

A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY RELIANCE TRENDS

PROJECT REPORT

Submitted in partial fulfillment of the requirement
for the award of the degree

MASTER OF BUSINESS ADMINISTRATION



University of Calicut

By

Mr. BEKSON BABY

(Reg No: YPAWMBA046)

IV Semester MBA

Under the guidance of

Mrs. NAYANA S

Assistant Professor



NAIPUNNYA BUSINESS SCHOOL

Affiliated to University of Calicut, Accredited by NAAC with B++
Approved by AICTE, ISO 9001:2015 Certified
Pongam, Koratty East, Thrissur Dist.
Kerala. Pin: 680 308

MBA 2022-2024
AUGUST 2022

DECLARATION

I, **BEKSON BABY** hereby declare that the project report entitled “**A STUDY ON EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED BY RELIANCE TRENDS**” has been prepared by me and submitted to the University of Calicut in partial fulfillment of the requirement for the award of **Master of Business Administration**, is a record of original work done by me under the supervision Mrs.**Nayana S**, Assistant professor of Naipunnya Business School, Pongam, Koratty, Thrissur.

I also declare that this project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place:Koratty East, Thrissur

Date:

BEKSON BABY

YPAWMBA046

ACKNOWLEDGEMENT

I express my sincere thanks to **The Almighty**, without whom, this project would not have been completed.

I am greatly obliged to **Prof. Dr. Jacob P. M, The Director**, Naipunnya Business School, Pongam, Koratty east, for their wholehearted support and encouragement.

I proudly utilize this privilege to express my heartfelt thanks and sincere gratitude to my research guide **Nayana S, Assistant professor**, NBS Pongam, for her kind supervision, valuable guidance, continuous inspiration and encouragement in bringing out this project report in time with a deep sense of involvement and confidence.

I am indebted to **the company & higher officials** for granting permission to do this project work. I acknowledge my sincere thanks to all the staff and customers. Their co-operation proved to be of an immense value in completing the research work.

I am also thankful to my beloved **Family, Classmates and Friends** for providing moral guidance, assistance and encouragement throughout my project work.

Place: Koratty East, Thrissur

BEKSON BABY

Date:

YPAWMBA046

TABLE OF CONTENTS

Chapter No	Content	Page No
	Chapter I - Introduction	
1.1	Introduction to the study	1
1.2	Statement of the problem	2
1.3	Objectives of the study	2
1.4	Scope of the study	3
1.5	Research methodology	3
1.5.1	Research Design	4
1.5.2	Data collection	5
1.5.3	Statistical tool	6
1.5.4	Period of the study	6
1.5.5	Hypothesis	7
1.5.6	Questionnaire design	7
1.5.7	Population	8
1.5.8	Sample Size	8
1.5.9	Sampling Technique	8
1.6	Limitations of the study	8
1.7	Industry profile	9
1.7.1	Global scenario	14
1.7.2	Indian Scenario	18
1.7.3	State Scenario	21
1.8	Company profile	25
1.8.1	History of the Company	29
1.8.2	Own brand portfolio	30
1.8.3	Product profile	31
1.8.4	Vision, Mission and Objectives	34
1.8.5	Organizational Structure	35

1.8.6	Functional Departments	36
1.8.7	Store Managerial Structure	42
1.8.8	Store Operations	44
1.8.9	SWOT Analysis	46
	Chapter II – Review of Literature & Theoretical Framework	
2.1	Literature Review	48
2.2	Theoretical Framework	61
2.2.1	Introduction	61
2.2.2	Marketing communication theories	61
2.2.3	Promotional Mix	65
2.2.4	Strategic Implementation of Promotional Strategies	71
2.2.5	Role of Promotional Strategies in Business	76
	Chapter III - Data Analysis and Interpretation of Data	
	Chapter IV - Summary, Findings and Recommendations	
4.1	Findings	100
4.2	Recommendations	102
4.3	Summary	104
	Bibliography	
	Appendices	

