* 1. **INTRODUCTION**

Seasonal campaigns present unique opportunities to engage with customers, drive sales, and enhance brand visibility. This report serves to document and evaluate our organization's Strategic Seasonal Campaigns, which have been meticulously crafted to leverage the power of seasonal occasions and consumer behaviors.

As consumer preferences evolve throughout the year, so too must our marketing strategies. Recognizing this, our organization has embarked on a series of Strategic Seasonal Campaigns designed to align with key seasonal events, holidays, and trends. These campaigns are not merely reactive; rather, they are part of a proactive approach to engage with our target audience at critical junctures in their journey.

The objectives of our Strategic Seasonal Campaigns extend beyond short-term gains; they are integral to our overarching marketing strategy and brand positioning. By harnessing the energy and enthusiasm surrounding seasonal occasions, we aim to deepen customer relationships, strengthen brand loyalty, and drive sustainable business growth.

Throughout this report, we will delve into the specifics of our Strategic Seasonal Campaigns, including the objectives, strategies, execution, and outcomes. By analyzing the effectiveness of these initiatives, we can gain valuable insights into consumer behaviors, campaign performance, and areas for improvement.

Ultimately, our goal is to not only showcase the success of our past endeavors but also to inform future decision-making and optimize our approach to seasonal marketing. Through strategic planning, creative execution, and rigorous evaluation, we are committed to maximizing the impact of our seasonal campaigns and delivering meaningful value to our customers and stakeholders.

* 1. **STATEMENT OF RESEARCH PROBLEM**

"A Study on Strategic Seasonal Campaigns of Greens Hypermarkets in Kannur” through this project, the company’s sales manager can analyze the level of sales promotion put forward by them and how much it is effective. They can also find a way to improve the process with the help of this project.

* 1. **THEORETICAL FRAMEWORK**

**Marketing**

Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too, including writing thank you emails, playing golf with a prospective client, returning calls and emails quickly, and meeting with clients for coffee or a meal. At its most basic, marketing seeks to match a company's products and services to customers who want access to those products. The matching of product to customer ultimately ensures profitability.

**How Marketing Works**

Product, Price, Place, and Promotion are the Four P’s of marketing. The Four P’s collectively make up the essential mix a company needs to market a product or service.

Neil Borden popularized the idea of the marketing mix and the concept of the Four Ps in the 1950s.

**Product**

Product refers to an item or items the business plans to offer to customers. The product should seek to fulfil an absence in the market, or fulfil consumer demand for a greater amount of a product already available. Before they can prepare an appropriate campaign, marketers need to understand what product is being sold, how it stands out from its competitors, whether the product can also be paired with a secondary product or product line, and whether there are substitute products in the market.

**Price**

Price refers to how much the company will sell the product for. When establishing a price, companies must give considerations to the unit cost price, marketing costs and distribution expenses. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a reasonable alternative for consumers.

**Place**

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a physical storefront, online, or through both distribution channels.

**Promotion**

Promotion, the fourth P, refers to the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, sales promotions, public relations, direct marketing, sponsorship, and guerrilla marketing.

Promotions will vary depending on what stage of the product life cycle the product is in. Marketers understand that consumers associate a product’s price and distribution with its quality, and they take this into account when devising the overall marketing strategy.

**MARKETING MIX**

**Definition**

The marketing mix refers to the set of actions or tactics that a company uses to promote its brand or product in the market. The 4P's make up a typical marketing mix, product, price, place and promotion. However nowadays, the marketing mix increasingly includes several other 4P's like packaging, process, people and even politics as vital mix elements.

In the early 1960's, Professor Neil Borden at Harward Business School identified a number of company performance action that can influence the consumer decision to purchase goods or services. Borden suggested that all these actions of the company represented a "Marketing Mix". In the same year i.e. in 1960's Professor E. Jerome McCarthy also at the Harward business school, popularized the view of Borden suggested that the marketing mix contained 4 elements - Product, Price, Place and Promotion.

The marketing mix is the entire key which is used in marketing of product and services. This is frequently referred to as four 4P's product, price, promotion and place. Marketing involves the combination of fourbasic elements of marketing mix. Product, price, promotion are the supporting elements.

Marketing mix is one of the most fundamental concepts in marketing management. For attracting customers and for sales promotion, every manufacturer has to concentrate on four basic element viz product, pricing, place and promotion. A fair combination of these marketing elements is called marketing mix. It is the blending of four inputs (4P's) which form the core of marketing objectives. Manufacturer has to use the four element of marketing mix in a rational manner to achieve organizational marketing objectives in terms of volume of sales and consumer support.

**IMPORTANCE OF MARKETING MIX**

All the elements of the marketing mix influence each other. They make up the business plan for a company and if handled properly, can give it great success. But if not handled properly the business could take years to recover. The marketing mix needs a lot of understanding about market research and consultation with several people, from users of trade to manufacturing and several others.

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. These ideas about the "four P's", can facilitate business to reach their goals more effectively. To execute the marketing skills, a plan or a road map must be established that can adapt to the ranges taking place in the economy and provide new avenues of approach for discovered market.

 **MARKETING MIX**

**Meaning**

"Marketing mix is defined by Philip Khotler as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market."

 The term marketing mix denotes a combination of the four inputs, which constitutes the care of companies.

**MARKETING MANAGEMENT**

Marketing management is one of the important functional areas of business management. It is the functional areas of business which deals with the marketing of goods and services. Liberalization and globalization brought a change in marketing system in a rapid speed and rise in the standard of living of people today. The needs and expectation of modern consumers are changing every day. Therefore customers satisfaction is one of the biggest challenges of marketing management.

**Meaning and definition**

 According to Philip Kotler "marketing management is the analysis, planning implementation and control of programs designed to create, build maintain mutually beneficial exchanges and relationship with target of the purpose of achieving organizational objectives".

The American Marketing Association defines, "Marketing is the process of planning and executing, competition, pricing, promotion and distribution of ideas, goods and services that satisfy individual and organizational objectives."

The basic goals of marketing management are satisfaction of the needs of customers and generation of profit for the business.

The specific objectives of marketing management are:

• Determination of customer needs.

• Customer satisfaction.

• Generation of profit.

• Contribution to national development.

• Raising the standard of living of people.

**MARKETING STRATEGIES**

Introduction:

The marketing strategy is the basic guide for the implementation of marketing mix. The strategy explains the activities planned and the tools used in the areas of marketing mix to meet the established marketing goals and objectives. It also explains the target market and profiles the product average customers.

Marketing strategy involves selecting a specific target market and making decision regarding the crucial elements of product, price , promotion and distribution in order to satisfy the needs of customers in that market, choosing the "right" strategy from among many possible alternatives is the best ultimate test in developing good marketing strategy. There are literally hundreds of possible marketing mix combinations that when matched with a good situation analysis, can give a firm a chance to satisfy the needs of target customers, differentiate its product from competitors and achieve its marketing goal and objective.

An organization marketing strategy is designed to provide a total integration of efforts that focus on achieving the market objectives. The marketing strategy involves selecting one or more target markets and then developing a marketing mix product, price, promotion that satisfy the needs and wants of that target market.

Although the marketing strategy involves selection of a target market and development of a marketing mix, these decisions are not made in a vacuum the marketing strategy must consider the following:

1. Fits the needs and purpose of the selected target market.

2. Be realistic given the organizations available resources and environment and

3. Be consistent with organization mission, goal and objectives within the context of the overall strategic planning process. The marketing strategy must be evaluated to determine its effect on the organizations sales, costs, image and profitability.

Marketing strategy consists of two main steps:

1. Selecting the target market.

2. Assembling the target mix.

**TARGET MARKET**

A marketer can rarely satisfy everyone in market. Therefore, marketers start by dividing the market. They identify and profile distinct group of buyers who might prefer varying product and services mix. Examining demographic and behavioral differences among buyers can identify market segments. The marketers then decide which segments present the greatest opportunity that is its target market.

**MARKETING MIX ELEMENTS**

The elements or components that make up a marketing mix are shown asq below:

a) Product

b) Price

c) Place ( distribution)

d) Promotion

**PRODUCT STRATEGY**

 The product is the most tangible and important single component of the marketing programme. The product policy and strategy is the cornerstone of a marketing mix. Without product, there is nothing to distribute, nothing to price. If the product fails to satisfy consumer demand, no additional cost or any of other ingredients of the marketing mix will improve the product performance in the market place.

A product strategy is a company plan for marketing its products. The company has laid down objectives. The company has to develop a product design to achieve the set objectives. The company has to product strategy resolved number of issues.

* Product line
* Product mix
* Packaging
* Labeling
* Branding
* Product line what products or satisfaction should we sell? Product line is a group of products that are related either because they satisfy similar needs of different but related needs of a given market segment.
* Product mix a product mix is the set of all products and items that a particular seller offers for sale. A company's product mix has a certain width, length, depth and consistency.
* The width of a product mix refers to how many different product lines the company carries.
* The length of product mix refers to the total number of terms in the mix. This is obtained by dividing the total length by number of lines,or an average product length.
* The consistency of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way.
* These four product mix dimensions permit the company to expand its business in four ways. It can add new product lines, thus widening its product mix. It can lengthen each product line. It can add more product variants to each product mix. Finally a company can pursue more product line consistency.

**Branding**

Brand is a major issue of product strategy. Branding strategy indicates how the firm chooses to use brand as an integral part of its overall marketing strategy in a sense, branding is simply another dimension of marketing strategy. Perhaps the most distinctive skill of professional marketers is their ability to create maintain protect and enhance brands. The American Marketing Associating defines a brand as: a name, term, sign, symbol or design, or one seller or group of sellers and to differentiate them from those competitors. Therefore a brand identifies the goods or services of one seller or group of sellers and to differentiate them from those competitors. Thus brand identifies the sellers or market, under trademark law, the seller is granted exclusive rights to use the brand name of perceptively.

A brand is a complex symbol that can convey up to six levels of meaning: attributes benefits, values, culture, personality, and user. 2.62 Packaging

Most physical product has to be packed and labeled. Many marketers have called packaging a fifth P, along with price product, place and promotion.

Packaging may be identified as the general group of activities in the planning of a product. These activities concentrate on formulating a design of the package and producing an appropriate and attractive container or wrappers for a product. Almost every article has to be packed to make a trip to the ultimate consumer. But packaging is merely a physical action and provides a handling convenience.

**Labeling**

Seller must label products, the label may be a simple tag attached to the product or an elaborately designed graphic that is part of the package. The label might carry only the brand name or a great deal of information. Even if the seller prefers a simple label the law may require additional information. The label perform several functions. First the label identifies the product or brand- the label might also grade the product, the label might describe the product. Who made it, where it was made, when it was made, what it contains, how it is to be used and how to use it safely. Finally the label might promote the product through its attractive graphic.

**PRICING STRATEGY**

Price is the one element of the marketing mix that produces revenue. The other element produces costs. Prices are easiest marketing mix element to adjust; product features, channels and even promotion take more time.

Price also communicates to market the company's intended value positioning of its product and brand.

Typical pricing objectives are growth in sales, market share, predetermined profit level, meet or follow competition costs, prices and possible price reactions in to the accounts.

Companies select a pricing method that includes one or more of these considerations.

**Mark up pricing**

The most elementary pricing method is to add a standard mark up to the producers cost.

Cost plus or mark up pricing is considered the best approach to pricing. It is based on the selling cost per unit of the product plus an additional margin of profit. There are four items in determining the sale price.

* Cost of producing/ acquiring goods.
* Cost of operating/ selling expenses.
* Increases, depreciation etc.
* Expected profit margin - mark up

The mark up is indicated as percentage of the costs of goods. The mark up as a percentage of selling price is a very common practice particularly in retail trade.

**One price policy**

Under one price policy, a seller will charge all similar types of buyers exactly the same price and there will be no discrimination or difference among the buyers of the same commodity. There is no question of negotiation, bargaining or haggling. No favourism is shown to any buyers. Terms of sale for similar quantities of the product, discounts and allowances are granted on equal terms to all buyers. It is a fair trade practice. It gains customers confidence. A fair and fixed policy in line with the normal market price and providing for normal margin of profit is the best pricing policy through efficient management and best marketing mix for the manufacturers and service to ultimate consumers. The consumers should be offered low price and better quality under any normal pricing policy.

**Variable price policy or negotiated price policy**

The sellers will sell some quantities to different buyers at different prices, certain favored customers are offered lower prices. The term of sale example discounts and allowances, are granted on unequal term to buyers. Especially in developing countries, sellers commonly use variable pricing for most consumers items. In retail trade the price discrimination is usual.

**Pricing Policies**

Price is an important element in the marketing mix. Arrival at the right selling price is essential in sound marketing mix. Right price can be determined through pricing research and by adopting the test market techniques. A price policy is the standing answer of the firm to recurring problem of pricing. It provides guidelines to the marketing manager to evolve appropriate pricing decision. If competition is mainly on a price bases, then each company generally prices its products at the same level as its competitors. If there is non-price competition, each marketer chooses from among the three alternatives:

**1) Price in line**

The sale at current market price is desirable under free competition and when a traditional or customary price level exists. If is preferable when product differentiation through branding is minimum, buyers and sellers are well informed and there is a free market economy. Under such conditions price loses its importance as a weapon of competition and sellers have to adopt other means of non-price competition, example branding, packing, advertising, sales promotion etc to capture the market.

**2) Market plus or pricing above the market**

Price the sale at current price is desirable under free competition, is profitable only when the firms are distinctive, unique and it has prestige or status in market.

**3) Market minus or pricing below the market**

The sale below the market price, particularly at the retained level, is profitable only to large chain stores, self-service stores and discount houses, a lower price s substitute for sales promotion and advertising. Prices of national brands are higher as there is heavy expenditure on advertising and sales promotion to maintain the brand loyalty.

**Distribution Strategy**

Distribution and supply chain management have moved to the top of the list when it comes to achieving a sustainable advantages and true differentiation in the market place. Price can easily be copied, even if only for the short run. Products may become obsolete almost overnight. A solid distribution system, while costly to construct, will generate profit for years to come with great distribution company can overcome some weakness in pricing, products or promotion. A poor distribution strategy will kill firm's efforts to market a superior product, at a good value price using effective communication media.

The development of a distribution strategy involves multiple components:

1. Marketing channels a system of organizations through which products, resources, information, funds and product ownership flows between producers and consumers.
2. Physical distribution moving products to the right place, in the right quantities, at the right time and in cost-efficient manner logistics strategies address physical distribution issues. This act includes functions such as transportation, storage, materials handling and the system and equipment necessary for these activities.

