draw conclusions from the data collected.

Here's an overview of the process:

- ❖ **Data Collection:** The first step is to gather relevant data using appropriate data collection methods, such as surveys, experiments, observations, or data mining from various sources.
- ❖ **Data Cleaning:** Once the data is collected, it needs to be cleaned and pre-processed. This involves identifying and handling missing or erroneous data, removing duplicates, and transforming the data into a suitable format for analysis.
- ❖ **Descriptive Statistics:** Descriptive statistics provide a summary of the data, giving an overview of the main characteristics and patterns. Common descriptive statistics include measures like mean, median, mode, standard deviation, and data distributions (e.g., histograms).
- ❖ **Data Visualization:** Data visualization is the graphical representation of data, such as charts, graphs, and plots. Visualization helps to understand the patterns and relationships between variables, making it easier to communicate findings effectively.
- ❖ **Data Analysis Techniques:** The choice of data analysis techniques depends on the research question and the type of data. Some common methods include:
- ❖ **Inferential Statistics:** Used to make inferences or predictions about a population based on a sample.

- ❖ Hypothesis Testing: Determines if there is a significant difference between groups or if an effect is present.
- ❖ Regression Analysis: Examines relationships between variables to predict outcomes.
- ❖ Clustering: Groups data points with similar characteristics.
- ❖ Time Series Analysis: Analyses data collected over time to identify trends and patterns.
- ❖ Qualitative Analysis: Analysing non-numerical data, such as text, to identify themes or patterns.
- ❖ Interpretation of Results: After analysing the data, researchers interpret the findings in the context of the research question or objective. They draw conclusions based on the statistical significance of results and the effect size.
- ❖ Data-Driven Decision Making: The insights gained from data interpretation and analysis are used to inform decision-making processes in various domains, such as business strategy, policy development, or scientific research.
- ❖ Limitations and Recommendations: Researchers should also discuss the limitations of the study, potential biases, and areas for improvement. They may also suggest further research or actions based on the findings.

Effective data interpretation and analysis require a combination of statistical knowledge, domain expertise, and critical thinking skills. With proper analysis and interpretation, data can reveal valuable insights and drive informed decision-making.

The primary limitation of the study includes,

- ✓ The analysis is made only using the SPAR customers on specific location.
- ✓ The results are only based on the response provided by the customers and their personal opinions.
- ✓ The secondary relationship between the data plays a major role in decision making.

4.1 DEMOGRAPHIC DATA

TABLE 4.1 AGE GROUP

Choices given	Responses	Response in %
<20 Years	25	8
Between 20 – 30 years	145	48
Between 31 – 45 Years	115	38
45 Years & Above	15	5
Total	300	100

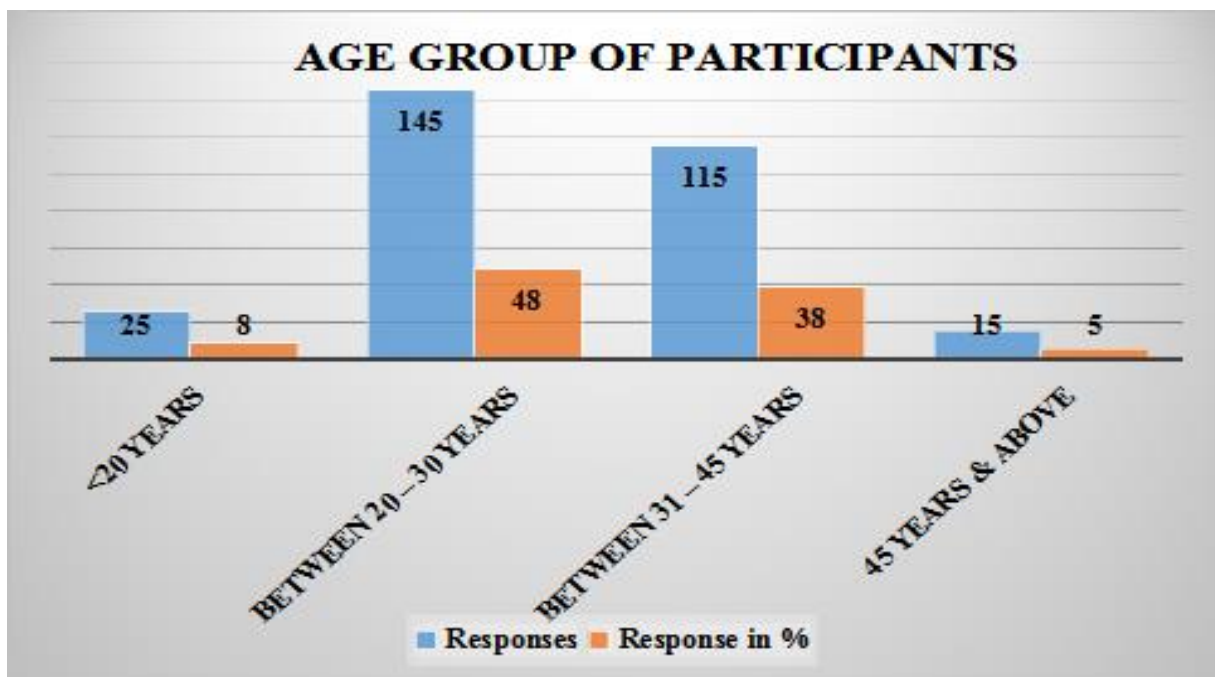


Figure 4.1 - Age Group of Participants

FIGURE 4.1 Shows the various age group of participants of the survey conducted at SPAR India Hyper mall.

4.2 GENEDEK OF PARTICIPANTS

TABLE 4.2 GENDER OF PARTICIPANTS

Choices given	Responses	Response in %
Male	154	51
Female	145	48
Others	1	0
Total	300	100

TABLE 4.2 shows the survey participants and their gender.

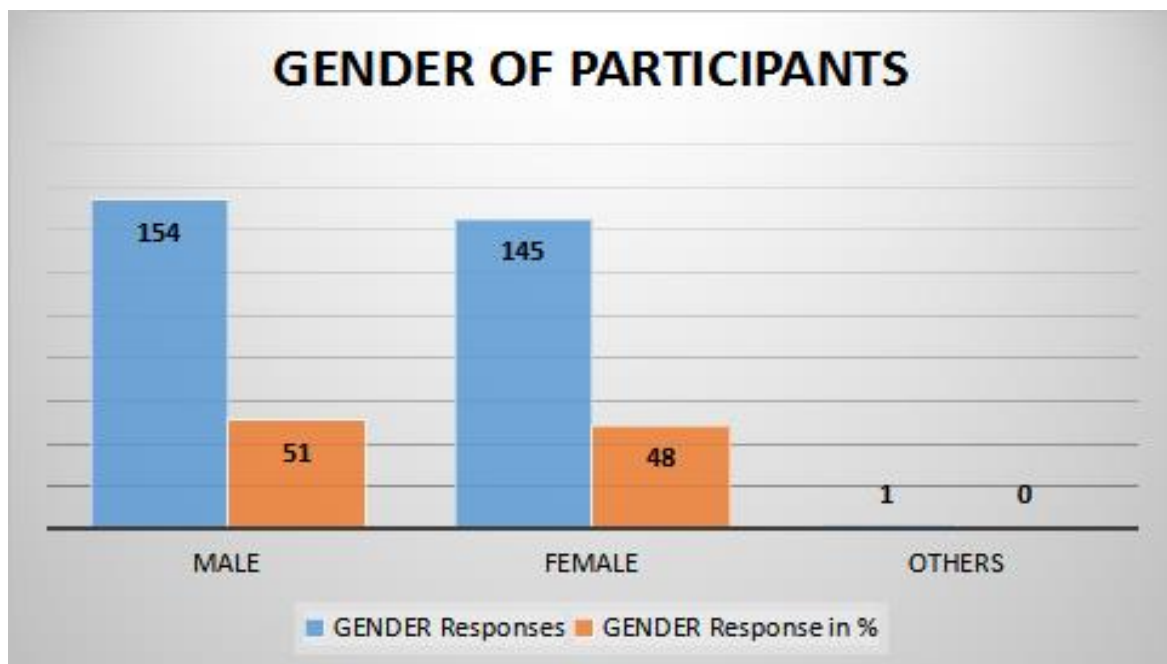


Figure 4.2 Gender of Participants

FIGURE 4.2 shows the gender of participants in the current survey undertaken on analysis of offers and coupons in the SPAR hypermarket. Regardless of participants gender the customer choice on selecting the product shows much interest.