LIST OF TABLES

Table No	Title of the Table	Page No
1.1	Company Profile	28
3.1	Distribution of Respondents According to Their Gender	80
3.2	Distribution of Respondents According to Age	81
3.3	Distribution of Awareness of Different Promotional Techniques	82
3.4	Distribution Showing Effectiveness of Discounts	83
3.5	Distribution Showing Participation in Loyalty Programs	84
3.6	Distribution Showing Reliance One Card Benefit	85
3.7	Distribution Showing Factor Affecting Purchase Decision	86
3.8	Distribution of Clarity in Terms and Conditions of Promotions	87
3.9	Distribution Showing Medium of Advertisements	88
3.10	Distribution Showing Frequency of Advertisements Through Social Media	89
3.11	Distribution Showing Purchase Influenced Through Social Media Advertisements	90
3.12	Distribution Showing whether Advertisements are Informative and Relevant	91
3.13	Distributions Showing whether Advertisements have Appealing Visuals and Messaging	92
3.14	Distribution Showing Usage of Promotional Codes Mentioned in Advertisements	93
3.15	Distribution Showing Modes of Purchases from Reliance Trends	94
3.16	Distribution Showing Frequency of Shopping	95
3.17	Distribution Showing Period of Shopping	96
3.18	Distribution Showing Rating of Overall Shopping	97

	Experience	
3.19	Distribution Showing Importance of Staying Engaged with Reliance Trends for Fashion	98
3.20	Distribution Showing Recommending Reliance Trends To a Friend or Family Member	99

LIST OF FIGURES

Figure No	Title of the Figures	Page No
1.1	Organizational Structure	36
1.2	Store Managerial Structure	42
1.3	Store Operations	46
3.1	Gender	80
3.2	Age	81
3.3	Awareness of Promotional Techniques	82
3.4	Effectiveness of Discounts	83
3.5	Participation in Loyalty Programs	84
3.6	Reliance One Card Benefit	85
3.7	Factors Affecting Purchase Decision	86
3.8	Clarity in Terms and Conditions of Promotions	87
3.9	Medium of Advertisements	88
3.10	Frequency of Ads Through Social Media	89
3.11	Purchase Influenced Through Social Media Advertisements	90
3.12	Whether Advertisements are Informative and Relevant	91
3.13	Whether Advertisements have Appealing Visuals and Messaging	92
3.14	Usage of Promotional codes Mentioned in Advertisements	93
3.15	Modes of Purchases from Reliance Trends	94
3.16	Frequency of Shopping	95
3.17	Period of Shopping	96
3.18	Rating of Overall Shopping Experience	97
3.19	Importance of Staying Engaged with Reliance Trends for Fashion	98
3.20	Recommending Reliance Trends to a Friend or Family Member	99

CHAPTER I
INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

The retail industry in India is undergoing a metamorphosis, with this burgeoning market exhibiting a notable shift in its trajectory of expansion and investment. In today's society, millions of individuals worldwide live their daily lives in constant interaction with marketing and advertising. Marketers firmly think that it has the ability to manipulate consumer attitudes, opinions, and decisions through a variety of media platforms. One such effective marketing tactic used by vendors to entice customers to their goods is sales promotion.

One component of the promotional mix is sales promotion. Advertising, direct marketing, personal selling, publicity or public relations, and sales promotion are the main components of the promotional mix. For a predetermined, short period of time, sales promotion employs both media and non-media marketing messages to boost consumer demand, drive market demand, or enhance product availability. Contests, discounts and freebies, premiums, awards, product displays, and rebates are a few examples. Sales promotions might be aimed at customers, sales representatives, or distributors (such stores). Consumer sales promotions are those that are aimed at consumers. Trade sales promotion refers to sales campaigns that are aimed at wholesalers and retailers.