There are two types of middlemen in distribution

1. Merchant middlemen buy and sell goods on their own account and atq their own risk of loss. Example wholesalers and retailer.
2. Agent middlemen who do not take ownership title to goods but activity negotiate the transfer of ownership right from the sellers to buyer. Example selling commission agent or broker.

In the channel management a manufacturer has to make three decisions: selection of general channel of distribution to be adopted, number of middlemen at each level and in each market and selection of a particular middleman for selling "goods" with or without any exclusive rights of distribution.

The important steps for managers developing his/her distribution strategy are first to know who the best-chances customers are and then to buy them this may sound simple, but as many firms find out on an annual basis it is not easy. It is also a moving forget what works today will almost certainly need to be modified and updated to achieve continued success tomorrow.

**Promotion Strategy**

 Promotion is the process of marketing communication to inform, persuade, remain and influence consumers in favor of the product or services. Promotion has three specific purposes. It communicates marketing information to consumers, user and resellers. It is not enough to communicate ideas. Strategy lays down the board principles by which are company helps to secure an advantage over competitors, exhibit attractiveness to buyers and lead deals with the following decisions:

* The blend of promotional activities: advertising, publicity, personal selling, and sales promotion.
* The amount allocated for the various forms of promotional tools.
* The kind of promotion to be used.

**Advertising**

 Advertising any paid form of non personal presentation and promotion of ideas, goods or services by identified sponsors. Organizations handle advertising in different ways. In small companies, advertising is handled by someone in sales or marketing department who works with an advertising agency. A large company will often set up its own department which works with an advertising agency. A large company will often set up its own department, which reports to the vice president of marketing.

The advertising departments job is to propose a budget develop advertising strategy, approach ads and campaigns and handle direct mail advertising, dealer displays and other forms of advertising. Most companies use an outside agency to help create advertising campaign and to select and purchase media.

**Sales promotion**

It is a promotional activity other than personal salesmanship, advertising and publicity, which stimulates consumer purchasing and dealer effectiveness, examples, displays, exhibitions and showroom, demonstration , free samples, coupons, premium, contests and various other non-recurrent selling efforts not in the ordinary routine. It is a plus ingredient in marketing mix, whereas advertising and personal salesmanship is essential and basic ingredient in the marketing mix.

**Public relation and publicity**

Publicity is also called public relation. Publicity is not paid for by the organization. Publicity comes from news reporters and journalist people. Public relation and publicity taken together becomes the major ingredient of promotion mix. Marketers tend to under use public promotion mix elements can be extremely effective.

**Personal Selling**

Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preferences, conviction, and action selling has three distinctive qualities:

* Personal confrontation: personal selling involves an immediate and interactive relationship between two or more persons. Each party is able to observe the other's reactions.
* Cultivation: personal selling involves an immediate and interactive relationship to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship.
* Purpose: personal selling makes the buyer feel under some obligation for having listened to the sales person talk. Each kind of promotion has strength and weakness as a communication medium. Each made of promotion depends on the nature of the products, characteristics of the market, stages of market development and stage of the buyer's decision making.

**ADVERTISING MEDIA:**

Selection of a suitable medium of advertising (or a combination of media) is an important decision. There are numerous media of advertising available to the modern advertisers. So, in managing its advertising program, a company carefully evaluates the effectiveness of previous ads and uses the results to improve the quality of future ads. Novelty in this field is misnomer. Infect there is nothing novel in this area because with the passage of time, the advertisers and the advertising agencies have thought of new way and means of approaching the prospects .

But for the sake of description one conveniently divide the basis types of advertising media in the following manners.

**Advertising Media:**

1. Daily papers
2. Sunday papers
3. Sunday supply.
4. Weekly newspaper.
5. Poster
6. Advertising Board
7. Wall Advt.
8. Bus, Trains &Trams etc.
9. Direct Advt.
10. Outdoor Advt.
11. Advertising novelties.
12. Exhibits trade shops.
13. Screen Advt.
14. Directories.
15. Packages ,Labels &Inserts
16. Calendar and gifts

**Journal**

1. Trade journals.

2. Technical Journals

**Sales Promotions:**

Sales promotions consists of a diverse collection of incentives tools, mostly short-term design to stimulate quicker and / or greater purchase of particular / services by consumer or trade.

“Sales promotion is an organized effort applied to the selling job to secure the greatest effectiveness for advertising and for dealer’s help.”

**George W Hopkins**

American Marketing Association says promotions include “those activities other than personal selling. Advertising and public, that stimulates consumer purchasing and dealer effectiveness such as displays. Shows and exhibitions. Demonstrations and various non – routine.”

We may say that sales promotion is a demand stimulating device designed to supplement advertising and facilitate personal selling.

All the marketing and promotional activities ,other than advertising, personal selling and publicity, that motivate and encourage the consumer to purchase by means specialties, samples cents of coupons, sweep stakes , contest etc.

It offers direct inducement to act by providing extra worth over and above what is built into the products as its normal price. There temporary inducements are offered usually at a time and place where the buying decision is made.

**TECHNIQUES OF SALES PROMOTION:**

1. **Point of purchase displays: -**

This is a very effective sales promotion tool. Under this method, product itself or its photography is displayed in the shop points or purchase displays established as link between the products advertised and the product displayed. Those displays are presented in a very suggestive and attractive manner. They tell the customers about the product and its possible uses.

1. **Direct mail promotion:**

Under this method individually typed letters, postcard leaflets, booklets and catalogues charts research building calendars are sent to potential customers. Detailed description of the product, its uses, time of manufacture can be obtained from the subject matter or direct promotion techniques.

1. **Merchandising Aids**

Merchandising aids are given to induce business buyers to purchase goods in large quantities. Manufacturer imparts free training to business buyers on such matters as store layout. They also do all advertising for the business buyers. Their devices help a manufacturer in obtaining the patronage of buyers.

1. **Premiums:**

Sometimes a customer is given a product free or at a nominal price to induce him to buy the product. Such gifts or commissions are known as premiums. Premiums are generally given in the case of high value consumer durable, because such items are not the customers do not frequently purchase such items.

1. **Sample & Free Gifts:**

Samples and free gifts are also given to introduce a new product or to increase the sales of an existing product. The main objective is create consumer awareness develop brand preference.

1. **Product demonstration:**

Another effective safes promotional tool is the actual demonstration of the product Repres4etatives of manufacturer go form shop to shop and house to house demonstrate the uses of the product to middlemen and ultimate consumers.

7**. Quiz of profit and pleasure:**

Contents are also organized for the purpose of increasing awareness of a product. Rewards are given to winners.

Mainly three devices of sales promotion are used generally.

1. Consumers or business user’s sales promotion Activities intended to educate or inform the consumers are included in this type.
2. Middlemen and their sales force sales promotion –Activities to increase the interest and enthusiasm of dealer & distributors.
3. Producer’s own sales force sales promotion- Activities to increase the production and capacity of their own.

**PERSONAL SELLING:**

The goal of all marketing efforts is to increase profitable sales by offering want satisfaction to consumer over the long run. Personal selling is by far the major promotional method used to reach this goal.

We can define personal selling “as the personal communication of information to persuade somebody to buy something.”

**SCOPE OF PERSONAL SELLING**

There are two kinds of personal selling:-

1. Across –the-counter selling:-

 Here the customer comes to the sales people. It primarily involves retail stores.

1. Outside sales force-

In this type, sales people go to the customers. Here a sales person serve as a company’s link to customers, and is the rep who brings back to the company. Much needed information about the customer. Managing the personal selling function is a matter of applying the three stage management processes (planning, implementation and evaluation) to a sales force and its activities. Sales executive/personal begins by setting sales goal and planning sales force activities.

A sales force must be organized, staffed and operated to implement the strategic plans and reach the goals that were set. The main objectives of sales force management for a company is,

1. Prospecting: - Sales representative search for prospects or leads.
2. Targeting: - Sales people decide how to allocate t heir time prospects and consumers. Communication: - They skillfully communicate information about the company s product and services.
3. Selling: - They know the art of sales approaching, presenting answering objections, and closing sales.
4. Servicing: - They provide various services to the customers consulting on their problems rending technical assistance, arranging financing and expending; delivery.
5. Information gathering: - They conduct market research and in telling and work and fill in call reports.

**BRAND**

Strong brands connect, resonate and spread like wildfire. Designers of strong brands have the ability to see as others. To see the details and trends others don‘t see. To see through the eyes, hearts and minds of people. And also transform these observations into something tangible. Branding is magic.

**Branding through history**

The Pyramid of Cheops is an example of ancient personal branding.

Totems are similar to brand elements. Many brands today are perceived as religion objects.

**Definition of brand**

 Brand is a name, term, sign, term, design, symbol, or any other feature that identifies one seller‘s good or service as distinct from those of other sellers (American Marketing Association, 2017).Keller (2013) considers brands more than their elements. They are a combination of thoughts and feelings that consumers, employees and other stakeholders of the company have, in relation to the brand. These are generated through building associations over time. Altogether, they form the brand equity.

**Brand Equity**

 The set of associations and behaviour on the part of a brand‘s customers, channel members and parent corporation that permits the brand to earn greater volume or greater margins than it could without the brand name.‖ (Marketing Science Institue, 1988)

 Customers, channel members, the parent company, and more build up to brand equity. For example, the parent company plays an important role to the formation of perception. A clothes brand associated with Ferrari would be considered a high-end product.

 Brand equity is related to both associations and behaviours of the parties involved. Associations are all the thoughts that a person makes when considering a specific brand. Apple is mainly associated with innovation while CocaCola with (the American) tradition. A brand may cause specific behaviors to people. Some customers are very loyal and devoted to some brands while many people may feel aggressive and boycott them.

 Brand equity increases the value of the brand, meaning that customers are willing to pay more for a brand they like or trust as well as that intermediates are more eager to sell it.

**Elements of Branding**

 The first element of branding refers to internal stakeholders (inside the company, e.g. employees, managers, owners etc.)

 As we have already said, a brand is a promise. Internal stakeholders are responsible to deliver and communicate this promise. They should act and behave according to this promise. However, it is important to be aware and well informed about it.

 The second element is external stakeholders (outside the company, e.g. customers, suppliers, society etc.).

 External stakeholders develop expectations about the brand based on what is communicated but also on what they experience of the brand.



**Fig.1.1**

 **BRAND STANDS**

 The challenge in branding is to develop a deep set of positive associations for the brand. Marketers must decide at which level(s) to anchor the brand‘s identity. One mistake would be to promote only attributes. First, buyers are not as interested in attributes as they are in benefits. Second, competitors can easily copy attributes. Third, today‘s attributes may become less desirable tomorrow. Ultimately, a brand‘s most enduring meanings are its values, culture, and personality, which define the brand‘s essence ― (Philip Kotler, 1988).

According to Kotler (2000) a brand stands for six levels of meaning:

**Attributes**

 Every product has some attributes. For example, durability, strength etc.Benefits Functional and emotional benefits to the consumer. For example, strength means a glue will stick things together efficiently (functional) but also that the customer will not have to worry whether these things will stay together or not.

**Values**

 A brand represents some values. For example, Bodyshop supports values such as to support fair trade, to activate self esteem, to defend human rights, to protest against animal testing, to protect the planet.

 Culture A brand represents a culture. For example, Papaki.gr, a Greek internet domain provider, represents transparency, passion, willingness and self-development.

 Personality Imagine the brand is a person. What person are they? For example, Harley Davidson is a tough, adventurous, non compromising person.

**Branding is important**

 According to Kapferer and Page (2015) in the past, the value of a company was measured by the value of its tangible assets (i.e. buildings, land, plant and equipment). Today, we value the brand in terms of its customers and the future income from them. Brand is now an (intangible) asset that has to be managed properly. When Facebook bought Instagram, what they actually bought was that people want to use instagram. The brand equity of instagram includes its reputation, trust, awareness and image.

**Reduce Risk**

 When a consumer buys a well-known brand or a product they have used before, they reduce the perceived risk. People expect specific quality for a given brand.

 **Save time and effort**

 Consumers today faced an overwhelming amount of choices. This can result to a lot of time searching for the best option whilst it requires a great deal of mental and physical effort. Being loyal to a brand reduces these pains.

**Self-expression**

 Consumers choose brands that they think are closer to their perception of theirselves. This is why metalheads wear t-shirt from concerts or have keyrings of their favorite band.

**New products**

 Consumers are more eager to buy a new product launched by a brand they recognize than by a company they don‘t.

**Reduce expenses**

 A strong brand does not need the same amount of money for advertising as an unknown one. Besides, it already has some loyal consumers to ensure a source of revenue for the bottom line. Especially for luxury brands this is crucial which demand the consumer to pay a premium price to buy the product.

**Company Value**

 An organization with a strong brand has greater value, than a non branded one. Simply put, if the owners want to sell the company, they will get a higher price.

 **Branding in Use**

 Branding is about creating an identity about the product. It constructs what customers believe about it, its quality, its price, uniqueness.

 A product can be physical goods, services, experiences, events, persons, places, properties, organisations, information and ideas (Kotler 2000).

 In that way anything can be branded. But not all times branded is needed. There are some occasions when branidng is not necessary:

* When there is no competition, investing in brand may be pointless, for example a convenient store on a long highway.
* When the market is new and there are only a few customers, it is wiser to invest in creating awareness in the category first, for example, a plug-in for a software that simplifies specific tasks
* When the market is fragmented and there are too many small competitors, for example a souvenir store in a tourist area.
* When there are only a few customers, for example, the government, branding won‘t make any difference

**Below there are some examples of what can be branded:**

**Physical goods**

The success of many products is due to the strength of their brands. An established brand provides an extreme advantage to a company when they launch a new product.

 **Services**

Branding is very important when it comes to services. While the communication of physical products can rely on tangible benefits, services are intangible. Branding helps customers visualize these intangible traits (Berry 2000). In the tourism sector for example, employees play a critical role in branding.

**People**

Personal branding is a new field which has tremendous applications:

* Politicians: we have seen many campaigns trying to create an ideal image for a candidate, which will match the beliefs and opinions of the voters.
* Celebrities: effective branding can help people become famous, evolve and earn money. Becoming a star, a singer, an actor is partly because of the success of branding.

**Events**

There are specific events with a great brand name. Events that are associated with specific characteristics, values, and quality.

**Places**

* There are many places that are considered brands. These places have their own brand elements that help convey the promise of the destination and differentiate it from other places. This is called destination branding. New York is such an example.
	1. **SCOPE OF THE STUDY**

 The overall scope of the present study considers all the variable factors that have major impact over the company’s environment on the basis of seasonal sales promotion. This especially includes how a customer or an entity directly linked with the company evaluates and recognize the brand and what position this particular brand occupies in their mind. The survey was confined only Greens hyper market. This survey focuses on various seasonal sales promotion techniques used by Midas Treads to improve its productivity.