4.3 MARITAL STATUS OF THE PARTICIPANTS

TABLE 4.3 MARITAL STATUS

Choices given	Responses	Response in %
Single	125	42
Married	165	55
Divorced	10	3
Total	300	100

TABLE 4.3 Shows the participants marital status of the participants. The maximum of the crowd belongs to single 125 from 300 samples, married peoples of 165 from 300 samples.

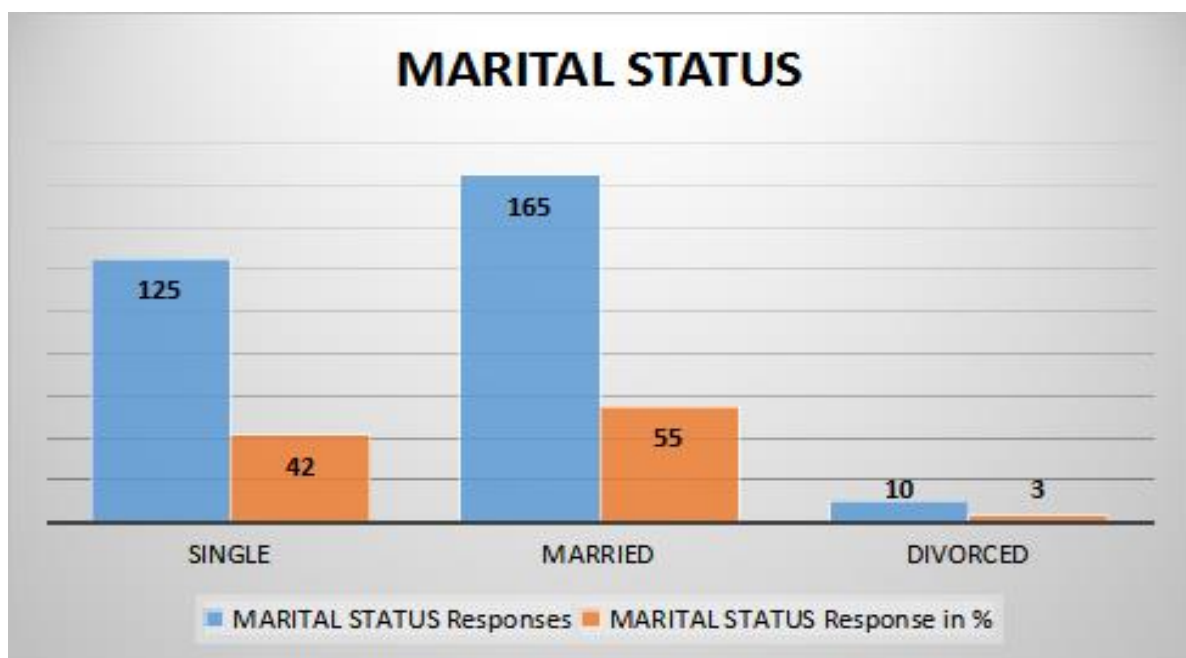


Figure 4.3 Marital Status

FIGURE 4.3 shows the Bar chart showing the Marital status of the participants.

4.4 PURCHASE DECISION MAKER

TABLE 4.4 PURCHASE DECISION MAKER

Choices given	Responses	Response in %
Yes	225	75
No	75	25
Total	300	100

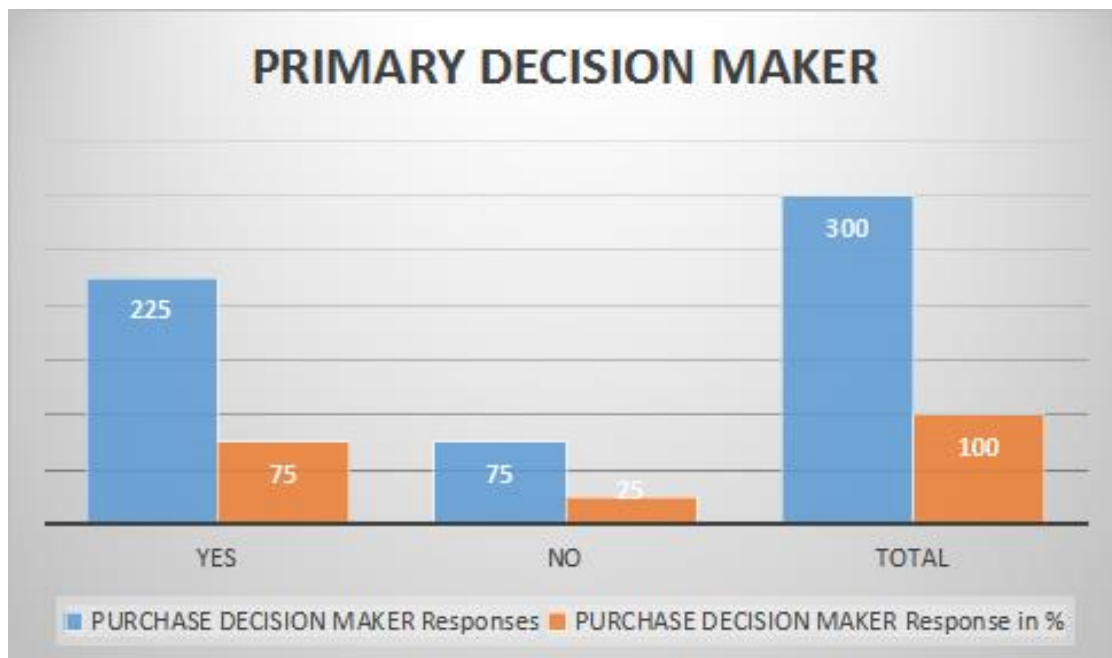


Figure 4.4 Primary Decision Maker

FIGURE 4.4 shows the bar chart showing the primary decision maker of the participants. Since based on the participant capability to take up the choice of accepting the offers or not.

4.5 PRODUCT VALUE ANALYSIS

TABLE 4.5 PRODUCT VALUE ANALYSIS

Choices given	Responses	Response in %
Social Media	165	55
TV Commercials	35	12
Word of Mouth	50	17
Through Agents ADS	50	17
Total	300	100

TABLE 4.5 shows the product value analysis through various kinds of platforms.

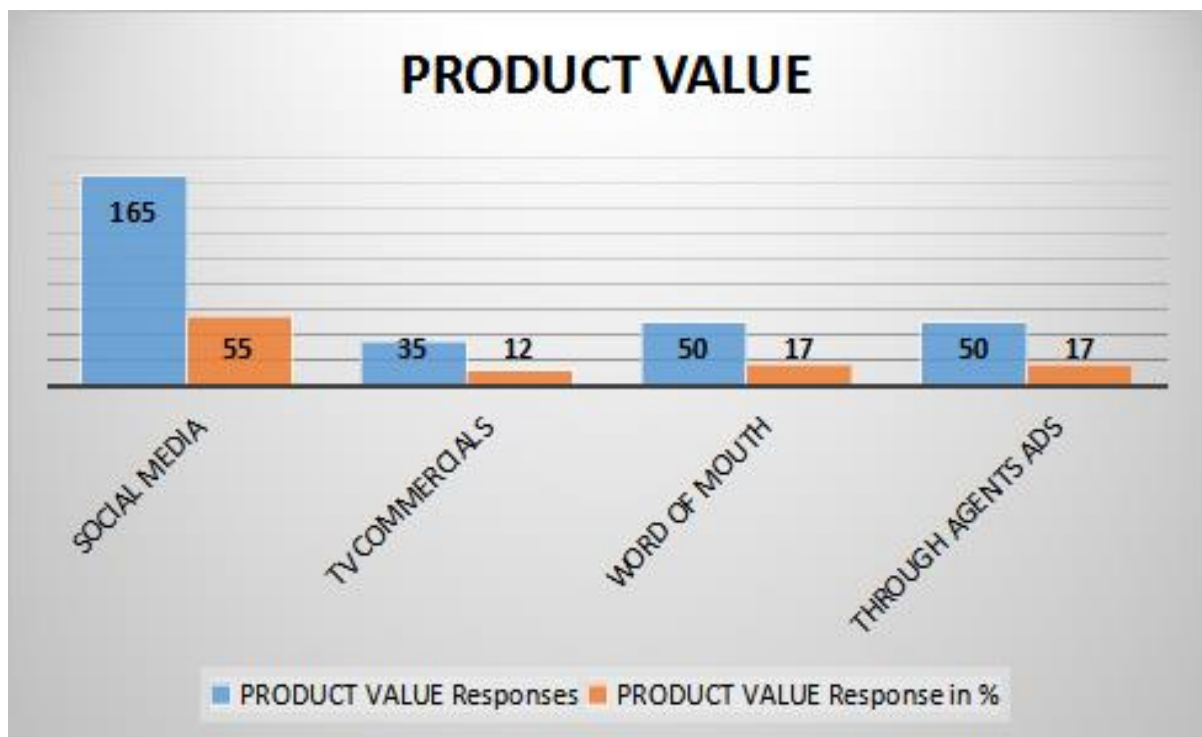


Figure 4.5 Product Value Analysis

FIGURE 4.5 shows the product value analysis through various platforms. TV ads, social media, word of mouth referrals, through advertising agents, YouTube, and affiliate marketing ads.