Sales promotion is used to fight competitors, retain current consumers, draw in new ones, and seize possibilities that are identified through market research. It consists of internal and external actions aimed at increasing sales for the company. Public relations, advertising, publicity, and special sales events are examples of outside sales promotion efforts. Window displays, product and promotional material displays, and promotional programs like premium rewards and contests are examples of inside sales promotion activities. As of March 31, 2024, Reliance Industries Limited (RIL) had a sales of INR 2,96,091 crore (US\$44.7 billion) and a net profit of INR 27,630 crore (US\$ 4.2 billion), making it the largest private sector firm in India by all significant financial measures. Reliance Trends Ltd. is a specialist apparel and accessories business that was founded with the goal of providing its customers with fashion, choice, and high-quality items and experiences at competitive costs. In October 2007, Reliance Trends opened its first location in the nation. The business has since expanded throughout the entire

nation, opening more than 300 locations. Reliance Trends is currently the biggest fashion destination in India, with a presence in over 160 locations.

With particular reference to Reliance Trends Ltd., my research contributes to our understanding of the efficacy of promotional methods in raising a company's sales.

1.2 STATEMENT OF THE RESEARCH PROBLEM

The research problem focuses on evaluating the effectiveness of various promotional strategies employed by Reliance Trends, a prominent player in the Indian retail fashion sector, to drive sales. In a highly competitive retail environment, understanding which promotional techniques resonate most with consumers is crucial for maintaining and enhancing market share. Reliance Trends employs a mix of traditional and digital marketing strategies, including discounts, loyalty programs, social media campaigns, and influencer collaborations. However, the relative impact of these strategies on consumer purchasing behavior and sales performance remains unclear.

This study aims to fill this knowledge gap by systematically analyzing the effectiveness of these promotional strategies. By examining sales data, consumer feedback, and engagement metrics, the research will identify which tactics generate the highest return on investment and consumer engagement. Additionally, the study will explore how different demographic groups respond to various promotional methods, providing insights into tailoring strategies to specific customer segments. The findings will not only help Reliance Trends optimize their marketing efforts but also contribute to the broader understanding of promotional effectiveness in the retail industry. This research is particularly timely as the retail sector navigates the post-pandemic landscape, where digital transformation and changing consumer preferences necessitate a reevaluation of traditional marketing approaches.

1.3 OBJECTIVES OF THE STUDY

1. Evaluate the effectiveness of different promotional techniques employed by Reliance Trends.
2. Measure the reach and impact of Reliance Trends advertisements through media channels.
3. Determine the level of engagement with Reliance Trends as a customer.

1.4 SCOPE OF THE STUDY

The efficacy of Reliance Trends' marketing tactics is the subject of this study. It was carried out on 105 Reliance Trends clients. The primary goal of sales promotion is to increase a product's sales by creating demand that is, by generating demand from both the trade and consumers. It enhances intermediaries' performance and supports both personal selling and advertising. The connection between advertising and sales is made via sales promotion. Owing to market hardship, sales promotion has become incredibly important. Sales promotion's primary goal is to disseminate information about the product. Additionally, it offers consumer satisfaction, increases demand, and stabilizes sales volume. Future research might compare the long-term effects of traditional and digital sales promotions on customer retention and loyalty.

1.5 RESEARCH METHODOLOGY

Research is "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art". Research in common parlance refers to a search for knowledge. The advanced learner's Dictionary of current English lays down the meaning of research is "a careful investigation of inquiry especially through search for new facts in any branch of knowledge". Research is an academic activity and as such the term should be used in a technical sense. Methodology is a plan of action for research project and explaining in detail how data are collected, analysed and presented so that they will provide meaningful information. Research methodology is a way to systematically solve that research problem. It may be understood as a science of studying how research is done scientifically. In it we study the previous data that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research method/ techniques, but also the methodology.

Research the systematic method of finding solutions to problems. It is essential an investigation, a recording and analysis of evidence for purpose of gaining knowledge. Research methodology is a science. It is a method that can be used to

solve the research problems. It helps in studying how Research is done scientifically. Research methodology provides various steps that can be adopted by the Researcher in studying his Research problems.