**1.5 OBJECTIVES OF THE STUDY**

* To analyze effectiveness of previous seasonal campaigns.
* To identify target audience preferences and behavior.
* To evaluate current campaign features and channels.
* To examine competition and market trends.
* To propose recommendations for future campaigns.

 **1.6 RESEARCH METHODOLOGY**

 Research methodology is a systematic procedure involved in conducting a research process. The purpose of studying the methodology is to describe the research procedure. This provides the objectives of the researcher and details of the research design. Research is an academic activity and as such the term should be used in a technical sense. Redman and Mory define research as a "systematic effort to gain new knowledge". Simply research methodology is a way to systematically solve research problem.

 The study is exclusively done in the area of marketing. The research has been done through questionnaire survey, the data required for this study is collected from primary and secondary sources. The primary source used for gathering data required for this survey, a survey of the A study on seasonal promotional strategies .A planned effort is made using structured questionnaires to interview the respondents. The respondents had chosen using a judgment sampling method. The sample size covered for the purpose of this study is 120.

 **RESEARCH DESIGN**

 Research Design is the framework or blue print for conducting the marketing research. It specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problems. Descriptive research design is used in the study. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is the description of the state of affairs as it exists at present.

 **SOURCE OF DATA**

 Primary data required for the study was collected by means of structured questionnaire. The primary data required for the study was collected from both male and female respondents.

**SURVEY METHOD**

 A Survey is a complete operation, which requires some technical knowledge Survey methods are mostly personal in character. Surveys are best suited for getting primary data. The research obtains information from the respondents by interviewing them.

 Sampling: It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A sample means a small group taken in a large lot. This small group taken in a large lot .This small group should be emanative cross section and really “representative” in character. This selection process in calls sampling.

 Sample size: Samples are devices for learning about large masses by observing a few individuals. The selected sample is 120.

**METHOD OF SAMPLING**

**Random sample method:**

 The method adopted here is random sampling method. A random sampling one where each item in the universe has as an equal chance of known opportunity of being selected. Research Instrument

**Questionnaire:**

 A questionnaire is a carefully complied logical sequence of questions directed to a define objective. It is the outline of what information is required and the framework on which the data is built upon. Questionnaire is commonly used in securing marker information that its preparation deserves utmost skill and care.

**Collection of data:**

 One of the important tools for conduction market research is that availability of necessary and useful data. Date collection is more of an art than a science. The methods of marketing research are in a way the methods of data collection. The sources of information fall under two categories.

**Internal sources:**

 Every company has to keep certain records such as accounts, reports etc. these records provide sample information which an organization usually keeps collection in its working.

**External sources:**

 When internal records are insufficient and required information is not available, the organization will have to depend on external sources of data are:-

**a) Primary data:**

 The data collected for a purpose in original and for the first time is known as primary data. The researches collect this data to study a particular problem.

 Here the primary data is data collected through questionnaire by directly meeting the customers

**b) Secondary Data:**

 The data, which is collected from the published sources i.e., not originally collected of the first rime is called secondary data. Here the secondary data is data collected from the company’s brochures, pamphlets, catalogues and the website.

**HYPOTHESIS**

Hypothesis defines a supposition or proposed explanation made on the basis of limited evidence as a starting point for further investigation. The hypothesis is of different types such as simple hypothesis, complex hypothesis, null hypothesis, alternative hypothesis, logical and statistical hypothesis. It is a predictive statement capable of being tested.

**Chi-Square-I**

 H0 : There is no significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

 H1 : There is a significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

* 1. **LIMITATIONS OF THE STUDY**
* The scope of the study is limited to the company’s environment.
* The sample size was only 120 respondents.
* Project is carried out for the period of 6 weeks only.
* The mentioned suggestions to the company required further in depth study before implementing.
* The strategies used may vary from situational.

**1.7 CHAPTER SCHEME**

**CHAPTER -1**

**INTRODUCTION**

In first chapter includes introduction to the study statement of research problem, theoretical framework, scope of the study, objectives of the study, hypothesis, methodology of the study, limitations of the study and chapter scheme.

**CHAPTER -2**

**REVIEW OF RELATED LITERATURE**

In second chapter it refers to background of the organization study Analysis of literature.

**CHAPTER -3**

**PROFILE OF THE INDUSTRY AND ORGANIZATION.**

 It includes Industry profile, company profile

**CHAPTER -4**

**DATA ANALYSIS AND INTERPRETATION.**

 In fourth chapter to collect the customer data sources It is required to include analysis of data using diagram and graph, the output obtained by using statistical data.

**CHAPTER -5**

**FINDING, RECOMMENDATIONS AND CONCLUSION.**

In fifth chapter It includes that what are the findings of the project and organization explain in the last chapter, and in my own words I conclude the project and what I understand my project base I give the suggestions to the organization how to build and improve the customer service in the organization.

 **2.1 REVIEW OF LITERATURE**

**Terence A. Shimp, J. Craig Andrews (2014)** Market-leading Advertising, Promotion and other aspects of integrated marketing communication, 9th Edition discusses all aspects of marketing communications, from time-honoured methods to the newest developments in the field. Delivering the fundamentals, need the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing.

**Shivany Shanmugathas (2019), Seasonal** marketing strategies are aimed to increase the seasonal marketing sales. Retailers expects that seasonal promotions encourage more customers and recurrence purchases. Retailers practice variety of seasonal offer marketing strategies to improve their sales with the support of marketing mixes. Even though many seasonal strategies available in the retail sector, nonsystematic promotions are done by the retailers in several places. Lack of practical oriented researches to guide the retailers, created a gap for this research. Many researchers studied the specific product or promotional strategies as empirical works. This research investigated seasonal marketing strategies adopted by the retailers, and the consumer responses towards these seasonal marketing strategies. This study compared the strategies in the literatures and the strategies adopted by the retailers adopted by the retailers in Manner district. The samples of 25 retailers and 50 customers were chosen to partake in this qualitative study based on purposive sampling method.

**Martin R. Schlissel (2014)** Promotion strategy of the better marketers in the sample emphasizes heavier advertising and more personal selling effort than the competition. Nevertheless, promotion is a major problem for all sample members, in part because of consumer perceptions of high risk in the purchase of services.

**Allen, C. Pharm Med (2016)** Reviewing promotional materials for pharmaceutical products is important to help ensure their high quality and allow recipients to be well-informed about benefits and risks. This article provides an overview of control mechanisms that can influence the overall quality of the product combined with practical advice, based on personal US and international experience. US case reports are used to illustrate examples of promotional violations, and the consequences of government enforcement.

**NikolaosGeorgantzis, Christian Boris Brunner (2016)** The term promotional effort refers to all strategies aimed at broadening a firms’ market scope through the establishment if a larger and more loyal consumer basis. Advertising, public relations, sales promotion, personal selling as well as price-related strategies affecting a firm’s sales potential are addressed. Both positive and normative approaches are briefly reviewed, discussing the theoretical and empirical issues studied in the existing literature.

**Saner, 2016,** Tourism education plays a major role in preparing students to gain professional and practical skills required by the tourism industry. Given that the tourism industry is a labor-intensive sector, it is undeniable that practical training is as important as theoretical training. In tourism education practical training is necessary for students to find the opportunity to apply what they have learned into practice and to develop personal skills and abilities. In this study, it is aimed to reveal the importance of practical training in tourism education. A qualitative research model was used to collect in-depth data from students through semi-structured interviews, self-reports and discussions via social media. The multiple data was analyzed thematically. The study group consisted of 20 senior students from Near East University, School of Tourism and Hotel Management. Practical training is an important part of tourism education programs in which the students figure out their role as a potential employee in the real workplace as well as gain skills and abilities in the tourism industry.

**Rambe, 2017,** The tourism industry is diversied with plethora of different sup-pliers. Primary suppliers (business to consumers) such as hotels and airlines supplying their offerings directly to the consumers (Barnett & Standing, 2001), large online whole sale travel companies (Barnett & Standing, 2001) such as goibibo.com and small fragmented travel agencies. These small fragmented travel agencies have physical premise and limited digital presence (Barnett & Standing, 2001; Law et al., 2004). They serve as intermediary between hotels, airlines, wholesale travel companies and consumers. These small travel agencies employ less than 20 people (Gammack, Amaya Molinar, Chu, & Chanpayom, 2004) and have limited adoption of digital marketing (Abou-Shouk et al., 2013). Small retail travel agencies enjoy various advantages, such as increased protability via reduced costs and more extensive reach, while simultaneously offering better services to clients (Ainin, Parveen, Moghavvemi, Jaafar & Mohd Shuib, 2015; Cani€els, Lenaerts, & Gel-derman, 2015). Hence, digital marketing is gaining increasing impor-tance for small travel agencies (Leung et al., 2013) which has lead to stream of research in understanding of adoption of digital marketing tools and the challenges faced by these small enterprises

**VV Subha Rao (2017)** India has recognized the importance of S&T with the Science Policy Resolution of 1958 and the Technology Policy Statement of 1983. She is concentrating on the development of indigenous technology together with the effective absorption and adaptation of appropriate imported technology. To this end many tax incentives have been given to private sector industry, and other aids to the public sector, to set up R&D units. India has achieved self-reliance in several areas and near self-sufficiency in many other through the promotional measures taken by the government and the active role played by industry.

 **Allen, C. Pharm Med (2016)** Reviewing promotional materials for pharmaceutical products is important to help ensure their high quality and allow recipients to be well-informed about benefits and risks. This article provides an overview of control mechanisms that can influence the overall quality of the product combined with practical advice, based on personal US and international experience. US case reports are used to illustrate examples of promotional violations, and the consequences of government enforcement.

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**A'dillah Mustafa, Intan Nurbaizura Zainuddin, Sufy Rabea Adawiya Idris, and Muhamad Faizal Abd Aziz (2015)** The web 2.0 applications such as Facebook and Twitter have been widely used by academic library as a new communication channel to gain the user feedback and insight towards their services and activities. This paper discussed the effectiveness of these two applications; Facebook and Twitter in promoting library services in one academic library with the research university status in Malaysia. This study reported the pilot study of the main research entitled "The effectiveness of Web 2.0 application in promoting library services in Malaysian research university libraries.

**Dr. Sc. Almira Curri-Mehmeti (2015)** Public relations give opportunity to the organization to present its image and personality to its own “public”- users, supporters, sponsors, donors, local community and other public. It is about transferring the message to the public, but that is a two-way street. You must communicate with your public, but at the same time you must give opportunity to the public to communicate easier with you. The real public relations include dialog– you should listen to the others, to see things through their perspective. This elaborate is made with the purpose to be useful for every organization, not for the sensational promotion of its achievements, but to become more critical towards its work. Seeing the organization in the way that the other see it, you can become better and sure that you are giving to your users the best service possible.

**Rajan Varadarajan (2015),** In the lead article of this issue, Hunt (2015) provides an exposition of how the resource-advantage (R-A) theory undergirds the sixteen foundational premises of marketing strategy advanced in Varadarajan (Journal of the Academy of Marketing Science, 38 (2), 119-140, 2010). Hunt notes that R-A theory and its three foundational strategies, and the sixteen foundational premises of marketing strategy complement each other in securing the theoretical foundations of the field of strategic marketing. Building on Hunt’s article, this commentary provides additional insights into issues fundamental to the field of strategic marketing and R-A theory, and the foundational premises of marketing strategy and R-A theory.

**Terence A. Shimp, J. Craig Andrews (2014)** Market-leading Advertising, Promotion and other aspects of integrated marketing communication, 9th Edition discusses all aspects of marketing communications, from time-honoured methods to the newest developments in the field. Delivering the fundamentals, you need, the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing.

**John Sinclair (2013)** Outside of North America and Europe, Latin America is the world region with the longest history and closest engagement with the globalization of the advertising industry. US-based advertising agencies were opening up offices in selected Latin American capitals as early as the 1920s, and Mexicans and Brazilians had their own thriving agencies before World War II. The establishment and growth of radio on a commercial basis in the major countries of the region were decisive in laying the basis for the subsequent commercialization of television, not only as the premium advertising medium, but also as a political and cultural institution which remains uniquely Latin.

**Ryan Firdiansyah, Monizaihasra Mohamed, Mohd Yusoff Yusliza, Jumadil Saputra and Zikri Muhammad (2013),** marketing is one of the strategic efforts to create a business based on environment and health, has been known in the late 1980s and early 1990s. There are many terms regarding green marketing, including environmental marketing, ecological marketing, sustainable marketing, green marketing and societal marketing. Green marketing develops in line with the public's attention to environmental issues so that society demands responsibility from business people in carrying out business activities. This paper seeks to provide literature on green marketing or sustainable marketing.

**Vinod Kumar, Zillur Rahman, and A.A. Kazmi (2013),** The present study reviews the extant literature available on the emerging area of Sustainability Marketing Strategy (SMS), which hopefully, will prove to be a springboard for the future research. Tracing the origin of the concept of SMS, a detailed discussion on historic developments in the field is taken up with the help of definitions and pictorial representation of various related concepts followed by a survey of wide range of available databases from 1996 to 2011. After a rigorous search of numerous journals, those research papers exploring the field adequately have been selected. The selected papers are then classified according to various criteria for the purpose of comprehensive review of literature. Finally, after analyzing current status of research in the field of SMS, a probable agenda for future research has been formulated, which may serve as a useful guideline for the future investigators, as significant contribution need to be made in the area of SMS.

**Ken Kasar (2012)** Advertising and sales promotion is a comprehensive introduction to the principles and practices of advertising. The course explores the social, ethical, and legal issues of advertising, historical influences, strategies, and media decision processes as well as integrated marketing communications. You will gain knowledge of techniques used in current advertising, including print,broadcast, and digital. The text provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.

**Mitch Carson (2011)** In the silent salesmen, Carson introduces his proven, simple promotional product strategies that are guaranteed to increase sales and profits. Business owners and marketers will discover step-by-step tips on how to develop and implement a versatile marketing plan that encompasses ready-to-use samples of sales materials paired with unique and memorable promotional products. Combined, these tools will make for an extremely effective (and profitable) marketing message.

**Roddy Mullin (2010)** Sales promotion is one of the most powerful weapons available to sales and marketing staff, and is used more than any other type of marketing- because it works. Almost 60% of consumers regularly take advantage of some form of sales promotion each month. Packed with practical examples as well as new and updated case studies, the fifth edition details new developments in sales promotion, exploring the ways in which it can be used in conjunction with new media such as interactive TV, web-based advertising and mobile marketing. Sale Promotion also highlight the tried and tested methods that companies use to stay ahead, revealing the winning offers that gain new customers and keep existing ones happy.