4.6 DECISION INFLUENCING FACTORS

TABLE 4.6 DECISION INFLUENCING FACTORS

Choices given	Responses	Response in %
Reviews	95	32
Star Ratings	80	27
Referral experiences	75	25
All the above	50	17
Total	300	100

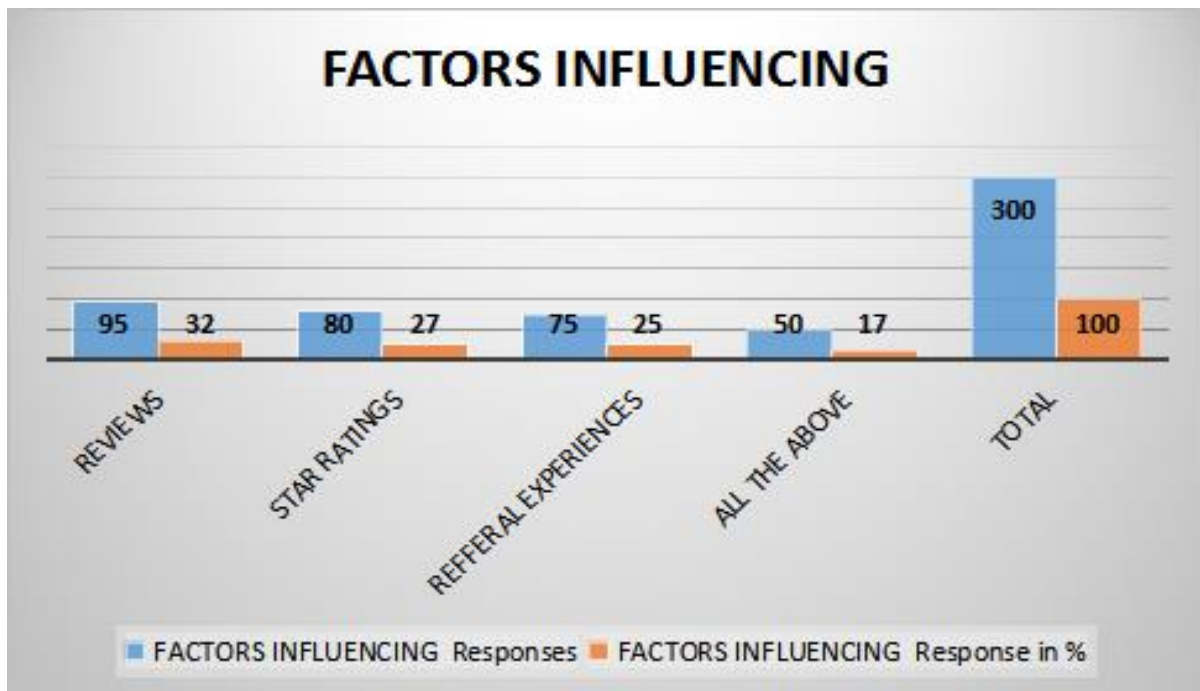


Figure 4.6 Decision Influencing Factors

FIGURE 4.6 shows the bar chart showing the factors influencing the decision on accepting the offers. Various existing reviews plays an optimum role. Star rating are another factor influence the decision making. Referrals and word of mouth information also enable the decision change.

4.7 IMPACT OF REVIEWS

TABLE 4.7 IMPACT OF REVIEWS

Choices given	Responses	Response in %
Yes	145	48
No	155	52
Total	300	100

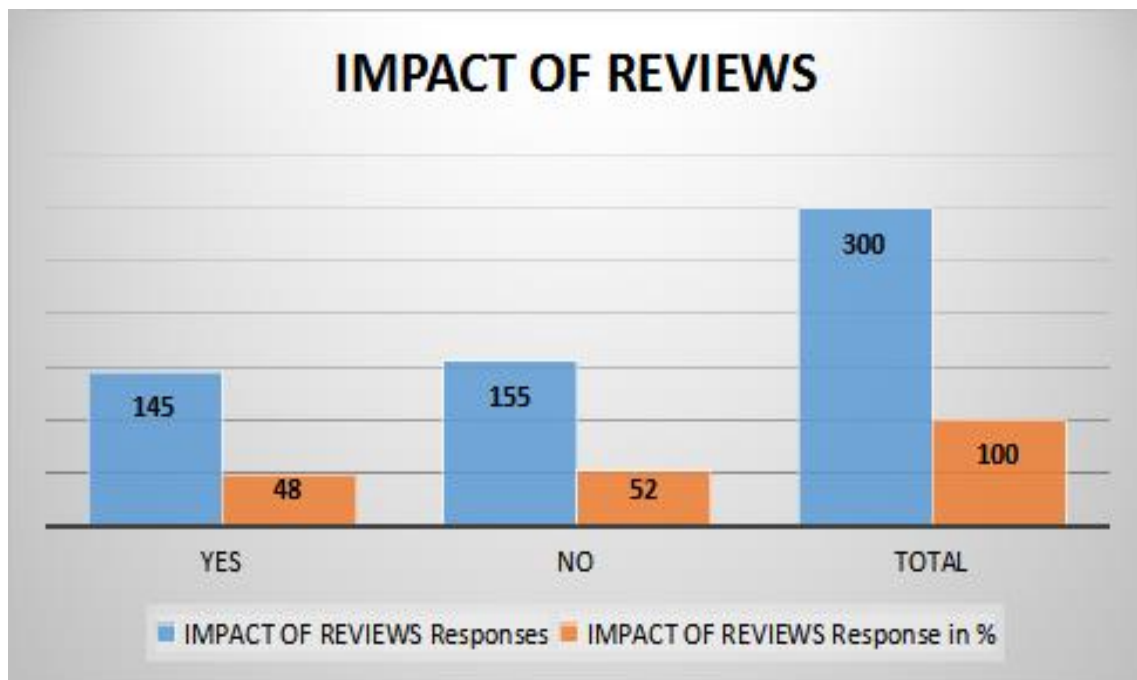


Figure 4.7 Impact of Reviews

FIGURE 4.7 shows the level of reviews and its impact on decision making towards product purchase in SPAR hyper markets. Almost 48% responses that reviews are very much impacted. 52% responses that it is not impacted.

