

**A RESEARCH STUDY ON ADVERTISEMENT AND SALES PROMOTIONS**

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**Abstract:** Promotion is the fourth major components of a company's total marketing mix (along with product planning, pricing and distribution). Promotion is the synonymous with selling. Its intent is to inform persuade and influence people. It is a basis ingredient in non-price competition and it is an essential element in modern marketing. The two major forms of promotions are advertising and sales promotions. Mass communication is needed to reach mass market at a reasonable cost. Advertisement and sales promotions are just the tools for this job.

**Keywords:** Promotion, Marketing, T-test

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**Introduction and Review of Literature:**

Promotion is the fourth major components of a company's total marketing mix (along with product planning, pricing and distribution). Promotion is the synonymous with selling. Its intent is to inform persuade and influence people. It is a basis ingredient in non-price competition and it is an essential element in modern marketing. The two major forms of promotions are advertising and sales promotions. Mass communication is needed to reach mass market at a reasonable cost. Advertisement and sales promotions are just the tools for this job. Marketing executives should understand the various classes of advertising and media of advertising because the type of advertising and media are used depends on the company's objectives in its advertising programs. Advertising consist of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea.

**Advertising Management:** The role of advertising in society has often been a subject of much debate. Advertising may be useful for consumers, considering that dissemination of information is necessary when buyers have to make a choice from

the various products and services or from the different brands of a product. Media has a vital role in the process of advertising communication. Effective advertising is possible only if suitable media are available. The appropriateness of media used, vis-à-vis the target audience and their reach, are critical importance.

**Marketing Management:** Advertising is any paid form non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Ads can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people. Advertising objectives can be classified according to whether their aim is inform, persuade, remind, or reinforce. After choosing the message the advertiser's next task is to choose media to carry it. Media selection is the finding the most cost effective media to deliver the desired number and type of exposure to the target audience. Sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, and design to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

**SWOT Analysis of Big Bazaar**

<p><b>STRENGTHS:</b></p> <ul style="list-style-type: none"> <li>• High brand equity</li> <li>• State of art infrastructure</li> <li>• Pop promotion</li> <li>• Variety of stuff under single roof</li> </ul>	<p><b>WEAKNESSES:</b></p> <ul style="list-style-type: none"> <li>• A/C Renovation is not being done regularly.</li> <li>• Staffs are not having complete idea regarding products.</li> <li>• Most of the time no staff will be present in free Gift counter in Food Bazaar.</li> </ul>
<p><b>OPPORTUNITIES:</b></p> <ul style="list-style-type: none"> <li>• Organized retail (4.16%)</li> <li>• Evolving consumer preferences</li> <li>• In Store Experience Improvements</li> <li>• New formats and consumption space</li> <li>• Looking at expansion</li> </ul>	<p><b>THREATS:</b></p> <ul style="list-style-type: none"> <li>• Competitors domestic and foreign</li> <li>• Government policies</li> <li>• Unorganized retail</li> <li>• Economic condition</li> </ul>

- To know the various advertisement and sales promotion schemes used in Big Bazaar.
- To find out the appropriate media for advertisement.
- To find out the most effective sales

**Limitations:**

- Time has been a major constraint throughout the study as it has been only for duration of 2 months.

- promotion schemes to improve the sales of Big Bazaar.
- To find certain new ideas in advertisement and sales promotion techniques that Big Bazaar can adopt to improve its services.
- As this survey was restricted to bengaluru.
- Some of the customers are doesn't aware of the types media and advertisements.

**Research Methodology:**

**Statistical Tool**

: Percentage method, T-test,

**Data Analysis & Interpretation:**

**T-test:**

**H0:** The promotion has not increased sales of the BIG BAZAAR.

**(SALES IN LAKHS)**

<i>Day</i>	<i>Sales Without Promotion</i>	<i>Sales With Promotion</i>	<i>Difference(D )</i>	<i>d^2</i>
1	13.9	22.3	8.4	70.6
2	13.4	21	7.6	57.76
3	12.5	23.7	11.2	125.44

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4	13.9	20.1	6.2	38.44
5	12.8	21.2	8.4	70.56

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### Inference

- Standard deviation  $S = 1.81$
- Calculated value of  $t=10.27$
- Critical value of  $t = 4.604$
- Since calculated value of ' t ' is more than the critical value. So, the null hypothesis is rejected.

The promotion has increased the sales of Big Bazaar

By T-test

The promotion has increased the sales of big bazaar

### Conclusion

The conduct of summer training was a practical gain to wide sphere knowledge to me in the dealing with Leading Retailer of India. I came to learn regarding the market sphere of the usage in the field of Integrated foods and other FMCGs and

depict how people are managing to use the Hypermarket & Supermarket. Finally, what I realized was that in Future Group was conceived as a force to drive domestic consumption and capture every addressable need of Indian consumers.