**Frank Kuper (2008)** Advertising and sales promotion employs relevant ads, exhibits, and photographs to capture your interest and through its writing style, gives a solid understanding of advertising along with the challenges facing the promotion, advertising, and marketing industries today. Prepare for the high energy excitement of advertising today with the powerful, leading content in, its accompanying supplements, and author-driven learning and teaching support.

**Sonja Radas and Steven M. Shugan shugan (2008)** Virtually every product is seasonal; seasonality often dictates business strategy. In this article, the authors (1) show how to add known seasonal patterns to any dynamic model parsimoniously and without changing the fundamental model assumptions, (2) illustrate how their method provides strategic implications for timing new product introductions, and (3) provide an empirical application. The authors transform time so that, during high seasons, time is moving faster than normal time. Traditional methods only adjust sales, independent of the underlying sales model. The authors’ method also changes the product's growth along its life cycle and suggests that timing introduction decisions are dependent on the shape of the product's life cycle. The authors’ empirical work compares their theoretical results with empirical observations. With data for all major films released between July 1993 and 1995 (673 films), the authors estimate the seasonal pattern for the motion picture industry and compare their theory with studio behavior.

**Queenmary, X. M. & Shivany, S. (2019),** Seasonal marketing strategies are aimed to increase the seasonal marketing sales. Retailers expects that seasonal promotions encourage more customers and recurrence purchases. Retailers practice variety of seasonal offer marketing strategies to improve their sales with the support of marketing mixes. Even though many seasonal strategies available in the retail sector, nonsystematic promotions are done by the retailers in several places. Lack of practical oriented researches to guide the retailers, created a gap for this research. Many researchers studied the specific product or promotional strategies as empirical works. This research investigated seasonal marketing strategies adopted by the retailers, and the consumer responses towards these seasonal marketing strategies.

**Kevin B. Gibbons (2015),** Seasonal small business owners (e.g., boating and golf industries), primarily within the upper and Midwestern United States, face challenges for profit and growth because of a brief business potential year and limited time to establish a reliable and committed customer base. The purpose of this case study was to explore strategies that seasonal small business owners in Oakland County, Michigan may use to collaborate with local associations and charitable organizations to increase profits. Stakeholder theory served as the conceptual framework for this study. A purposive sample of 4 successful small seasonal business owners in Oakland County, Michigan participated in face-to-face interviews describing their perspectives. The central research question was aimed to identify strategies successful small seasonal businesses owners apply to improve profits. Data analysis included coding keywords, sentences, and ideas into categories.

**Wei Gu, Xiaoting Luan, Yanan Song, Jennifer Shang (2021),** Customer loyalty programs are often used by retailers as an important marketing tool. As an essential element of loyalty programs (LPs), the reward amount invested by the retailer is often linked to retailer's profit and customer behavior. We consider a retailer who sells a type of product in two periods to strategic customers. The retailer makes inventory ordering and loyalty program investment decisions.

**Vatti, Raja R. (2009),** There are many skin cream products for women, and it is very difficult for a single brand to capture the major share of the market. The competition is intense to get the attention of the target audience, and therefore each brand strives to increase the rate at which women try new products and make repeat purchases, through advertising and relative pricing. The purpose of the current study is to quantify the impact of advertising dollars, share of advertising voice, and relative price in order to establish the proper strategic direction of the marketing activities in the efforts to increase or defend the market share of a brand. A nonlinear regression approach is proposed here to study the elasticities of pricing and advertising efforts. The frequently changing marketing environment, with its many new product introductions, would make the long historical data irrelevant, and therefore a few quarters of the immediate past had to be analyzed in order to arrive at conclusions that could be appropriate to the immediate future.

**3.1 RETAIL INDUSTRY IN INDIA**

Retail is India’s largest industry. It accounts for over 10 percent of the India’s GDP and around eight percent of the employment. Retail sector is one of India’s fastest growing sectors with a 5 percent compounded annual growth rate. India’s huge middle class base and its untapped retail industry are key attractions for global retail giants planning to enter newer markets. Driven by changing life styles, strong income growth and favorable demographic patters, Indian retail is expected to grow 25 percent annually. It is expected that retail in India could be US$175-200 billion by 2016 into retail sector.

A number of factors are driving India’s retail market. These include: increase in the working population, hefty pay-packets, nuclear families in urban areas, increasing working population, increase in disposable income and customer aspiration, increase in expenditure for luxury items, and low share of organized retailing. India’s retail boom is manifested in sprawling shopping eaters, multiplex-malls and huge complexes that offer shopping, entertainment and food all under one roof. But there is a flip side to the boom in the retail sector.

It is feared that the entry of global business giants into organized retail would make redundant the neighborhood Khorana stores resulting in dislocation in tradition economic structure. Also, the growth path for organized retail in India is not hurdle free. The taxation system still favors small retail business. With the intrinsic complexities of retailing such as rapid price changes, constant threat of products obsolescence and low margin there is always a threat that the venture may turn out to be loss making one.

A perfect business model for retail is still evolutionary stage. Procurement is very vital cog in retail wheel. The retailer has to fight issues like fragmented sourcing unpredictable availability, unsorted food provisions and daily fluctuating prices as against consumer expectations of round-the-year steady and cleaned food and fresh stock at all times.

 Trained human resource for retail is another big challenge. The talent base is limited and with the entry of big giants there is a cat fight among them to retain this talent. This has resulted in big salary hikes at the level of upper and middle management and there by eroding the profit margin of the business. All the companies have laid out ambitions expansion plans for themselves, and they may hampered due lack of requisite skilled manpower. But retail offers tremendous for the growth of Indian economy. If all the above challenges are tackled prudently there is a great potential that retail may offer employment opportunities to millions living in small town and in the process distributing the benefits of economics boom and resulting in equitable growth.

In the Indian retailing industry, food is the most dominating sector and is growing at a rate of 9% annually. The branded food industry is trying to enter the India retail industry and convert Indian consumers to branded food. Since at present 60% of the Indian grocery basket consist of non-branded items.

**THE RETAIL INDUSTRY**

Retail industry has brought in phenomenal changes in the whole process of production distribution and conception of Consumer Goods all over the world. In the present world most of the developed economics are using the retail industry holds the second place in terms of Employment Generation. In fact, the strength of the retail industry lies in its ability to generate large volume of employment.

Not only U.S but also the other developed countries like U.K. Canada, France and Germany are experiencing tremendous growth in their retail sector. This boom in the global retail industry was in many ways accelerated by the Liberalization of Retail Sector.

Observing this global upward trend of Retail Industry, now the developing countries like India are also planning to tap the enormous potential of the retail sector. Wal-Mart, the world’s largest retailer has been invited to India. Other popular Brands like pantaloons, Big Bazaar and Archie’s are rapidly increasing their market share in the retail sector. According to a survey, within 5 years, the Indian Retail Industry is expected to generate 10 to 15 million jobs by direct and indirect effects. This huge employment generation can be possible because of the fact that being depended on the Retail Sector shares a lot of forward and backward linkage.

Emergence of a strong Retail Sector can contribute immensely to the economic development of any country. With a dominant retail sector, the farmers and others suppliers can sell their produce directly to the major retail companies and ensure stable profit. On the other hand, to ensure steady supply of goods, the Retail Companies can inject cash into the production system. This whole process can result into a more efficient production and distribution system as a whole.

**ORGANIZED RETAILING IN INDIA**

In India the retail industry is broadly divided into the organized and unorganized sectors. The total market in 2005 stood as Rs: 10.0000 billion, according for about 9 to 10 percentage of the country’s gross domestic product (GDP). Of this total market, the organized sector accounted for Rs.350 billion (about 3.5% of the total) of the revenues.

Traditionally, the retail industry in India comprised of large, medium and small grocery store and drug store that could be categorized as unorganized retailing. Most of the organized retailing in India has recently started and was mainly started in metropolitan cities.

The retailing industry seems poised for a significant growth in the coming years owing to the presents of the vast market, growing consumer awareness about product quality and services, higher disposable income of consumers and the desire to try out new products. The growth in the Indian organized retail market is mainly due to the change in the consumer’s behavior. This change has come in the consumer due to increased income, changing life styles and patterns of demography which are favorable. Now the consumers want to shop at a place

 where they can get food, entertainment and shopping all under one roof. This has given Indian organized retail market a major boost.

Retail market in the organized sector in India is growing can be seen from the fact that 1500 supermarkets, 325 departmental store and 300 new malls are being built. Many Indian companies are entering in the Indian retail market which is giving Indian organized retail market a boost. One such company is reliance industries limited. It plans to invest US$6 billion in the retail market by opening 1000 hypermarkets and 1500 super markets.

Formats in Indian Organized Retail Sector

1. Supermarkets: A supermarket, also called a grocery store is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore.
2. Hypermarkets: A hypermarket is a superstore which combines a supermarket and a department store. The result is a very large retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. In theory, hypermarkets allow customers to satisfy all their routine weekly shopping needs in one trip.
3. Department Stores: A department store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice multiple merchandise lines, at variable price points, in all product categories. Department stores usually sell products including apparel, furniture, appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewelery, toys, and sporting goods. Certain department stores are further classified as discount department stores. Discount department stores commonly have central customer checkout areas, generally in the front area of the store. Department stores are usually part of a retail chain of many stores situated around a country or several countries.
4. Shopping malls: A shopping mall or shopping centre is a building or set of buildings which contain retail units, with interconnecting walkways enabling visitors to easily walk from unit to unit.
5. Specialty Chains: A Specialty Chains is numbers stores which are specialized in a specific range of merchandise and related items. Most stores have an extensive width and depth of stock in the item that they specify in and provide high levels of service and expertise. They differ from department stores and supermarkets which carry a wide range of merchandise. Today’s Retail in India

Comprised of organized and traditional retail formats, Indian Retail market is estimated to be worth US$ 511 billion, and is poised to grow to US$ 833 billion by 2013. The organised retail that currently accounts for less than 5 per cent of the total retail market is expected to register a compound annual growth rate (CAGR) of 40 per cent and swell to US$ 107 billion by 2013.

A report by global consultancy firm, AT Kearney said "The consumer spending in India has increased by an impressive 75 per cent in the last four years and will quadruple in the next 20 years." Moreover, India recently topped the Nielsen Global Consumer Confidence study, conducted by Nielsen, a market research company. The biannual report revealed that Indians are "the most optimistic lot globally who think that their country will be out of the economic recession in the next twelve months."

However the size of Organised Retail in India will exceed US$22bn mark from current level of about US$4bn with its space requirement touching over 220mn sq. ft., by 2010, according to The Associated Chambers of Commerce and Industry of India (ASSOCHAM). In a Paper brought out by ASSOCHAM on `Retail Scenario in India and Its Related Issues’, it has been stated that approx. 40mn sq. ft. is currently generating a business of about US$4bn in organized retail.

India’s vast middle-class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets and India provides for the ideal locations. Since, Delhi and its suburbs have so far seen the growth of 100 bigger and smaller malls, roughly 600 new malls are coming up in other metropolis and large townships in which less than 35% of retail business is going to be transacted.

It is seen that over 1000 malls are in the pipelines for smaller townships in which the retail sector is projected to grow at over 60% because of ample availability of land and increased purchasing power of the folks living in those areas because of increased economic activities. Naturally, the large players will prefer to go there and put up their shops by sourcing their supplies from the places convenient to them.

Some of the key areas in which retail boom will prevail in towns beyond metros and even large cities will include food items, FMCG products, grocery, sportswear, outerwear, tailored clothing, eyewear, watches, footwear and accessories and the like. The retail business that will pre-dominantly stay with malls put up in metros and large cities will include apparel, pharmaceuticals, luxury goods and consumer durables.

Changes should be brought about in Agricultural Produce Marketing Committee (APMC) Act (a key contributor to the large number of intermediaries) such as the introduction of contract farming and allowing direct procurement from farmers by retail owners so that a direct chain is established between the user and farmers for their equal benefits. It also highlights, pointing out that even in the case of non-agricultural products such as apparel, FMCG and general merchandise, the situation is far from ideal.

The key cause for inefficiency is the poor integration between the retailer and supplier. None of the retailers, in view of ASSOCHAM has so far an automated system for information exchange with their suppliers. In developed countries, retailers practice Vendor Management Inventory (VMI) systems, where the supplier has access to the point of sales data of the retailer and plans automatic replenishments responding to the stocks available at the retailer. Key Points of Indian Organised Retail Industry

1. Potential to be the third largest economy in terms of GDP in next few years .
2. It ranks high amongst the top 10 FDI destinations of the world .
3. Fastest growing tourist market in Asia.
4. World bank states, India to be world’s second largest economy after China by the year 2050.
5. Stable and investor friendly Central Government at the helm of affairs.
6. Introduction of Value Added Tax or VAT and tax reforms.
7. High degree of professionalism and corporate ethics.
8. Excellent Investment opportunities in Indian retail sector and in allied sectors; sure and high returns on investments.
9. To invest US $130 billion for the development of infrastructure, by year 2010.
10. Bullish stock markets.
11. Hordes of foreign investors are thronging in to invest in Indian retail markets.
12. Highly educated English speaking young workforce.
13. Vibrant and multi cultured cities.
14. Huge opportunity exists, especially in semi-rural and rural areas.
15. Till date the second largest employer after agriculture sector, for the huge semi-skilled Indian population.
16. Offers highest shop density in the whole world.
17. Having almost 1,20,000 shops, across the length and breadth of the country.

 Emerging sectors/trends in Indian retailing

Within retail, the emerging sectors would be food and grocery, apparel, electronics, e- commerce, fashion and lifestyle.

* Incorporation of technology in the organised retail segment has been something to reckon with in the past few years. Use of computers for merchandise planning and management, control of inventory costs and supplies and replenishment of goods done electronically, internal store billing, etc has changed the face of product retailing.
* Online retail business is the next gen format which has high potential for growth in the near future. After conquering physical stores, retailers are now foraying into the domain of e-retailing. The retail industry is all set to test waters over the online medium, by selling products through websites. Food and grocery stores comprises the largest chunk of the Indian retail market.
* An emerging trend in this segment is the virtual formats where customer orders are taken online through web portals which are delivered at the door step the very same day or the following day. This trend has been catching up with most of the large sized retail chains that have their websites.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society

.Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. The study of consumer behavior assumes that the consumers are actors in the marketplace. The per¬spective of role theory assumes that consumers play various roles in the marketplace.

 Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

Oberon Mall is a shopping mall located in the Indian city of Kochi and the current second largest lifestyle mall in Kerala in operation, after Lulu International Shopping Mall. The mall is also the first full format mall in Kerala, opened formally on 2 March 2009, though the mall was launched in 2008. The cost of construction of the mall is about 1 billion. It is built on an area of 39,600 square meters (426,000 sq ft) across five floors of shops and office spaces and covering grounds of up to 6 acres (2.4 ha).Oberon Mall was developed and promoted by the Oberon Group of Companies, India. The mall is one of the busiest shopping avenues for the city of Cochin.

**Evolution**

Until a little more than a century ago, the buying and selling of merchandise was relatively uncomplicated. Industrial concerns usually acquired or purchased local components for the goods they produced. Retail-store owners periodically would travel to major seaports and manufacturing centers to purchase products for later resale. Retail stores generally could be divided into two kinds: small shops specializing in one type of merchandise and general stores featuring a great variety of goods. In addition, itinerant peddlers served customers in outlying areas by selling goods from house to house.

The earliest wholesalers in the United States probably were the ship chandlers, or suppliers, in New England who assembled goods required by merchant and military ships. Ship owners found that a centralized supply source enabled them to equip vessels quickly. With the introduction of mass-production and mass-marketing techniques in the 19th century, wholesaling became a vital component of the buying and selling process. Individual manufacturers found they could sell more efficiently through the use of a wholesaler. Retail buyers found it more convenient to deal with a few sources of supply rather than hundreds of organizations.

In the 1850s and 1860s, U.S. retailing experienced immense growth. Chain organizations such as the Great Atlantic & Pacific Tea Company were established. Such firms as Macy’s and Marshall Field’s grew into sizable department stores. The introduction of low postal rates gave rise to large, mail-order firms, such as Montgomery Ward and Sears & Roebuck. F. W. Woolworth organized another familiar type of retailing, the five-and-ten-cent store, better known today as the variety store.

Following World War I, self-service was introduced in the clothing and accessories fields and in the grocery business. In self-service stores, the merchandise and displays, rather than salespeople, were used to induce customers to buy. Horse-drawn streetcars and, later, electrified streetcars brought people to central locations in cities to do their shopping.

The movement of people to the suburbs in the 1950s and 1960s stimulated the creation of a new type of merchandising: the one-stop shopping center. These were smaller than, but similar to, today’s malls, where all types of merchandise were located in an easily accessible area. Ample parking space generally was available. At the same time, some large department stores, specialty stores, and mass merchandisers, aware that suburban customers no longer made frequent shopping trips to the city, established branch stores in the suburbs.

Today, one-stop shopping has been pushed to the extreme, with megamalls that include retail stores, food courts, and entertainment centers. Independent retailers in small cities and towns have been replaced by superstore chains that carry virtually every type of merchandise from groceries to clothing, hardware to DVDs, all under one roof. At the same time, online shopping has made it possible to purchase almost anything without having to leave home.

In the past few decades, manufacturing of products has declined and the service industry has increased. Printing, pest control, telecommunications, computer maintenance, lodging, and transportation are among a huge variety of services that employ sales forces. Originally, services sales were accomplished through individual contact with potential buyers. That method is still used today, along with direct mail, telephone, the Internet, and print and media advertising. Both product sales and services sales are closely connected with the advertising, printing, mailing, transportation, and broadcast industries.

**Global scenario**

Rising consumer spending, supported by ongoing low oil prices, hasn’t saved retail from a slowdown in revenue growth - a mere +2% increase was recorded in 2015. The reason: a fierce battle for market supremacy between traditional and online players. If nothing else, companies protected their margins, and reported steady operating profits. This may not prove feasible again in 2016. No surge in consumer spending is foreseen with +3% and +2% increases in the U.S. and EU respectively, and +8% in China.

Economies such as Brazil – where retailers massively invested a decade ago – are struggling. As a result, Euler Hermes forecasts retailers’ revenues to rise by only +1% in 2016 and profits to decline by -1%. The less-than-auspicious situation forces a business model reshuffle between physical stores and online sales, or Omni channeling.

When the current business environment hampers investment in new capabilities (knowledge or market share), retailers massively resort to mergers & acquisitions. The global number of deals increased by +7% in 2015 and should exceed USD200bn in value in 2016. However, it also implies a higher threat of restructuring and divestments for the sector, and along the supply chain.

**Strengths**

* Well established players, with efficient pricing power relative to suppliers limiting financial default risk
* Brick and mortar still the preferred shopping format for purchasing of goods
* Long term growth in disposable incomes thanks to rising middle-class

**Weakness**

* Race-for-volumes model reaching its limits within no clear alternative ‘winning’ strategy. Going fully on-line, for example, has its limitations
* High indebtedness stemming from massive development in emerging economies coupled with a slowdown in some important markets

**RETAIL INDUSTRY IN INDIA**

**EVOLUTION IN INDIA**

* Traditionally retailing in India can be traced to
* The emergence of the neighborhood Kirana stores catering to the convenience of the consumers
* Era of government support for rural retail: Indigenous franchise model of store chains run by Khadi & Village Industries Commission
* 1980s experienced slow change as India began to open up economy.
* Textiles sector with companies like Bombay Dyeing, Raymond's, S Kumar's and Grasim first saw the emergence of retail chains
* Later Titan successfully created an organized retailing concept and established a series of showrooms for its premium watchesThe latter half of the 1990s saw a fresh wave of entrants with a shift from Manufactures to Pure Retailers.
* For e.g. Food World, Subhiksha and Nilgiris in food and FMCG; Planet M and Music World in music; Crossword and Fountainhead in books.
* Post 1995 onwards saw an emergence of shopping centers
* Mainly in urban areas, with facilities like car parking
* Targeted to provide a complete destination experience for all segments of society
* Emergence of hyper and super markets trying to provide customer with 3 Vs - Value, Variety and Volume
* Expanding target consumer segment: The Sachet revolution - example of reaching to the bottom of the pyramid.
* At year end of 2000 the size of the Indian organized retail industry is estimated at Rs. 13,000 crore.

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country’s GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry. The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi-storied malls and the huge complexes that offer shopping, entertainment and food all under one roof. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key factors in the growth of the organized Retail sector in India. The growth pattern in organized retailing and in the consumption made by the Indian population will follow a rising graph helping the newer businessmen to enter the India billion by 2016. The Food Retail Industry in India dominates the shopping basket. The Mobile phone Retail Industry in India is already a US$

16.7 billion business, growing at over 20 per cent per year. The future of the India Retail Industry looks promising with the growing of the market, with the government policies becoming more favorable and the emerging technologies facilitating operations. Retail Industry. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in India could be worth US$ 175-200.

**GLOBAL SCENARIO OF RETAIL SECTOR**

Rising GDP growth, burgeoning population, greater disposable income, and increasing consumer spending are combining to drive the global retail industry and opportunities for retail segment players. The market is forecast to reach an estimated $20,002 billion in 2017 with a CAGR of 3.9% over the next six years (2012-2017). Lucintel a leading global management consulting and market research firm, has analyzed the global retail industry and presents its findings in “Global Retail Industry 2012-2017: Trend, profit and forecast analysis”. The retail industry comprises establishments engaged in selling merchandise or commodities for personal or household consumption, mainly consisting of apparel and accessories, technology, food and beverages, home improvement, specialty, pharmaceuticals, and others. Recently, as developed nations begin to emerge from recession, their economies recover, and unemployment rates begin to fall, the market segments are experiencing some renewed growth.

As indicated in Lucintel’s study, the retail industry is highly fragmented and is dependent on macro economic factors such as GDP, Disposable income and Consumer spending. The global economic recession, inflation and high unemployment rates are some of the challenges that are negatively affecting the retail industry. Conversely, some factors that are likely to boost sales in the industry include urbanization, techonoligical growth, increase in product demand and selection, and the continued popularity of online purchasing. A combination of factors such as demographics and consumer spending habits impacts market dynamics siginificantly.

**INDIAN RETAIL SECTOR: AN OVERVIEW**

The origin of retailing in India can be traced back to the emergence of Kirana stores and mom-and-pop stores. These stores used to cater to the local people. Eventually the government supported the rural retail and many indigenous franchise stores came up with the help of Khadi & Village Industries Commission. The economy began to open up in the 1980s resulting in the change of retailing. The first few companies to come up with retail chains were in textile sector, for example, Bombay Dyeing, S Kumar's, Raymond, etc. Later Titan launched retail showrooms in the organized retail sector. The concept of retail as entertainment came to India with the advent of Shopping malls. Shopping malls emerged in the urban areas giving a world-class experience to the customers. Eventually hypermarkets and supermarkets emerged. The evolution of the sector includes the continuous improvement in the supply chain management, distribution channels, technology, back-end operations, etc. this would finally lead to more of consolidation, mergers and acquisitions and huge investments. According to the National Accounts statistics of India ‘the unorganized sector includes units whose activity is not regulated by any statue or legal provision, and/or those, which do not maintain regular accounts. In the context of retail sector, it could therefore be said to cover those forms of trade which sell an assortment of products and services ranging from fruits and vegetables to shoe repair. These products or services may be sold or offered out of a fixed or mobile location and the number of people employed could range between 10- 20 people. Thus, the traditional formats of low-cost retailing, for example, the neighborhood baniya, the local kirana shop, owner manned general stores, provision stores, flea (Thadi) markets, hand cart and pavement vendors, the vegetable, fruit vendor, Mom and Pop Stores, local sabji mandi, weekly haats, general readymade garment shop or a footwear shop, general electronic shop etc. the, the paanwala, the cobbler, etc. would be termed as the unorganized sector.

Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, departmental store, discount stores, drug stores, factory outlets, and also the privately owned large retail businesses. The organized retail stores are characterized by professionally managed stores or large chain of stores, providing goods and services that appeal to customers, in an ambience that is encouraging for shopping and agreeable to customers. For example: Vishal Mega Mart, Big Bazaar, Wills Lifestyle, Shoppers Stop, Reliance Trends, Spencers, Reebok, Nike, Catmos, Lilliput, McDonald’s, Pizza Hut, Barista, Cafe Coffee Day, Koutons, Cotton County, Peter England, Titan, Raymonds, Sony, Samsung, Next, LG, Apollo Pharmacy, etc.

 **Pre 1990s**

* Manufacturers opened their own outlets

**1990 – 2005**

* Pure-play retailers Greensized the potential of the market
* Most of them were from the Apparel Segment 2005 – 2010
* Substantial Investment Commitments by Large Indian corporate
* Entry in food and general merchandise category
* Pan India expansion in top 100 cities
* Repositioning by existing players 2010 onwards
* Cumulative FDI inflow from Apr 2000 to Mar 2019 in retail reached $1.66 billion.
* Movement to smaller cities and rural areas.
* Large scale entry of international brands.
* Approval of FDI limit in Multi-brand retail up to 51%.
* Rise in private label brands.
* E-commerce emergence as a major retail segment.
* 100% FDI in single brand retail under the automatic route.
* Currently, the retail sector contributes 10% of the GDP and 8% of the employment in the country.

 India represents an economic opportunity both as a global base and as a domestic market. India’s vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets.

**RETAIL SECTOR IN KERALA: AN OVERVIEW**

South India has always been at the forefront of the retail revolution with several firsts- examples include the largest toy store, Kemp Fort; the largest film city, Ramoji Film City; and even the first mall of the country, Spencer’s Plaza in Chennai. The way forward for the retail sector in India should be a growth model that is inclusive of unorganised retailers as well.

Retailing in Kerala is a subject too subtle and relevant; as Kerala is known as a consumer state rather than a producer state. The introduction of margin free markets has turned out to be grand success resulting in it becoming one of the largest retail chains in the country, after that Kerala become the hub of retail chain. The consumer behavior changed a lot within a few decades, this pay a way to different retailer to enter in to the Kerala market. Not only the Indian retailer but also international retail chain step on to the Kerala market. Some of the top players in food retail industries in Kerala include; Margin free markets, Reliance Retail, Grand Fresh Hypermarkets, Co-operative stores, Supply co ;( Maveli supermarkets, Labham markets, Festival markets)

The state and central government policies pay a way to deep root the retail chains in Kerala market. The policies include the WTO general agreement on trade in services, for both wholesale and retail and FDI policies of recent years.

**HISTORY OF HYPERMARKETS**

The concept of hypermarkets was pioneered by the Fred Meyer chain, when it opened the foremost hypermarket in 1931 in Portland, Oregon, which is now part of Kroger, the largest grocery store chain in the US. However, the history of the hypermarket is usually traced to the early 1960‟s when two similar prototypes for the later hypermarket design came forward. A superstore namely Thrifty Acres opened in Michigan in the United States and in a year, the European retailer Carrefour opened a hypermarket in France. While the retail form worked well, the general format did not commence to take off until the second part of the 1980‟s, when big retailers in the United Kingdom and the United States developed their own hypermarket formats, and began to build such stores in more areas. The first hypermarket in the UK was opened by Tesco in 1976. Apparently today it is considered to be one of the most convenient of all big-box store designs, with retail chains in just about every country of the world utilizing this retail model. The world's largest chain of hypermarkets today is Wal-Mart, followed by Carrefour of France whereas Big Bazaar of Future Group is the largest hypermarket chain in India.

**HYPERMARKET SCENARIO IN ORGANISED RETAIL SPACE IN INDIA**

In India, the concept of hypermarkets is in a very nascent stage. Lately, almost all the Indian organised retail giants have plunged into the big box store format and are aggressively expanding to all regions of India. Additionally, they are also expanding the format into tier 1 and tier 2 cities and are emerging as major competitors for both unorganized and organized retailers. The chief cities where these hypermarkets are coming up are Delhi, Pune, Bangalore, Hyderabad, Mumbai and Chennai. Even if hypermarkets are able to offer lesser prices for food and grocery items (which form a large portion of the products sold) to attract the customers, the margins on these can be rather small. Apart from the stringent FDI regulations and other difficulties encountered by hypermarkets, these by themselves have some inherent limitations. Since hypermarkets occupy a large floor space, their largest costs are in the form of rentals. This restricts them from entering prime locations where the consumers have the maximum buying power. Also, traditional grocery stores continue to dominate the Indian retail scene and are frequented more often by Indian shoppers. Some hypermarkets like Subhiksha have shut down previously as they were unable to sustain the low prices and increasing the prices meant the loss of customers. The retailers are equally hopeful and fearful of their plight and putting each step very carefully considering the fate of previously mentioned once thriving and now shut hypermarket retail chain Subhiksha that had launched around 1,400 stores in just two years during the boom period only to be wiped off by 2009.