4.8 PURCHASE DECISION TIME

TABLE 4.8 PURCHASE DECISION TIME

Choices given	Responses	Response in %
More than a month	35	12
Less than a month	55	18
Within few days	210	70
Total	300	100

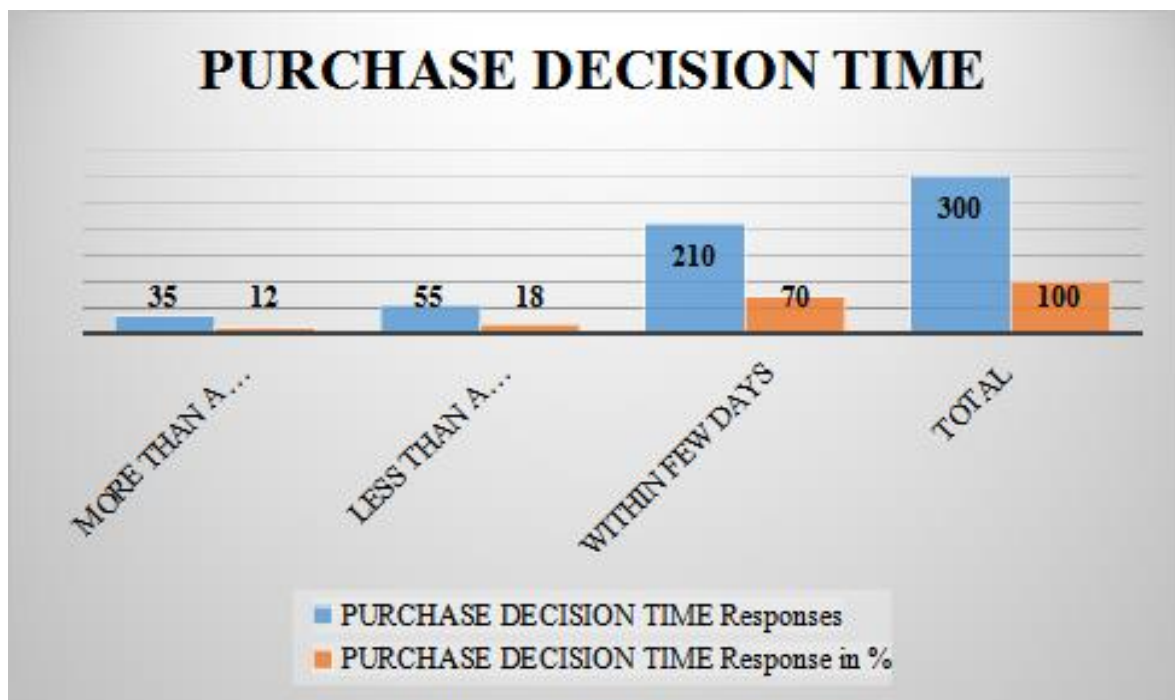


Figure 4.8 Purchase Decision Time

FIGURE 4.8 Shows the purchase decision towards selecting a high value product. 12% takes more time, 18% takes less than a month, and 70% takes fast decision as per the response.

4.9 FACTORS INFLUENCING PRODUCT SELECTION

TABLE 4.9 FACTORS INFLUENCING PRODUCT SELECTION

Choices given	Responses	Response in %
Quality	55	18
Offers	145	48
Trend	45	15
Price	55	18
Total	300	100

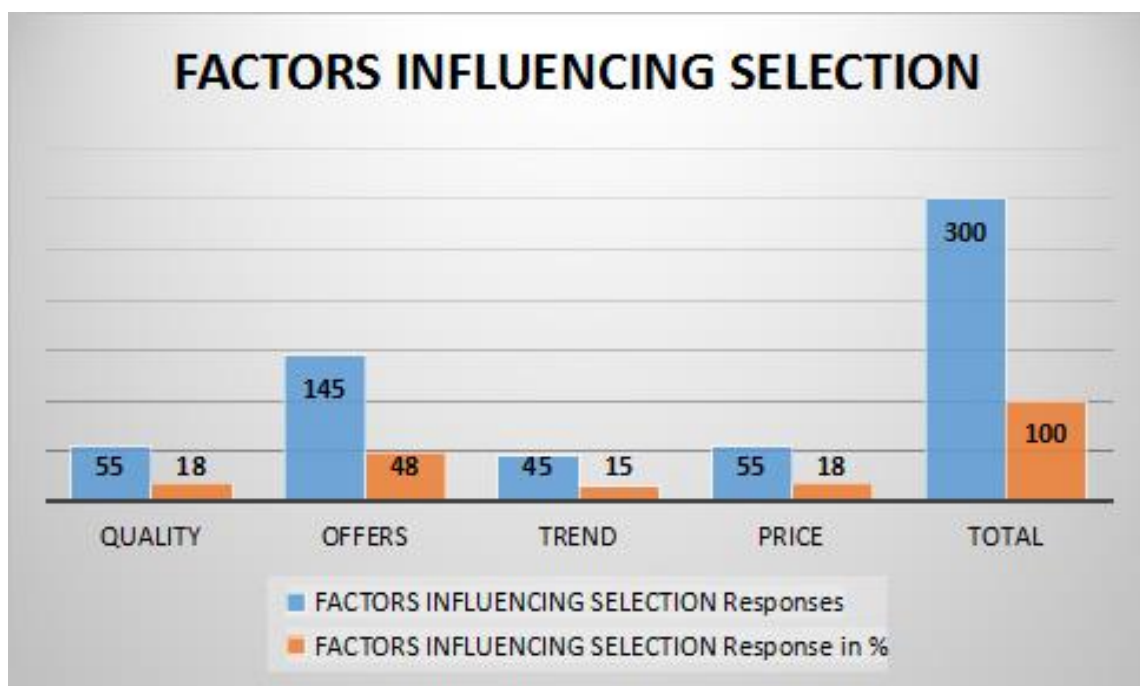


Figure 4.9 Factors Influencing Product Selection

FIGURE 4.9 shows the factors influencing the product selection. The quality plays a major role. 18% look on quality, 48% rely on various offers provided by the SPAR, 1% depends on latest trends, 18% look for low price and competitive prices.

4.10 SPAR REFERRALS

TABLE 4.10 SPAR REFERRALS

Choices given	Responses	Response in %
Never	10	3
Rarely	25	8
Sometime	20	7
Often	155	52
Always	90	30
Total	300	100

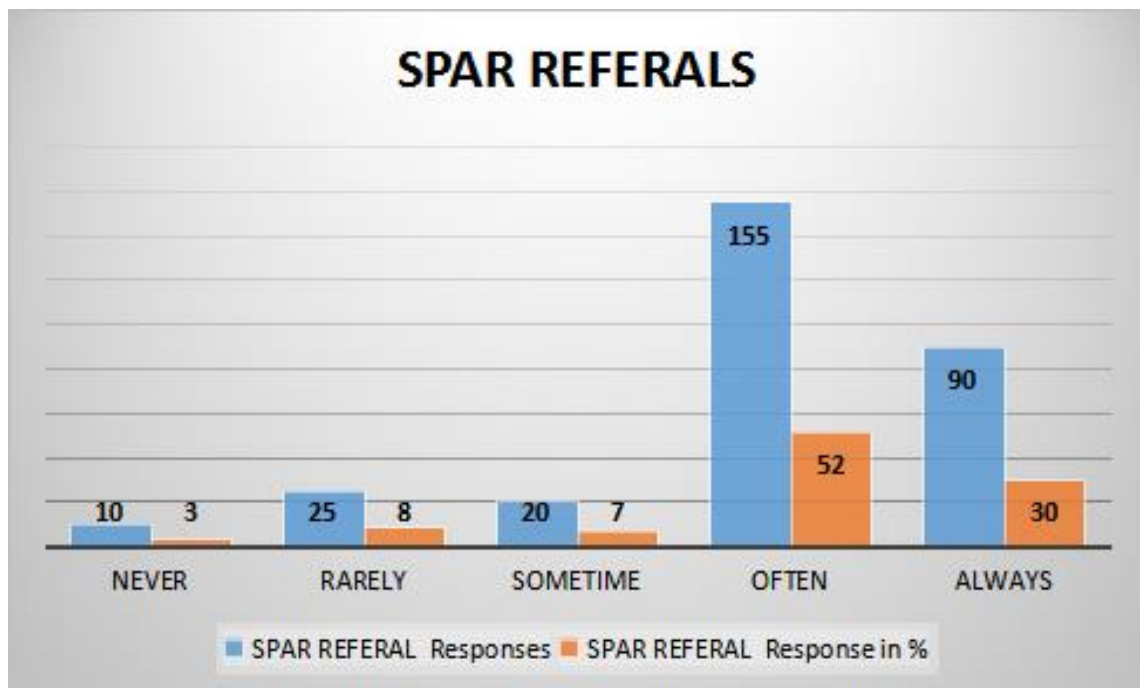


Figure 4.10 SPAR Referrals

FIGURE 4.10 shows the SPAR referral strength. If the product is good, then the referrals are really more. According to the survey the product referrals are high, since 30% mentioned always they refer, 52% mentioned often they give referrals. 7% sometimes and 8% rarely they do. 3% never do the referral that is negligible range.

4.11 OFFERS & COUPONS

TABLE 4.11 OFFERS & COUPONS

Choices given	Responses	Response in %
Excellent	100	33
Good	85	28
Satisfied	55	18
Fully Satisfied	60	20
Total	300	100



Figure 4.11 Offers & Coupons

FIGURE 4.11 shows the bar chart on offers and coupon provided by the SPAR and consumer satisfaction towards that. 33% feel excellent about the offers, 28% mentioned good, 18% mentioned satisfied with the various SPAR offers, 20% are fully satisfied with the offers.