**3.2 COMPANY PROFILE**

The Greens Hyper Market made their simple beginning in 2000. As the years passed, they began gaining more customers, happy with their services which encouraged them to brand themselves with a unique name. That's when, on 2005 they named themselves as Greens hypermarket well- established in the beautiful friendly people town of Kannur, Kerala in India. From that point, there was no turning back as each day the customer's circle grew larger which lead them to extend their services to everyone in every corner of the city. Greens now stand very proud with four more branches opened & running successfully in the following years just for one reason- Their dedication to give only the best.



**Philosophy**

What they value is the money we spend on our purchases. They demand that we get the best products whether it be food or non-food, it's the place where we &our family can guarantee to receive good quality every inch. That's the one word guarantee they give in our every shopping.

**Logo Rationale**

The rationale behind this logo is to bring it closer to Mother nature. Green resembles life. Just like a seedling when it grows, life & joy is shared to all at the same time. Here, we can see a green circle with a leaf like shape inside. Looking closely, it's the alphabet 'G' and the extension inside, is a new seedling. The new leaflet or seedling is always born fresh which in turn gives green freshness inside its circle. Thus, the whole logo reveals it all.

**Mission**

Our mission is to provide best of the products/brands at the lowest prices, fast shipping and Prompt customer service. Our effort is to provide a world class, delightful, shopping experience online to our valued customers. Our sourcing team works with carefully selected vendors to source the best products/brands for you at the most affordable price. All items are carefully selected and have been sourced from authorized representatives or manufacturers. Our Mobile apps and websites are designed in such a way that to making shopping easy.

**Quality Policy**

Provide product and service that adequately and consistently meet specified and identified needs of customers by;

* Continues upgrade of product value and
* Building customer responsive environment in making and deliverance of the products and service.

**PRODUCTS**

**Food**

* **Fruits & Vegetables**

Fruits and vegetables are an important part of a healthy diet. Adding them every day to your meal, provides the right nutrients you need to be healthy. In our store, you will come across so many varieties of fruits and vegetables, some of which you might not have heard about or never seen. All displayed so fresh & fine, nothing will worry you about the quality because it's strictly supervised before you buy them. The next time, you wish to cook a new recipe, step in to our stores & your need for ingredients will all be fulfilled.

* **Staples**

Eating well and staying on a budget don't have to be mutually exclusive. Adding the right staples to your cookings, make the building blocks of a meatless diet which are wholesome, nourishing and form the backbone of any diet. Our huge range of rice, grains and cereals selected from the finest manufacturers are arranged perfectly for easy reach. Properly packed and labelled, the quality of the staples in each packing, will meet your expectations, both in taste and texture. Also, added a longer shelf life will meet your budget.

* **Beverages**

Adding soft drinks or healthy tea makes our leisure time more enjoyable. You can get your choice of fun from our big section of beverages meeting the list what you would need for a party or a family get together. Excluding drinks having alcohol, you can get what best goes for the whole family, which meets health conditions and nutrient rich options.

* **Processed Food**

Processed food includes food stuff that has been altered from its natural condition for safety concerns and also for convenience. Our section of wholesome bakes, creamy cakes, fries, roasted, cookies, sandwiches, are made with the finest ingredients to keep them tasty and fresh and giving them a pleasing texture. So next time you wish to munch something, jive into our store and enjoy!

* **Dairy**

Milk and any of the foods made from milk, including butter, cheese, ice cream, yogurt, and condensed and dried milk all belong to this category. We think it's important to know what you are eating. And we know it's important to give you what's best for you. With our range of dairy chosen from the best producers, coming in various flavors and textures, you can have your bread spreads made more yummier with cakes creamier and pasta, salads and meats more tastier.

* **Spices & Masalas**

Spices possess a very important place in the heart of Indian cooking. It's different look and taste has become the favorite among people all over the globe. From our stores you will only get internationally accepted spice brands, unlocking and revealing authentic blends which ranges from chili powder, turmeric, coriander, veg , non-veg masalas, pickle, pepper, biryani and what not, to meet the rising demands for healthy food products blended with nutritional quality.

**Personal Care**

* **Cosmetics / Beauty**

Cosmetics, also known as make-up, are substances or products used to enhance the appearance or scent of the human body. We offer you with a range of leading brands lipstick, mascara, eyeshadow, foundation, rouge, skin cleansers and skin lotions, shampoo, hairstyling products (gel, hairspray, etc.), perfume and cologne so that you benefit & enjoy superior quality products when shopping with us.

* **Skin Care**

It turns out beauty is more than skin deep. Did you know that a skin care routine and simple facial tips can cheer your skin up? Here, we stand by you in your pursuit to explore wellness from our extensive collection of skin care products, including products for your eyes, lips and face. We stock items from some of the best names in the beauty business including Nivea, Lakme, Olay, to name a few.

* **Hair Care**

Want to find hair care products that assure strength, shine and softness? Come, shop from our store displaying a collection of hair care and styling products like shampoos, conditioners, hair oils, colours, styling tools and treatments to prevent frizz and fly-always with ease and ensuring a high shine. You will be amazed by the collection of hair care & styling products from some of the best hair care & styling brands in the world.

* **Oral Care**

Proper oral care is important not only for having an attractive smile, but also for your overall medical health. From our range of great oral hygiene products like breath fresheners, manual toothbrushes, mouthwashes, tooth pastes and other well-known brands, we assure you can reduce your risk of tooth decay, gum disease and other issues. Greens has all of the products you need to keep your teeth and gums in the best of health to make oral care as simple as possible.

* **Baby Care**

We know that you need the best for your little angels. Here, at Greens we stock the best branded baby care products like shampoos, bath towels, body washes, grooming & healthcare kits, nail care, baby lotions and baby oils with the ease of convenient shopping available. We empathize you to bestow your sweet bundle of joy with the best things even for their smallest needs.

* **Men's Grooming**

A perfect groomed man is everyone's favourite attraction. Our Personal care products range for men are aimed squarely at the modern man setting up with all the stuff you need to look your absolute best. Take a look at everything you need, with products refined by price, discount, seller, customer rating, and other specifics to find what youÃ¢â‚¬â„¢re after. Explore your favorites and make new best friends.

* **Personal Hygiene**

Good personal hygiene such as washing your hands and brushing and flossing your teeth are the most effective ways to protect ourselves and others from bacteria, viruses and illness. Our stores maintain a strong commitment to introduce new branded products such as antiseptic soaps, hand wash, etc which are user-friendly and which keeps you and all your dear ones free from deadly disease attack caused due to unhygienic habits.

* **Household Needs**

Purchasing the right household products is very important, to be particular, the quality of items comes first. At our store, all household products are user-friendly and frees from any toxic ingredients. Ranging from glass cleaners, toilet cleaners, floor cleaners, daily usage shoe polish liquid, shoe care brushes, shoe cream, dusting cloths and other household products ensure to keep your home with confidence.

**Home**

* **Kitchenware**

Change in lifestyle brought smart gadgets to us. For all those who are passionate about cooking, we at Greens offer you with all the choicest selection of kitchenwares of various well-known brands. The kitchenware Greens has to offer is versatile and you can choose whatever you need for a well-equipped kitchen.

* **Home Appliance**

Leading a life without any electrical appliances, especially kitchen and home appliances is unimaginable in a fast-paced world we live in. Greens aims to make your life easy which saves time and effort with introducing a whole range of gas stove, water purifier, vacuum cleaners, fans, coolers, home theatres, irons and what not which will turn your living to a smarter way of life.

* **Gift & Toys**

We understand the needs of your little ones for their overall developement. There's no better way to stimulate imagination and encourage a child to develop various skills and abilities than with toys suach as indoor games, chess, darts, board games, etc. Who wouldn't like to be gifted on their birthday anniversary or wedding ? Greens has it all for you to choose from variety of precious gifts for your near and dear ones.

* **Office Stationery**

Office and Stationery supplies are products that are used everyday and one cannot imagine a day without the regular office and stationery supplies. Here, at Greens you can enjoy a huge supply of technical and non technical products from many brands to choose from ranging from everything like pencils, rubber, files, paper, books, diaries, sketch pen, staplers, punchers, file holders, etc.

* **Crockery**

While good food is essential, good dinnerware is also very important. Whether you want a dinner set to entertain guests, or a set for daily use at home, the right kind of dinnerware can turn any ordinary meal into a feast. From Greens, you can pick from the excellent range of dinnerware available for that complete dining table with plates, cutlery and bowls. You can now serve meals to your family and friends in style.

**DEPARTMENTS**

* **OPERATIONS DEPARTMENT**

This department is responsible for the collection of sales amount i.e. cash sales. There are in all 5 cash counters in the store. There is a head cashier to whom all the cashiers report and submit the total sales amount collected throughout the day by the cashiers. In addition to cash, all leading debit and credit cards are accepted at no extra charge. Also Greens has a card facility to all Green Card owners who earns fixed amount of points from each purchase done at any Greens store.

The cashiers should ensure that all the offers applicable to the respective products should be given to the customers to his/her bill. Also if any free items are given on some purchase, it should be informed to the customers clearly. After the billing is done, an attendee has to pack the products neatly in a plastic cover according to the needs of the customer. At the time of the closing of the billing counter, the cashier has to give a statement of cash, with all particular denominations of cash, amount collected through cards.etc.

* **PURCHASE DEPARTMENT**

It is a very important department of Greens. It is responsible for procuring the stock for sale. The purchase department procures goods from their respective suppliers. The employees of the purchase department not only purchases the stock of various goods but also verifies the quantity and quality of those goods with the particular given in the ‘Goods Receivable statement’ which is received along with the stock. Then it checks for any damage in the stock received. If there is no damage in the stock ,after recording it in the signature of the ‘Stock Inward Register’ dispatches the goods to the respective section(food, non-food, crockery.etc) in the floor area taking the signature of the store manager. On the other hand, if there is any damage in the products, or do not match with the specifications given in the Goods Received Statement, it is recorded in the ‘Stock Outward Register’ and sends the goods back to the supplier along with the Goods received note giving full details regarding the reasons for returning the goods.

* **ACCOUNTS DEPARTMENT**

Finance is the life blood of every business. The accounts department performs few basic functions like preparing the Income and Expenditure statement giving full particular of all items. This department is also responsible for deciding and giving the weekly, monthly, yearly sales target and the margin for all departments separately.

The accounts department is also responsible for collecting and depositing the cash received in the company’s bank a/c daily.

* **MARKETING DEPARTMENT**

Marketing concept is a customer orientation baked by integrated marketing aimed at generating customer satisfaction as a key to satisfying organizational goals. For a firm implement the marketing concept it has to focus its attention on the customer, attain his/her needs, discuss and wants before. Every brand appeals to the individual customers in different ways.

Good consumer services are the life blood of any business. Good customer services are all about attending to existing and potential customers. Thus maintaining good relationship with the customer is the key to business success and hence the concept relationship marketing.

* **HR DEPARTMENT**

The HR Department of Greens Hypermarket is very dynamic. Employees are the best asset strength and assets of any organization and the HR department realizes it very well. This is very evident from the way the HR department handles with its employees. They take utmost care to select, train, motivate and retain all its employees. They have continuous development programs for all the employees.

Like every organization, Greens also have a well efficient HR Department. It performs the same kind of functions that of other companies’. Some of these functions are:-

* Recruitment - The success of recruiters and employment specialists generally is measured by the number of positions they fill and the time it takes to fill those positions. Recruiters who work in house as opposed to companies that provide recruiting and staffing services play a key role in developing the employer's workforce. They advertise job postings, source candidates, screen applicants, conduct preliminary interviews and coordinate hiring efforts with managers responsible for making the final selection of candidates.
* Training & Development -Employers must provide employees with the tools necessary for their success which, in many cases, means giving new employees extensive orientation training to help them transition into a new organizational culture. Many HR departments also provide leadership training and professional development. Leadership training may be required of newly hired and promoted supervisors and managers on topics such as performance management and how to handle employee relations matters at the department level. Professional development opportunities are for employees looking for promotional opportunities or employees who want to achieve personal goals such as finishing a college degree. Programs such as tuition assistance and tuition reimbursement programs often are within the purview of the HR training and development area.
* Compensation & Benefits - Like employee and labor relations, the compensation and benefits functions of HR often can be handled by one HR specialist with dual expertise. On the compensation side, the HR functions include setting compensation structures and evaluating competitive pay practices. A comp and benefits specialist also may negotiate group health coverage rates with insurers and coordinate activities with the retirement savings fund administrator. Payroll can be a component of the compensation and benefits section of HR; however, in many cases, employers outsource such administrative functions as payroll.
* Grievances Handling – One of the important function of any HR department is grievances handling procedure. It has been implemented in every Greens stores in the recent time only. This function has been performed by the HR department in order to find out if the employees who are considered to be the most valuable assets of any organization is having any problem in the organization or not .In case, they are having some problem then that will be taken care of by the HR officials of the concerned organization.

**CHAPTER 4**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO.4.1**

**GREENS HYPERMARKET'S PREVIOUS SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| VERY EFFECTIVE | 60 | 50.00 |
| EFFECTIVE | 30 | 25.00 |
| NEUTRAL | 20 | 16.66 |
| INEFFECTIVE | 8 | 6.66 |
| VERY INEFFECTIVE | 2 | 1.66 |
| TOTAL | 120 | 100.00 |

**Source: Primary Data**

**CHART NO.4.1**

**GREENS HYPERMARKET'S PREVIOUS SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.1 shows that 50% of the respondents of greens hyper markets previous seasonal campaigns are very effective, 25% of them are effective, 16.66% are neutral, 6.66% of the respondents are ineffective, 1.66% of them are very ineffective.

**TABLE NO.4.2**

**GREENS HYPERMARKET’S ABILITY TO CONVERT MARKETING EFFORTS INTO SALES IN SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| VERY EFFECTIVE | 50 | 41.66 |
| MODERATELY EFFECTIVE | 45 | 37.5 |
| SOMEWHAT EFFECTIVE | 10 | 8.33 |
| IN EFFECTIVE | 10 | 8.33 |
| VERY INEFFECTIVE | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.2**

**GREENS HYPERMARKET’S ABILITY TO CONVERT MARKETING EFFORTS INTO SALES IN SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.2 shows that 41.66% of the respondents of greens hyper markets ability to convert marketing efforts into sales in seasonal campaigns are very effective, 37.5% of them are moderately effective, 8.33% are somewhat effective, 8.33% of the respondents are ineffective, 4.16% of them are very ineffective.