4.12 PRODUCT UTILIZATION

TABLE 4.12 PRODUCT UTILIZATION

Choices given	Responses	Response in %
Personal Care & Beauty	55	18
Clothing's	45	15
Family Health & Nutrition	55	18
Groceries	145	48
Total	300	100

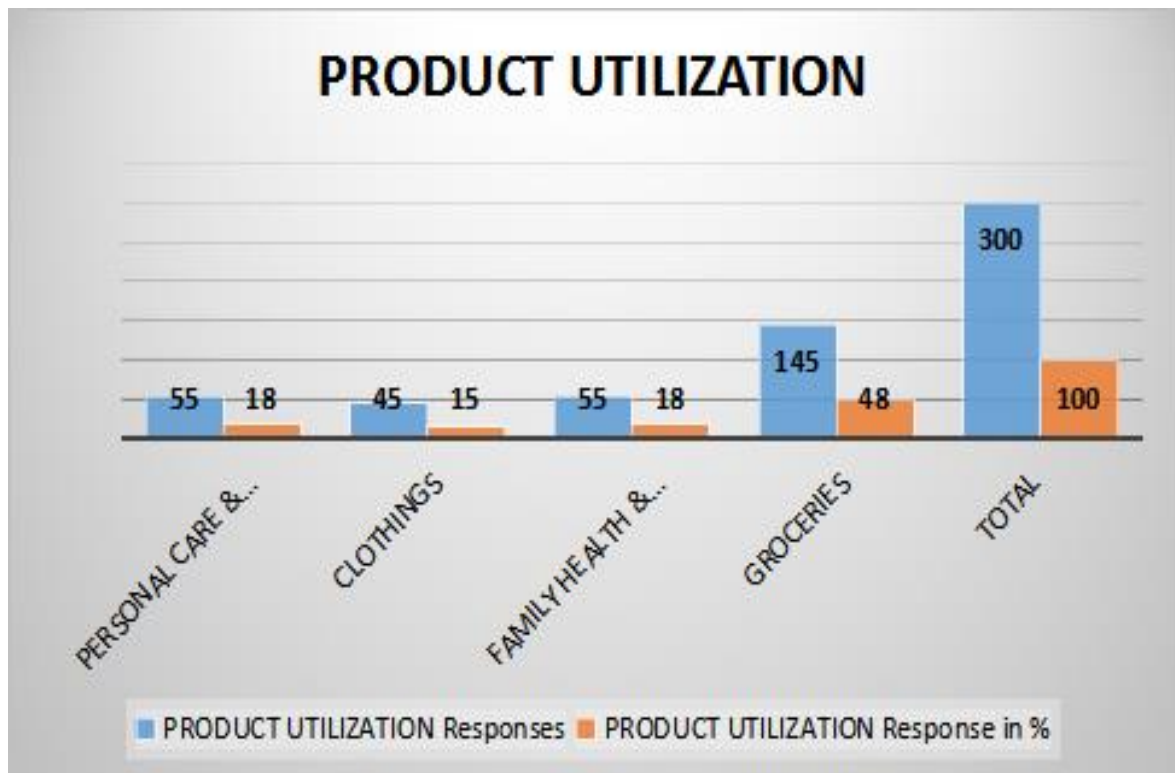


Figure 4.12 Product Utilization

FIGURE 4.12 shows product utilization rate. Most of the consumers go to SPAR hyper market for groceries. As it is highly responses by the participants.

4.13 SPAR PRODUCT QUALITY

TABLE 4.13 SPAR PRODUCT QUALITY

Choices given	Responses	Response in %
Highly satisfied	100	33
Satisfied	85	28
Moderately satisfied	55	18
Not Satisfied	60	20
Total	300	100

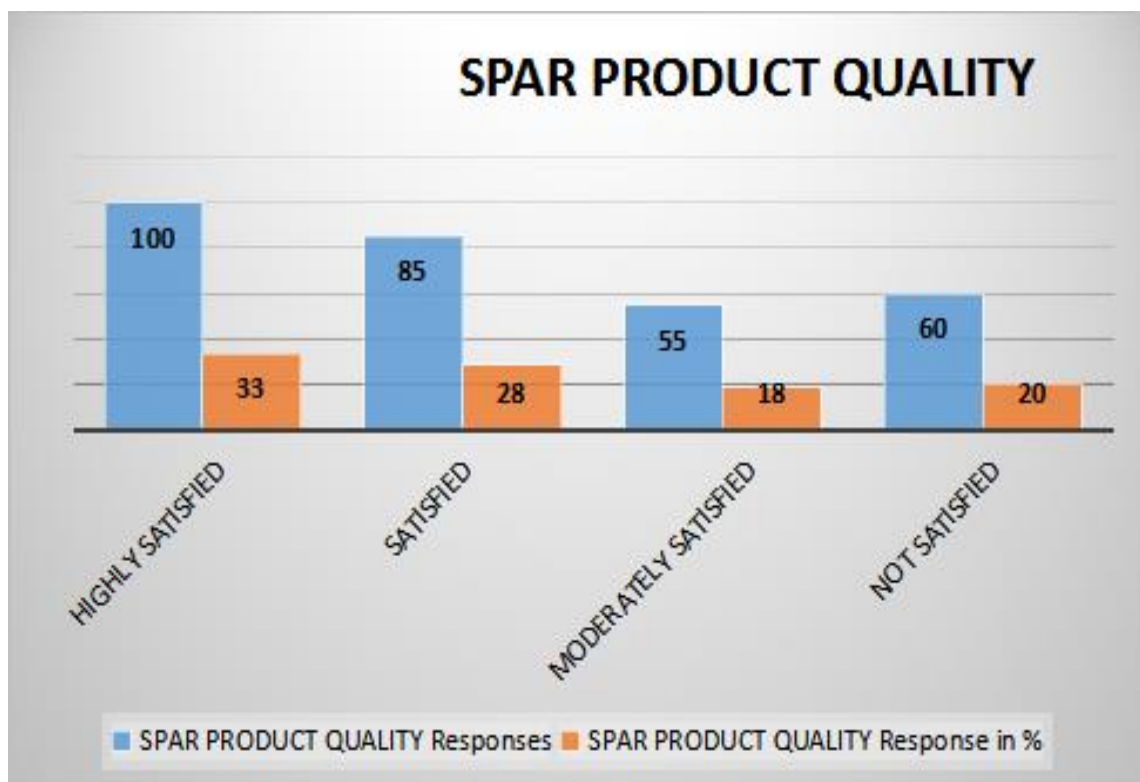


Figure 4.13 Spar Product Quality

FIGURE 4.13 shows the SPAR product quality analysis asked from the consumers. 33% mentioned as highly satisfied, 28% mentioned satisfied, 18% moderately satisfied, 20% not satisfied with the products. Maximum of positive responses towards the products.

4.14 COUPONS FOR HIGH VALUE PRODUCTS

TABLE 4.14 COUPONS FOR HIGH VALUE PRODUCTS

Choices given	Responses	Response in %
Never	15	5
Rarely	12	4
Sometimes	25	8
Often	145	48
Always	118	39
Total	300	100



Figure 4.14 Coupons for High Value Products

FIGURE 4.14 shows the benefit of coupons for high value products. As per the participants responses most of the people often utilize the offers and coupons for high value product purchase.

4.15 OFFER WORTHABILITY

TABLE 4.15 OFFER WORTHABILITY ANALYSIS

Choices given	Responses	Response in %
Yes	255	85
No	45	15
Total	300	100



Figure 4.15 Offer Worthability Analysis

FIGURE 4.15 shows the bar chart illustrating the offers worth towards the product value. 85% responses as worth, 15% mentioned in a negative way. Maximum responses are towards the positive feedback on OFFERS application on product purchase.

4.16 SPAR CUSTOMER SUPPORT

TABLE 4.16 SPAR CUSTOMER SUPPORT

Choices given	Responses	Response in %
Very supportive	110	37
Moderately	135	45
Neutral	45	15
Not Good	10	3
Worst	2	1
Total	300	100

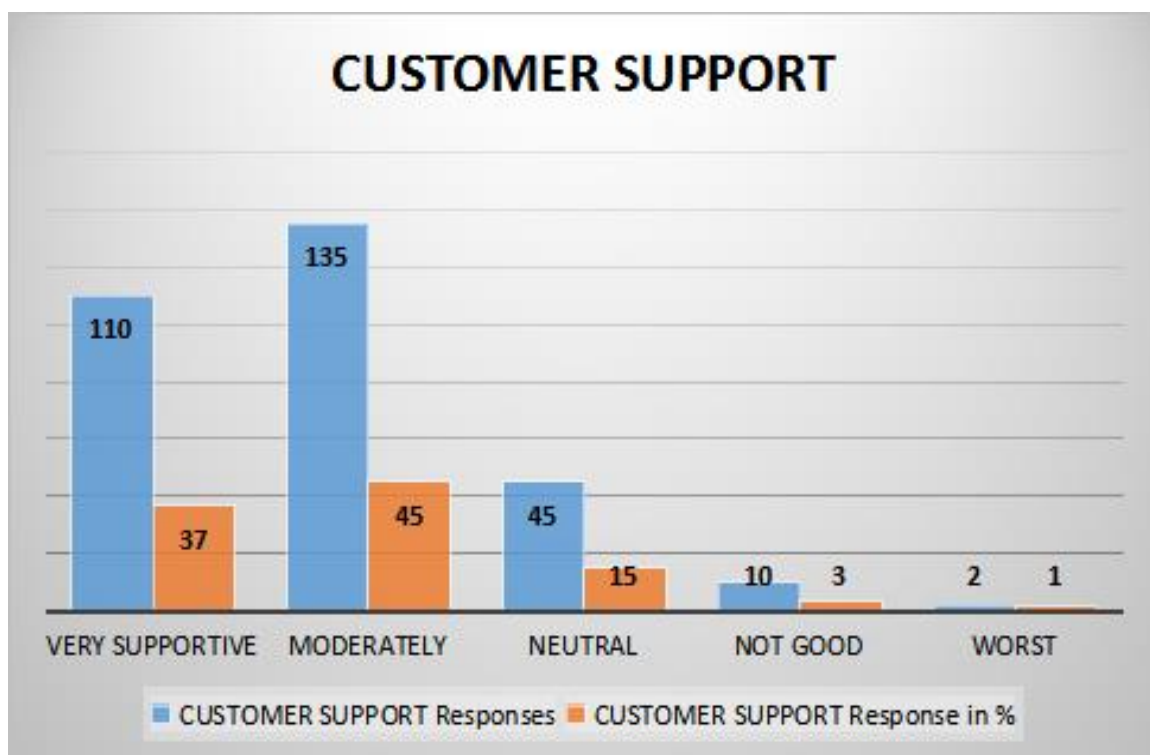


Figure 4.16 SPAR Customer Support

FIGURE 4.16 shows the SPAR customer support. the highly impacted customer support provides more customer referrals. Here as per the responses, 37% mentioned as more supportive, 45% mentioned as moderate, 15% mentioned as neutral, 3% not satisfied with the customer support.

4.17 OFFERS WITH NEGATIVE IMPACT

TABLE 4.17 OFFERS WITH NEGATIVE IMPACT

Choices given	Responses	Response in %
Strongly Agree	85	28
Agree	95	32
Neutral	55	18
Disagree	55	0
Strongly Disagree	65	22
Total	300	100

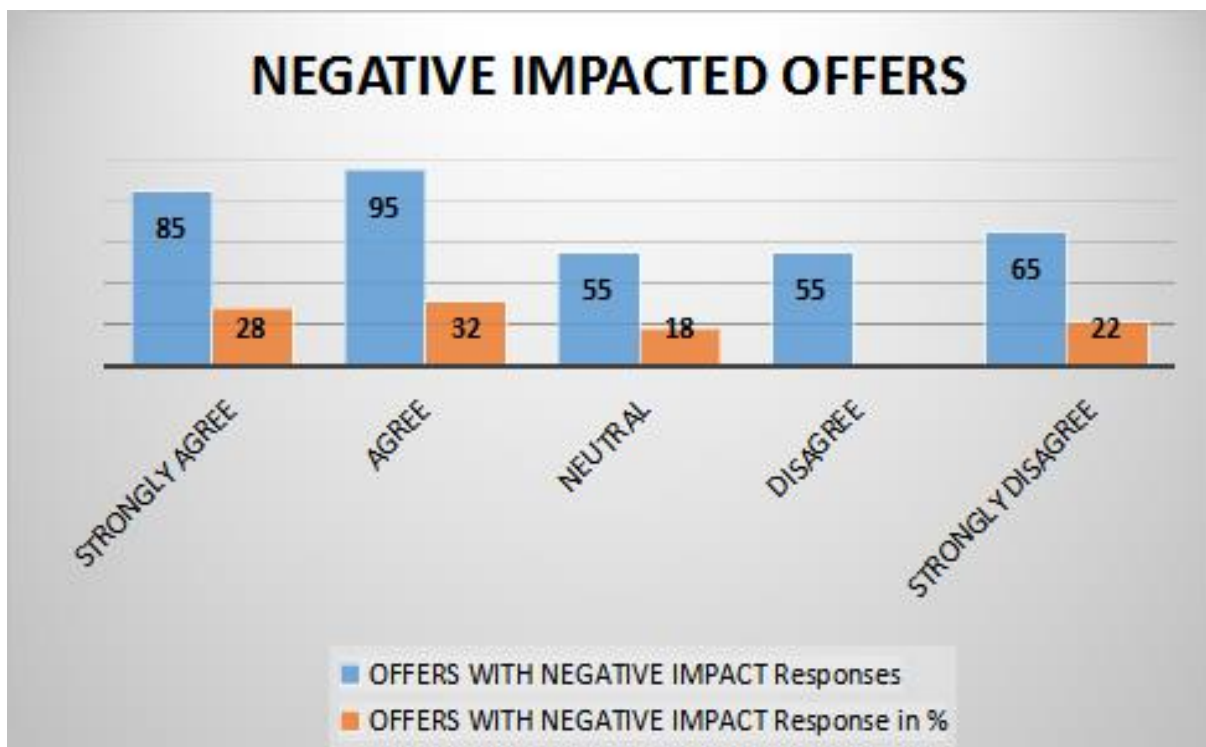


Figure 4.17 Negative Impacted Offers

FIGURE 4.17 shows the negative impact on offers. From the response on negative impacts offers it is very clear that SPAR need to work out on few offers that may not be helpful for the customers. Providing such offer may not produce any results.

4.18 YEAR END OFFERS

TABLE 4.18 YEAR END OFFERS

Choices given	Responses	Response in %
Highly satisfied	100	33
Satisfied	85	28
Moderately satisfied	55	18
Not Satisfied	60	20
Total	300	100



Figure 4.18 Year End Offers

FIGURE 4.18 shows the year end sale offers and its benefits as response chart. From the responses mentioned 33% are highly satisfied with the yearend offers, 28% satisfied, 18% moderately satisfied, 20% not satisfied with the yearend offers. Seasonal offers are always welcomed by the customers.

4.19 OFFERS VARIETIES

TABLE 4.19 OFFERS VARIETIES

Choices given	Responses	Response in %
Highly satisfied	130	43
Satisfied	55	18
Moderately satisfied	75	25
Not Satisfied	40	13
Total	300	100