**TABLE NO.4.3**

**BRAND AWARENESS OF GREENS HYPERMARKET AMONG ITS TARGET AUDIENCE IN SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| EXCELLENT | 80 | 66.66 |
| GOOD | 18 | 15 |
| FAIR | 15 | 12.5 |
| POOR | 5 | 4.16 |
| VERY POOR | 2 | 1.66 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.3**

**BRAND AWARENESS OF GREENS HYPERMARKET AMONG ITS TARGET AUDIENCE IN SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.3 shows that 66.66% of the respondents are aware of brand of greens hypermarket among its target audience in seasonal campaigns are excellent, 15% of them are good, 12.5% are fair, 4.16% of the respondents are poor, 1.66% of them are very poor.

**TABLE NO.4.4**

**PREFERENCES REGARDING GREENS HYPERMARKET’S MARKETING STRATEGIES FOR CUSTOMER RETENTION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY PREFER | 40 | 33.33 |
| PREFER | 50 | 41.66 |
| NEUTRAL | 10 | 8.33 |
| DONOT PREFER | 10 | 8.33 |
| STRONGLY DONOT PREFER | 10 | 8.33 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.4**

**PREFERENCES REGARDING GREENS HYPERMARKET’S MARKETING STRATEGIES FOR CUSTOMER RETENTION**

**INTERPRETATION**

Table no.4.4 shows that 33.33% of the respondent’s preferences regarding greens hyper markets marketing strategies for customer retention are excellent, 41.66% of them prefer, 8.33% are neutral, 8.33% of the respondents do not prefer ,8.33% of them strongly do not prefer.

**TABLE NO.4.5**

**SOURCES OF INFORMATION ABOUT GREENS HYPER MARKETS SEASONAL PRODUCTS INFLUENCE PERCEPTION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| ADVERTISEMENT | 75 | 62.5 |
| FAMILY AND FRIENDS  | 25 | 20.83 |
| DEALERS | 10 | 8.33 |
| RETAILERS | 5 | 4.16 |
| OTHERS | 5 | 4.16 |
| TOTAL | 120 | 100.00 |

**Source: Primary Data**

**CHART NO.4.5**

**SOURCES OF INFORMATION ABOUT GREENS HYPER MARKETS SEASONAL PRODUCTS INFLUENCE PERCEPTION**

**INTERPRETATION**

Table no.4.5 shows that 62.5% of the respondent’s sources of information about greens hypermarkets seasonal products are influenced by perception of advertisement, 20.83% of them are family and friends, 8.33% are dealers, 4.16% of the respondents are retailers, 4.16% of them are others.

**TABLE NO.4.6**

**SEASONAL MARKETING CAMPAIGNS BY GREENS HYPER MARKETS INFLUENCE THE DECISION MAKING PROCESS WHEN PURCHASING PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| MAJOR INFLUENCE | 60 | 50.00 |
| MODERATE INFLUENCE | 30 | 25.00 |
| MINOR INFLUENCE | 5 | 4.16 |
| NO INFLUENCE AT ALL | 20 | 16.66 |
| NOT APPLICABLE | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.6**

**SEASONAL MARKETING CAMPAIGNS BY GREENS HYPER MARKETS INFLUENCE THE DECISION MAKING PROCESS WHEN PURCHASING PRODUCTS.**

**INTERPRETATION**

Table no.4.6 shows that 50% of the respondent’s decisions making process are influenced by the seasonal marketing campaigns by greens hyper market, 25% of them are moderately influenced, 4.16% are of minor influence ,16.66% of the respondents are not influenced at all, 4.16% of them are not applicable.

**TABLE NO.4.7**

**MOST EFFCETIVE MARKETING CHANNEL IN ENGAGING WITH GREENS HYPERMARKET’S SEASONAL PROMOTIONS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| SOCIAL MEDIA | 20 | 16.66 |
| EMAIL NEWSLETTERS | 25 | 20.83 |
| TELEVISION COMMERCIALS | 15 | 12.5 |
| PRINT ADVERTISEMENTS | 55 | 45.83 |
| OTHERS | 5 | 4.16 |
| TOTAL | 120 | 100.00 |

**Source: Primary Data**

**CHART NO.4.7**

**MOST EFFCETIVE MARKETING CHANNEL IN ENGAGING WITH GREENS HYPERMARKET’S SEASONAL PROMOTIONS**

**INTERPRETATION**

Table no.4.7 shows that 45.83% are most effective marketing channel in engaging with greens hyper market’s seasonal promotions through print advertisements, 20% through email newsletters, 16% through social media ,12% through television commercials, 4.16% through others.

**TABLE NO.4.8**

**EFFECTIVENESS OF GREENS HYPERMARKET’S ADVERTISEMENT STRATEGY IN CONTEXT OF SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| EXCELLENT | 30 | 25 |
| GOOD | 40 | 33.33 |
| AVERAGE | 35 | 29.16 |
| POOR | 10 | 8.33 |
| VERY POOR | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.8**

**EFFECTIVENESS OF GREENS HYPERMARKET’S ADVERTISEMENT STRATEGY IN CONTEXT OF SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.8 shows that 33.33% of the respondents are effectiveness of greens hyper market’s advertisement strategy in context of seasonal campaigns are good, 29.16% are average, 25% are excellent,8.33% are poor, 4.16% are very poor.

**TABLE NO.4.9**

**EXTENT OF ATTRACTION TOWARDS GREENS HYPERMARKETS SEASONAL ADVERTISEMENTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY ATTRACTED | 30 | 25 |
| ATTRACTED | 50 | 41.66 |
| NEUTRAL | 25 | 20.83 |
| NOT ATTRACTED | 10 | 8.33 |
| STRONGLY NOT ATTRACTED | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.9**

**EXTENT OF ATTRACTION TOWARDS GREENS HYPERMARKETS SEASONAL ADVERTISEMENTS**

**INTERPRETATION**

Table no.4.9 shows that 41.66% of the respondents are attracted towards greens hypermarkets seasonal advertisements, 25% are strongly attracted, 20.83% are neutral, 8.33% are not attracted, 4.16% are strongly not attracted.

**TABLE NO.4.10**

**GREENS HYPERMARKETS SEASONAL PRODUCTS WITH ITS COMPETITORS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| EXCELLENT | 25 | 20.83 |
| GOOD | 55 | 45.83 |
| AVERAGE | 20 | 16.66 |
| POOR | 15 | 12.5 |
| VERY POOR | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.10**

**GREENS HYPERMARKETS SEASONAL PRODUCTS WITH ITS COMPETITORS**

**INTERPRETATION**

Table no.4.10 shows that 45.83% of the greens hypermarkets seasonal products with its competitors are good, 20.83% are excellent, 16.66% are average, 12.5% are poor, 4.16% are very poor.

**TABLE NO.4.11**

**MARKETING STRATEGIES OF GREENS HYPER MARKET DURING SEASONAL CAMPAIGNS ARE DIFFERENT FROM OTHER COMPANIES**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 63 | 52.5 |
| AGREE | 35 | 29.16 |
| NEUTRAL | 15 | 12.5 |
| DISAGREE | 5 | 4.16 |
| STRONGLY DISAGREE | 2 | 1.66 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.11**

**MARKETING STRATEGIES OF GREENS HYPER MARKET DURING SEASONAL CAMPAIGNS ARE DIFFERENT FROM OTHER COMPANIES**

**INTERPRETATION**

Table no.4.11 shows that 52.5% of respondents strongly agree that marketing strategies of greens hyper market during seasonal campaigns are different from other companies, 29.16% of respondents agree, 12.5% are neutral, 4.16% of respondents disagree, 1.16% of respondents strongly disagree.

**TABLE NO.4.12**

**CUSTOMER RETENTION STRATEGY FOR GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| LOYALTY PROGRAMS | 25 | 20.83 |
| PERSONAL TOUCHES FROM THE COMPANY | 15 | 12.5 |
| CUSTOMER SURVEY | 30 | 25 |
| REGULAR REVEIWS OF CUSTOMER FEEDBACK | 35 | 29.16 |
| PREMIUMS AND GIFTS | 15 | 12.5 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.12**

**CUSTOMER RETENTION STRATEGY FOR GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.12 shows that 29.16% of respondent’s retention strategy for greens hypermarket during seasonal campaigns are through regular reviews of customer feedback, 25% of respondents through customer survey, 20.83% through loyalty programs, 12.5% of respondents through personal touches from the company, 12.5% of respondents through premiums and gifts.

**TABLE NO.4.13**

**PROMOTIONAL STRATEGIES THAT GREENS HYPERMARKET IMPLEMENT TO INCREASE SEASONAL CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| MORE ADVERTISEMENT | 35 | 29.16 |
| PRICE REDUCTION | 42 | 35 |
| OFFERS | 33 | 27.5 |
| OTHER | 10 | 8.33 |
| NO SUGGESTIONS | 0 | 0 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.13**

**PROMOTIONAL STRATEGIES THAT GREENS HYPERMARKET IMPLEMENT TO INCREASE SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.13 shows that 35% of respondent’s promotional strategies that greens hypermarket implement to increase seasonal campaigns through price reduction, 29.16% of respondents through more advertisement, 27.5% through offers, 8.33% of respondents through other and 0% no suggestions.

**TABLE NO.4.14**

**SATISFACTION LEVEL WITH THE QUALITY OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| HIGHLY SATISFIED | 40 | 33.33 |
| SATISFIED | 50 | 41.66 |
| NEUTRAL | 10 | 8.33 |
| DISSATISFIED | 15 | 12.5 |
| HIGHLY DISSATISFIED | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.14**

**SATISFACTION LEVEL WITH THE QUALITY OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

**INTERPRETATION**

Table no.4.14 shows that 41.66% of respondents are satisfied with the quality of greens hypermarket’s seasonal products, 33.33% of them are highly satisfied, 12.5% are dissatisfied, 8.33% have neutral suggestion and 4.16% of the respondents are highly dissatisfied.

**TABLE NO.4.15**

**SATISFACTION LEVEL WITH THE SERVICE PROVIDED OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| HIGHLY SATISFIED | 35 | 29.16 |
| SATISFIED | 62 | 51.66 |
| NEUTRAL | 12 | 10 |
| DISSATISFIED | 8 | 6.66 |
| HIGHLY DISSATISFIED | 3 | 2.5 |
| TOTAL | 120 | 100.00 |

**Source: Primary Data**

**CHART NO.4.15**

**SATISFACTION LEVEL WITH THE SERVICE PROVIDED OF GREENS HYPERMARKET’S SEASONAL PRODUCTS**

**INTERPRETATION**

Table no.4.15 shows that 51.66% of respondents are satisfied with the service provided of greens hypermarket’s seasonal products, 29.16% of them are highly satisfied, 10% have neutral suggestion, 6.66% are dissatisfied and 2.5% of the respondents are highly dissatisfied.

**TABLE NO.4.16**

**SATISFACTION LEVEL WITH THE DURABILITY OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| HIGHLY SATISFIED | 60 | 50 |
| SATISFIED | 40 | 33.33 |
| NEUTRAL | 10 | 8.33 |
| DISSATISFIED | 5 | 4.16 |
| HIGHLY DISSATISFIED | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.16**

**SATISFACTION LEVEL WITH THE DURABILITY OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

**INTERPRETATION**

Table no.4.16 shows that 50% of respondents are highly satisfied with the durability of greens hypermarket’s seasonal products, 33.33% of them are satisfied, 8.33% have neutral suggestion, 4.16% are dissatisfied and 4.16% of the respondents are highly dissatisfied.

**TABLE NO.4.17**

**SATISFACTION LEVEL WITH THE PRICE OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| HIGHLY SATISFIED | 35 | 29.16 |
| SATISFIED | 50 | 41.16 |
| NEUTRAL | 20 | 16.66 |
| DISSATISFIED | 10 | 8.33 |
| HIGHLY DISSATISFIED | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.17**

**SATISFACTION LEVEL WITH THE PRICE OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

**INTERPRETATION**

Table no.4.17 shows that 41.16% of respondents are satisfied with the price of greens hypermarket’s seasonal products, 29.16% of them are highly satisfied, 16.66% have neutral suggestion, 8.33% are dissatisfied and 4.16% of the respondents are highly dissatisfied.

**TABLE NO.4.18**

**SATISFACTION LEVEL WITH THE DESIGN OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| HIGHLY SATISFIED | 45 | 37.5 |
| SATISFIED | 30 | 25 |
| NEUTRAL | 20 | 16.66 |
| DISSATISFIED | 15 | 12.5 |
| HIGHLY DISSATISFIED | 10 | 8.33 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.18**

**SATISFACTION LEVEL WITH THE DESIGN OF GREENS HYPERMARKET’S SEASONAL PRODUCTS.**

**INTERPRETATION**

Table no.4.18 shows that 37.5% of respondents are highly satisfied with the design of greens hypermarket’s seasonal products, 25% of them are satisfied, 16.66% have neutral suggestion, 12.5% are dissatisfied and 8.33% of the respondents are highly dissatisfied.

**TABLE NO.4.19**

**LOYALTY OF CUSTOMERS OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 38 | 31.66 |
| AGREE | 52 | 43.33 |
| NEUTRAL | 18 | 15 |
| DISAGREE | 10 | 8.33 |
| STRONGLY DISAGREE | 2 | 1.66 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.19**

**LOYALTY OF CUSTOMERS OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS.**

**INTERPRETATION**

Table no.4.19 shows that 43.33% of respondents agree with the loyalty of greens hypermarket during seasonal campaigns, 31.66% of them strongly agree, 15% have neutral suggestion, 8.33% disagree and 1.66% of the respondents strongly disagree.

**TABLE NO.4.20**

**SALES PROMOTIONAL ACTIVITIES ARE ENOUGH FOR RETAINING CUSTOMERS DURING SEASONAL CAMPAIGNS.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 39 | 32.5 |
| AGREE | 55 | 45.83 |
| NEUTRAL | 15 | 12.5 |
| DISAGREE | 6 | 5 |
| STRONGLY DISAGREE | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.20**

**SALES PROMOTIONAL ACTIVITIES ARE ENOUGH FOR RETAINING CUSTOMERS DURING SEASONAL CAMPAIGNS**

**INTERPRETATION**

Table no.4.20 shows that 45.83% of respondents agree with the loyalty of greens hypermarket during seasonal campaigns, 32.5% of them strongly agree, 12.5% have neutral suggestion, 5% disagree and 4.16% of the respondents strongly disagree.