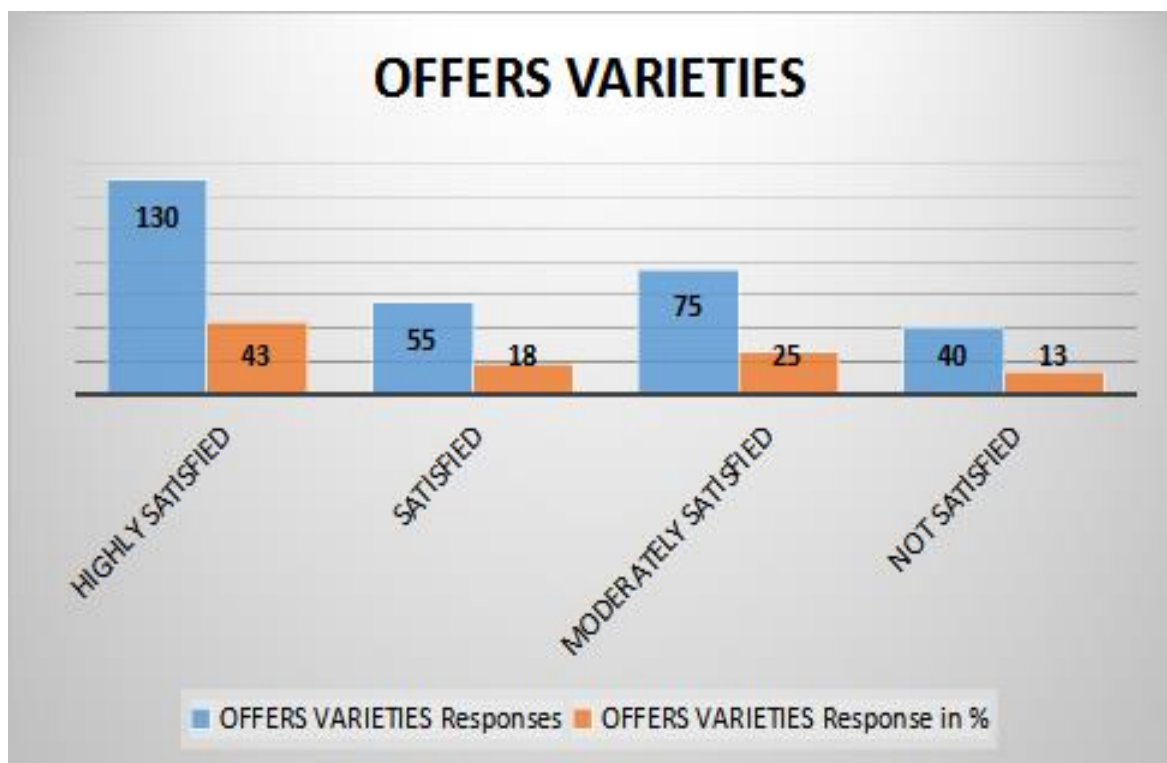


Figure 4.19 Offers Varieties

FIGURE 4.19 Shows the different types of offers provided by the SPAR market. From the responses mentioned 43% are highly satisfied with the yearend offers, 18% satisfied, 25% moderately satisfied, 13% not satisfied with the varieties. Seasonal offers are always welcomed by the customers.

4.20 ONE DAY SALE

TABLE 4.20 ONE DAY SALE

Choices given	Responses	Response in %
Highly satisfied	140	47
Satisfied	55	18
Moderately satisfied	65	22
Not Satisfied	40	13
Total	300	100



Figure 4.20 One Day Sale

FIGURE 4.20 Shows the results on One day sales offers. As various offers are discussed here, here 47% responses as highly satisfied, 18% mentioned as satisfied, 22% mentioned as moderately satisfied, 13% not satisfied.

INTERPRETATIONS

Analysis of Variance Results

F-statistic value = 1.91666

P-value = 0.17939

Data Summary				
Groups	N	Mean	Std. Dev.	Std. Error
Group 1	7	84	40.8901	15.455
Group 2	7	44.8571	36.8846	13.9411
Group 3	5	61.4	32.8983	14.7126

ANOVA Summary					
Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Stat	P-Value
	DF	SS	MS		
Between Groups	2	5396.3752	2698.1876	1.9167	0.1794
Within Groups	16	22524.0365	1407.7523		
Total:	18	27920.4117			

ONE-WAY ANNOVA PLOT

A one-way ANOVA plot is used to visualize and compare the means of multiple groups in a one-way analysis of variance (ANOVA). It provides a graphical representation of the group means and their variability, allowing for a quick visual assessment of any significant differences among the groups.

The most common type of plot used for a one-way ANOVA is a box plot (box-and-whisker plot) or a violin plot. Both types of plots effectively display the distribution of data, showing the median, quartiles, and potential outliers for each group.

Let's walk through how to create a box plot for a one-way ANOVA:

Step 1: Data Collection and Grouping

Collect your data for each group you want to compare. Make sure the data meets the assumptions of normality and homogeneity of variance. Group the data by the categories you are investigating.

Step 2: Compute Group Descriptive Statistics

Calculate the mean and standard deviation for each group. These statistics will be used in the box plot.

Step 3: Create the Box Plot

Using software such as R, Python (using libraries like Matplotlib or Seaborn), or Excel, plot the data in a box plot or violin plot format.

In a box plot:

The box represents the interquartile range (IQR) and contains the middle 50% of the data, with the median line inside the box.

The whiskers extend to the minimum and maximum data points within a certain range (usually 1.5 times the IQR). Data beyond the whiskers are considered outliers and are shown as individual points.

The position of each box along the x-axis represents the group, and the height of the box indicates the spread of data in that group.

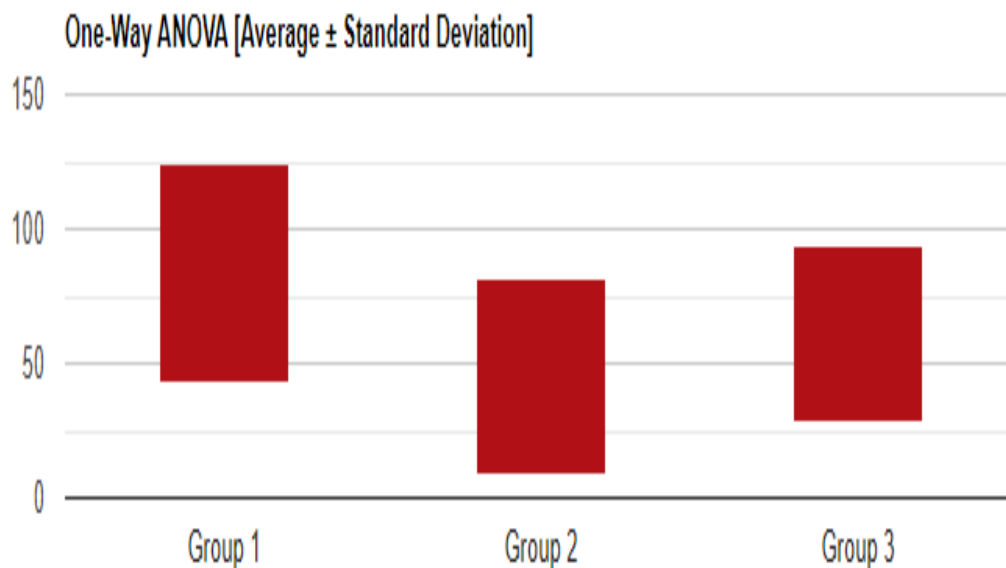


Figure 4.21 One Way ANOVA Result

DISCUSSION

A p-value of 0.17939 indicates the probability of observing the test results (or more extreme results) under the assumption that the null hypothesis is true. In hypothesis testing, the p-value is used to determine the statistical significance of the results.

When the p-value is greater than the chosen significance level (commonly 0.05), it suggests that there is not enough evidence to reject the null hypothesis. In other words, the result is not considered statistically significant at the chosen level of significance.

In this case, with a p-value of 0.17939, it means that there is approximately an 17.94% chance of obtaining the observed result (or a more extreme one) if the null hypothesis is true. Since this probability is higher than the typical 5% threshold, we do not have enough evidence to reject the null hypothesis.

It's important to note that not achieving statistical significance does not necessarily mean that the null hypothesis is true or that there is no effect or relationship. It simply means that the evidence is not strong enough to draw a definitive conclusion based on the chosen significance level. Researchers and analysts often interpret such results cautiously and may consider other factors, effect sizes, and the context of the study when interpreting the findings. Additionally, depending on the study design and the specific question being addressed, a higher or lower significance level might be chosen for interpreting the results.

T-TEST

P value and statistical significance:

The two-tailed P value equals 0.0845

By conventional criteria, this difference is considered to be not quite statistically significant.

Confidence interval:

The mean of Positive response minus Negative response equals 39.14

95% confidence interval of this difference: From -6.21 to 84.49

Intermediate values used in calculations:

$$t = 1.8806$$

$$df = 12$$

$$\text{standard error of difference} = 20.814$$

Group	Positive response	Negative response
Mean	84.00	44.86
SD	40.89	36.88
SEM	15.46	13.94
N	7	7

A two-tailed p-value of 0.0845 suggests that the result is not statistically significant at the conventional significance level of 0.05. In hypothesis testing, the p-value represents the probability of observing a test statistic as extreme or more extreme than the one calculated, assuming that the null hypothesis is true.

When the p-value is less than or equal to the chosen significance level (usually 0.05), it is considered statistically significant, and we reject the null hypothesis in favour of the alternative hypothesis. In this case, with a p-value of 0.0845, it means that there is an 8.45% chance of obtaining the observed result (or a more extreme one) under the assumption that the null hypothesis is true. Since this probability is higher than the typical 5% threshold, we do not have enough evidence to reject the null hypothesis.

Remember that not achieving statistical significance does not necessarily mean that there is no effect or relationship; it simply means that the evidence is not strong enough to make a definitive conclusion based on the chosen significance level. It is essential to consider the context, effect size, and the practical significance of the findings when interpreting the results. Additionally, if the sample size is relatively small, the power of the test to detect a significant effect may be reduced. In such cases, larger sample sizes or different statistical tests might be considered to obtain more robust results.

CHAPTER 5

FINDINGS AND RECOMMENDATIONS

5.1 FINDINGS

- ❖ FIGURE 4.4 shows the bar chart showing the primary decision maker of the participants. Since based on the participant capability to take up the choice of accepting the offers or not.
- ❖ FIGURE 4.5 shows the product value analysis through various platforms. TV ads social media, word of mouth referrals, through advertising agents, YouTube, affiliate marketing ads.
- ❖ FIGURE 4.6 shows the bar chart showing the factors influencing the decision on accepting the offers. Various existing reviews plays an optimum role. Star rating are another factor influence the decision making. Referrals and word of mouth information also enable the decision change.
- ❖ FIGURE 4.7 shows the level of reviews and its impact on decision making towards product purchase in SPAR hyper markets. Almost 48% responses that reviews are very much impacted. 52% responses that it is not impacted.
- ❖ FIGURE 4.8 Shows the purchase decision towards selecting a high value product. 12% takes more time, 18% takes less than a month, and 70% takes fast decision as per the response.
- ❖ FIGURE 4.9 shows the factors influencing the product selection. The quality plays a major role. 18% look on quality, 48% rely on various offers provided by the SPAR, 1% depends on latest trends, 18% look for low price and competitive prices.
- ❖ FIGURE 4.10 shows the SPAR referral strength. If the product is good, then the referrals are really more. According to the survey the product referrals are high, since 30% mentioned always they refer, 52% mentioned often they give referrals. 7% sometimes and 8% rarely they do. 3% never do the referral that is negligible range.

- ❖ FIGURE 4.11 shows the bar chart on offers and coupon provided by the SPAR and consumer satisfaction towards that. 33% feel excellent about the offers, 28% mentioned good, 18% mentioned satisfied with the various SPAR offers, 20% are fully satisfied with the offers.
- ❖ FIGURE 4.12 shows product utilization rate. Most of the consumers go to SPAR hyper market for groceries. As it is highly responses by the participants.
- ❖ FIGURE 4.13 shows the SPAR product quality analysis asked from the consumers. 33% mentioned as highly satisfied, 28% mentioned satisfied, 18% moderately satisfied, 20% not satisfied with the products. Maximum of positive responses towards the products.
- ❖ FIGURE 4.14 shows the benefit of coupons for high value products. As per the participants responses most of the people often utilize the offers and coupons for high value product purchase.
- ❖ FIGURE 4.15 shows the bar chart illustrating the offers worth towards the product value. 85% responses as worth, 15% mentioned in a negative way. Maximum responses are towards the positive feedback on offers application on product purchase.
- ❖ FIGURE 4.16 shows the SPAR customer support the highly impacted customer support provides more customer referrals. Here as per the responses, 37% mentioned as more supportive, 45% mentioned as moderate, 15% mentioned as neutral, 3% not satisfied with the customer support.
- ❖ FIGURE 4.17 shows the negative impact on offers. From the response on negative impacts offers it is very clear that SPAR need to work out on few offers that may not be helpful for the customers. Providing such offer may not produce any results.

- ❖ FIGURE 4.18 shows the year end sale offers and its benefits as response chart. From the responses mentioned 33% are highly satisfied with the yearend offers, 28% satisfied, 18% moderately satisfied, 20% not satisfied with the yearend offers. Seasonal offers are always welcomed by the customers.

- ❖ FIGURE 4.19 shows the different types of offers provided by the SPAR market. From the responses mentioned 43% are highly satisfied with the yearend offers, 18% satisfied, 25% moderately satisfied, 13% not satisfied with the varieties. Seasonal offers are always welcomed by the customers.

- ❖ FIGURE 4.20 shows the results on One day sales offers. As various offers are discussed here, here 47% responses as highly satisfied, 18% mentioned as satisfied, 22% mentioned as moderately satisfied, 13% not satisfied.

5.2 RECOMMENDATIONS

Yes, offers and coupons can be beneficial to customers in various ways. Here are some of the key benefits:

Cost Savings

The primary advantage of using offers and coupons is that they allow customers to save money on their purchases. Discounts, percentage off, buy-one-get-one-free (BOGO), or other promotional offers can significantly reduce the overall cost of products or services.

Increased Purchasing Power

By offering discounts or deals, customers may be able to afford products or services that they might not have considered buying at the regular price. This can lead to an increase in their purchasing power.

Opportunity to Try New Products

Coupons or free sample offers can encourage customers to try new products or services they may not have experienced before. This helps customers explore different options and discover new favourites.

Customer Loyalty

Frequent use of offers and coupons can enhance customer loyalty to a particular brand or business. Customers may develop a sense of appreciation for the discounts they receive, which may lead them to choose the same brand or store for future purchases.

Incentive for Repeat Purchases

Businesses often use loyalty programs and personalized offers to encourage repeat purchases from their existing customers. This benefits both the customer, who gets rewarded for their loyalty, and the business, which gains repeat business.

Seasonal Savings

Offers and coupons are commonly used during special occasions, holidays, or seasonal sales. Customers can take advantage of these promotions to make purchases at lower prices during peak shopping times.

Increased Sales and Customer Traffic

By promoting discounts and deals, businesses can attract more customers to their stores or websites. This increase in customer traffic can lead to higher overall sales.

Enhanced Customer Satisfaction

When customers receive discounts or special offers, they often feel valued and appreciated by the business. This can lead to higher levels of customer satisfaction.

Clear Inventory and Promote New Products

Offers and coupons can be effective tools for businesses to clear out old inventory or introduce new products to the market. Discounts can create a sense of urgency, encouraging customers to make a purchase sooner.

Overall, offers and coupons play a significant role in marketing strategies, benefiting both customers and businesses. They can create a win-win situation where customers get cost savings and enhanced value, while businesses can boost sales, attract new customers, and foster loyalty among existing ones.

CHAPTER 6

CONCLUSION

Introducing offers and coupons in SPAR Market has likely led to an increase in footfall or customer visits. Customers are attracted by the prospect of discounts and special deals, resulting in higher store traffic.

Higher Sales Volume

The implementation of offers and coupons is likely to have positively impacted sales volume. Customers tend to buy more items when discounts are available, leading to increased revenue for the store.

Improved Customer Loyalty

Offers and coupons can enhance customer loyalty by providing added value to shoppers. Regular customers are more likely to return to Spar Market to take advantage of ongoing deals, fostering loyalty and repeat business.

Attracting New Customers

Spar Market's promotional strategies might have succeeded in attracting new customers who are enticed by the discount opportunities. This helps in expanding the customer base and market reach.

Clearing Excess Inventory

Offers and coupons are effective in clearing out excess or slow-moving inventory. Spar Market can use such promotions strategically to manage inventory levels and avoid stock obsolescence.

Competitive Advantage

By offering attractive deals and coupons, Spar Market can gain a competitive advantage in the market. It sets the store apart from competitors and positions it as a preferred shopping destination.

Data Collection and Analysis

Spar Market can leverage offers and coupon programs to collect valuable data on customer preferences and buying behaviour. Analysing this data can lead to better-targeted promotions and marketing strategies.

Seasonal Promotions

Spar Market can use offers and coupons to capitalize on seasonal shopping trends and holidays, effectively boosting sales during peak periods.

Promotional Costs

While offers and coupons can boost sales, the store should carefully manage the costs associated with these promotions to ensure they are financially viable and don't adversely impact profitability.

Overall, Spar Market's implementation of offers and coupons has likely resulted in increased customer engagement, sales, and loyalty. To sustain the benefits of these promotions, the store should continuously monitor the effectiveness of different offers, adjust strategies as needed, and strive to strike a balance between driving sales and maintaining profitability.

CHAPTER 7

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