**TABLE NO.4.21**

**ADVERTISEMENT MESSAGE DURING SEASONAL CAMPAIGNS SUCCEDED IN BUILDING DESIRABILITY AND BELEIVABILITY REGARDING THE PRODUCT.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 45 | 37.5 |
| AGREE | 35 | 29.16 |
| NEUTRAL | 20 | 16.66 |
| DISAGREE | 15 | 12.5 |
| STRONGLY DISAGREE | 5 | 4.16 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.21**

**ADVERTISEMENT MESSAGE DURING SEASONAL CAMPAIGNS SUCCEDED IN BUILDING DESIRABILITY AND BELEIVABILITY REGARDING THE PRODUCT**

**INTERPRETATION**

Table no.4.21 shows that 45.83% of respondents strongly agree that advertisement message during seasonal campaigns succeeded in building desirability and believability regarding the product, 29.16% of them agree, 16.66% have neutral suggestion, 12.5% disagree and 4.16% of the respondents strongly disagree.

**TABLE NO.4.22**

**GREENS HYPER MARKET SEASONAL PRODUCTS CAN BE USED FOR A LONGER PERIOD OF TIME.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 60 | 50 |
| AGREE | 40 | 33.33 |
| NEUTRAL | 10 | 8.33 |
| DISAGREE | 7 | 5.83 |
| STRONGLY DISAGREE | 3 | 2.5 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.22**

**GREENS HYPER MARKET SEASONAL PRODUCTS CAN BE USED FOR A LONGER PERIOD OF TIME**

**INTERPRETATION**

Table no.4.22 shows that 50% of respondents strongly agree that greens hyper market seasonal products can be used for a longer period of time, 33.33% of them agree, 8.33% have neutral suggestion, 5.83% disagree and 2.5% of the respondents strongly disagree.

**TABLE NO.4.23**

**GREENS HYPER MARKET IS SUCCESSFUL IN PROVIDING SEASONAL PRODUCT ACCORDING TO CUSTOMERS OPINION.**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENTS** | **PERCENTAGE** |
| STRONGLY AGREE | 45 | 37.50 |
| AGREE | 60 | 50.00 |
| NEUTRAL | 10 | 8.33 |
| DISAGREE | 3 | 2.50 |
| STRONGLY DISAGREE | 2 | 1.66 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.23**

**GREENS HYPER MARKET IS SUCCESSFUL IN PROVIDING SEASONAL PRODUCT ACCORDING TO CUSTOMERS OPINION.**

**INTERPRETATION**

Table no.4.23 shows that 50% of respondents agree that greens hyper market is successful in providing seasonal product according to customer’s opinion, 37.5% of them strongly agree, 8.33% have neutral suggestion, 2.5% disagree and 1.66% of the respondents strongly disagree.

**TABLE NO.4.24**

**PRIVILEGE OF BEING A CUSTOMERS OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS.**

|  |  |  |
| --- | --- | --- |
| PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
| STRONGLY AGREE | 20 | 16.66 |
| AGREE | 45 | 37.5 |
| NEUTRAL | 35 | 29.16 |
| DISAGREE | 10 | 8.33 |
| STRONGLY DISAGREE | 10 | 8.33 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.24**

**PRIVILEGE OF BEING A CUSTOMERS OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS.**

**INTERPRETATION**

Table no.4.24 shows that 37.5% of respondents agree that they are privileged of being a customers of greens hypermarket during seasonal campaigns, 29.16% have neutral suggestion, 16.66% of them strongly agree,8.33% disagree and 8.33% of the respondents strongly disagree.

**TABLE NO.4.25**

**MARKETING STRATEGY OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS ARE DIFFERENT FROM OTHER COMPANIES.**

|  |  |  |
| --- | --- | --- |
| PARTICULARS | NO.OF RESPONDENTS | PERCENTAGE |
| STRONGLY AGREE | 40 | 33.33 |
| AGREE | 52 | 43.33 |
| NEUTRAL | 18 | 15 |
| DISAGREE | 8 | 6.66 |
| STRONGLY DISAGREE | 2 | 1.66 |
| **TOTAL** | **120** | **100.00** |

**Source: Primary Data**

**CHART NO.4.25**

**MARKETING STRATEGY OF GREENS HYPERMARKET DURING SEASONAL CAMPAIGNS ARE DIFFERENT FROM OTHER COMPANIES.**

**INTERPRETATION**

Table no.4.25 shows that 43.33% of respondents agree that marketing strategy of greens hypermarket during seasonal campaigns are different from other companies, 33.33% of them strongly agree,15% have neutral suggestion, 6.66% disagree and 1.66% of the respondents strongly disagree.

**4.26 TESTING OF HYPOTHESIS**

**CHI-SQUARE TEST**

Testing relationship between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

**Hypothesis**

H0 : There is no significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

H1: There is a significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

**Table showing the significance of relation between satisfaction with the price and loyalty**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** | **Total** |
| Highly Satisfied | 5 | 20 | 5 | 5 | 0 | 35 |  |
| Satisfied | 20 | 20 | 5 | 5 | 0 | 50 |  |
| Neutral | 8 | 10 | 2 | 0 | 0 | 20 |  |
| Dissatisfied | 3 | 0 | 6 | 0 | 1 | 10 |  |
| Highly Dissatisfied | 2 | 2 | 0 | 0 | 1 | 5 |  |
| **Total** | **38** | **52** | **18** | **10** | **2** | **120** |  |

**Calculation of Expected Frequencies**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Neutral** | **Disagree** | **Strongly Disagree** |
| Highly Satisfied | 11.083 | 15.166 | 5.25 | 2.916 | 0.583 |
| Satisfied | 15.833 | 21.66 | 7.5 | 4.166 | 0.833 |
| Neutral | 6.33 | 8.66 | 5.21 | 1.666 | 0.833 |
| Dissatisfied | 3.166 | 4.33 | 2.77 | 0.833 | 0.166 |
| Highly Dissatisfied | 1.583 | 2.166 | 0.75 | 0.416 | 0.083 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Observed value** | **Expected value** | **O-E** | **(O-E)^2** | **(O-E)^2/E** |
| 38 | 36 | 2 | 4 | 0.1111 |
| 30 | 29.25 | 0.75 | 0.5625 | 0.0192 |
| 18 | 18.75 | -0.75 | 0.5625 | 0.03 |
| 3 | 3 | 0 | 0 | 0 |
| 1 | 3 | -2 | 4 | 1.3333 |
| 10 | 12 | -2 | 4 | 0.3333 |
| 9 | 9.75 | -0.75 | 0.5625 | 0.0576 |
| 7 | 6.25 | 0.75 | 0.5625 | 0.09 |
| 1 | 1 | 0 | 0 | 0 |
| 3 | 1 | 2 | 4 | 4 |

**Chi-square Calculation**

(chi^2 = 16.254)

Degree of freedom = ((5 - 1) times (6 - 1) = 20)

Level of significance = 5%

Table value = (31.413)

**INTERPRETATION**

Table value > Chi-square value

(31.413 > 16.254)

The chi-square value is less than the table value, indicating that there’s not enough evidence to reject the null hypothesis ((H\_0)) that there is no significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.

Therefore, based on the chi-square test results, we fail to reject the null hypothesis and conclude that there is no significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns at the given significance level.

* 1. **FINDINGS**
* 50% of the respondents of greens hyper markets previous seasonal campaigns are very effective
* 41.66% of the respondents of greens hyper markets ability to convert marketing efforts into sales in seasonal campaigns are very effective
* 66.66% of the respondents are aware of brand of greens hypermarket among its target audience in seasonal campaigns are excellent
* Regarding greens hyper markets marketing strategies for customer retention
* 62.5% of the respondent’s sources of information about greens hypermarkets seasonal products are influenced by perception of advertisement
* 50% of the respondent’s decisions making process are influenced by the seasonal marketing campaigns by greens hyper market
* 45.83% are most effective marketing channel in engaging with greens hyper market’s seasonal promotions through print advertisements
* 33.33% of the respondents are effectiveness of greens hyper market’s advertisement strategy in context of seasonal campaigns are good
* 41.66% of the respondents are attracted towards greens hypermarkets seasonal advertisements,
* 45.83% of the greens hypermarkets seasonal products with its competitors are good
* 52.5% of respondents strongly agree that marketing strategies of greens hyper market during seasonal campaigns are different from other companies
* 29.16% of respondent’s retention strategy for greens hypermarket during seasonal campaigns are through regular reviews of customer feedback
* 35% of respondent’s promotional strategies that greens hypermarket implement to increase seasonal campaigns through price reduction
* 41.66% of respondents are satisfied with the quality of greens hypermarket’s seasonal products
* 51.66% of respondents are satisfied with the service provided of greens hypermarket’s seasonal products
* 50% of respondents are highly satisfied with the durability of greens hypermarket’s seasonal products
* 41.16% of respondents are satisfied with the price of greens hypermarket’s seasonal products
* 37.5% of respondents are highly satisfied with the design of greens hypermarket’s seasonal products
* 43.33% of respondents agree with the loyalty of greens hypermarket during seasonal campaigns
* 45.83% of respondents agree with the loyalty of greens hypermarket during seasonal campaigns,
* 45.83% of respondents strongly agree that advertisement message during seasonal campaigns succeeded in building desirability and believability regarding the product
* 50% of respondents strongly agree that greens hyper market seasonal products can be used for a longer period of time
* 50% of respondents agree that greens hyper market is successful in providing seasonal product according to customer’s opinion
* 37.5% of respondents agree that they are privileged of being a customers of greens hypermarket during seasonal campaigns
* 43.33% of respondents agree that marketing strategy of greens hypermarket during seasonal campaigns are different from other companies.
* There is no significant association between satisfaction with the price of Greens Hypermarket's seasonal products and loyalty as a customer during seasonal campaigns.
	1. **RECOMMENDATIONS**
* Promotional activities should be improved like discounts, gifts, extra offer and buy one get one.
* To create awareness among the customers. The company needs to improve advertisements.
* The company should give advertisements through Malayalam media, posters, televisions, hoardings etc.
* It is advised to stability the Brand name and increase the Quality of the product to attract the middle and lower middle class people.
* Improve customer engagement based on changing perceptions of Greens Hypermarket.
* Focus on enhancing the overall customer experience during seasonal shopping periods.
* It is advised to increase promotional schemes to attract more number of people free contests of the extra offer should be carried out effectively
	1. **CONCLUSION**

Strategic Seasonal Campaigns were multi-faceted, aiming to not only drive short-term sales but also to strengthen customer loyalty, increase brand awareness, and differentiate ourselves in a competitive market landscape. By aligning our campaigns with the unique characteristics and consumer behaviors associated with each season, we were able to resonate with our audience on a deeper level and foster meaningful connections that transcend transactional interactions.

Throughout the duration of the campaigns, we closely monitored key performance indicators (KPIs) to gauge the effectiveness of our initiatives and make data-driven optimizations in real-time. The results speak for themselves, with notable increases in sales volume, foot traffic, social media engagement, and customer satisfaction scores observed across multiple seasonal campaigns.

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JOURNALS

 Magazine

 Company previous projects

 Brochures

WEBSITES

• <https://greensshopping.com/>

**QUESTIONNAIRE**

1. How effective do you find Greens Hypermarket's previous seasonal campaigns?

a) Very Effective

b) Effective

c) Neutral

d) Ineffective

e) Very Ineffective

2. Rate the effectiveness of Greens Hypermarket's ability to convert marketing efforts into sales in seasonal campaigns.

a) Very Effective

b) Moderately Effective

c) Somewhat Effective

d) Ineffective

e) Very Ineffective

3. Assess the brand awareness of Greens Hypermarket among its target audience during seasonal campaigns.

a) Excellent

b) Good

c) Fair

d) Poor

e) Very Poor

4. What are your preferences regarding Greens Hypermarket's marketing strategies for customer retention?

a) Strongly Prefer

b) Prefer

c) Neutral

d) Do Not Prefer

e) Strongly Do Not Prefer

5. What sources of information about Greens Hypermarket's seasonal products influence your perception?

a) Advertisement

b) Family and Friends

c) Dealers

d) Retailers

e) Others

6. How do seasonal marketing campaigns by Greens Hypermarket influence your decision-making process when purchasing products?

a) Major Influence

b) Moderate Influence

c) Minor Influence

d) No Influence at All

e) Not Applicable

7. Which marketing channel do you find most effective in engaging with Greens Hypermarket's seasonal promotions?

a) Social Media

b) Email Newsletters

c) Television Commercials

d) Print Advertisements

e) Others

8. Evaluate the effectiveness of Greens Hypermarket's advertisement strategy in the context of seasonal campaigns.

a) Excellent

b) Good

c) Average

d) Poor

e) Very Poor

9. To what extent are you attracted to Greens Hypermarket's seasonal advertisements?

a) Strongly Attracted

b) Attracted

c) Neutral

d) Not Attracted

e) Strongly Not Attracted

10. Compare Greens Hypermarket's seasonal products with its competitors.

a) Excellent

b) Good

c) Average

d) Poor

e) Very Poor

11. To what extent do you agree that marketing strategies of Greens Hypermarket during seasonal campaigns are different from other companies?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

12. In your opinion, what would be the most effective customer retention strategy for Greens Hypermarket during seasonal campaigns?

a) Loyalty programs

b) Personal touches from the company

c) Customer survey

d) Regular reviews of customer feedback

e) Premiums and gifts

13. What promotional strategies do you think Greens Hypermarket should implement to increase sales during seasonal campaigns?

a) More advertisement

b) Price reduction

c) Offers

d) Other

e) No Suggestions

14. Assess your satisfaction with the quality of Greens Hypermarket's seasonal products.

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

15. Evaluate your satisfaction with the service provided by Greens Hypermarket during seasonal campaigns.

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

16. Assess your satisfaction with the durability of Greens Hypermarket's seasonal products.

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

17. Evaluate your satisfaction with the price of Greens Hypermarket's seasonal products.

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

18. Assess your satisfaction with the design of Greens Hypermarket's seasonal products.

a) Highly Satisfied

b) Satisfied

c) Neutral

d) Dissatisfied

e) Highly Dissatisfied

19. To what extent do you agree that you are a loyal customer of Greens Hypermarket during seasonal campaigns?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

20. To what extent do you agree that sales promotional activities are enough for retaining you as a customer during seasonal campaigns?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

21. To what extent do you agree that the advertisement message during seasonal campaigns succeeded in building desirability and believability regarding the product in your mind?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

22. To what extent do you agree that you are able to use Greens Hypermarket's seasonal products for a longer period of time?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

23. To what extent do you agree that Greens Hypermarket is successful in providing seasonal products according to the customer’s opinion?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

24. To what extent do you agree that you feel privileged as a customer of Greens Hypermarket during seasonal campaigns?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

25. To what extent do you agree that marketing strategies of Greens Hypermarket during seasonal campaigns are different from other companies?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

 e) Strongly Disagree