1.5.1 RESEARCH DESIGN

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control “variance”. It constitutes the blue print for the collection, measurement and analysis of data. Planning is an important aspect in regarding to commencement of any type of research investigation. A proper plan of action consisting of the objectives of the investigation, the hypothesis to examine and the various methods to be adopted for collecting primary data, will have to be prepared. Such a plan provides an outline of research work to be undertaken and also the nature of analysis of data that has to be carried out. A plan of action is called a research design. The main objective in preparing research design is to enable a researcher to conserve his resource of time, money and energy for the main purpose of reaching the goals of research without any deviation from the main objective. Thus, a research design can be defined as an outline that provides the specification for the careful collection of relevant data and appropriate analysis so as to fulfil the objectives of research with precision, economy and perfection. According to Jahoda, Deutch & Cook, “A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy and procedure”.

This study used a descriptive research approach to its methodology. The primary subject of the research is described using the theory-based research method known as descriptive design. Here the researcher used Descriptive research design for the study. A study which wants to portray characteristics of a group of individual or situations is known as Descriptive study. Descriptive study is primarily concerned with existing issues and tries to find out relationship between the causes and factors. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happen. These are the reasons for selecting descriptive study for the research.

1.5.2 DATA COLLECTION

The primary data collection method is used for this project research. Primary data is collected straight from the observation and interviewing the customers by obtaining through questionnaire designed for the study and thus the primary data is fresh and original in character. Collecting reliable and as far as possible accurate data is the fundamental objective of any statistical investigation. The quantity and dependability of statistics more or less depend on the method used in their collection. All collecting statistics should have an existence and a living reality of their own, otherwise the entire exercise of collection may turn out to be a farce and the statistics may be condemned as 'tissue of falsehood' or 'figment of the imagination'. Statistical data can be divided into primary data and secondary data.

Primary data

Primary data mean the data that have been collected originally for the first time. Primary data may be the outcome of an original statistical enquiry measurement of facts or a count that is undertaken for the first time. For instance, data of population census is primary. Primary data being fresh from the field of investigation is very often referred to as raw data, a good deal of time, money and energy are required.

The primary data method used for collection the data for the study is Collecting data indirectly by oral investigation Collecting the data by questionnaires and circulating the questionnaire in the google form for the responses.

Secondary data

Secondary data are the data that are in actual existence in accessible records, having been already collected and treated statistically by the persons maintaining the records. Secondary data are the data that have been already collected, presented tabulated, treated with necessary statistical techniques and conclusion have been drawn. Therefore, collecting secondary data doesn't mean doing some original enumeration but it merely means obtaining data that have already been collected by some agencies, reliable persons, government departments, research workers, dependable organisation etc. secondary data are easy obtainable from reliable records, book, government publications and journals. The method of secondary data

collection used in this study is to refer from the articles published and the research papers already published by the scholars. These are data collected by the investigator himself for the first time for a specific purpose and thus they are original in character. Here primary data is collected from Customers of Reliance Trends, Koratty by means of a questionnaire.

1.5.3 STATISTICAL TOOL

Percentage Analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage analysis refers to a special kind of ratio. It is used in making comparison between two or more series of data. In this research various percentage are identified in the analysis and they are presented pictorially by way of pie or bar diagrams in order to have a better quality.

$$\text{Percentage of the respondents} = \frac{\text{No.of Respondents}}{\text{Total Respondents}} \times 100$$

Percentage is suitable while it's miles critical to understand how the various contributors gave a selected answer. Generally, percent is suggested while the responses have discrete categories. This manner that the responses fall in specific categories, inclusive of girl or male, age, others factors associated with promotion and advertisement. It refers to a unique sort of rates, percent are utilized in making an evaluation among or greater collection of data. A percent is used to decide dating among the collection. This method used in the study for converting the collected data to a percentage format by grouping the similar Likert scale values to a number then converting the collected data to a pictorial format which is easier for the researcher to analyse the data.

1.5.4 PERIOD FOR THE STUDY

The period for the study was from 1st April 2024 to 26th May 2022. This time frame enables a thorough investigation of the project allowing for the collection of relevant data, conducting in depth analysis, and putting into practices the necessary steps to achieve the project's objective. Primary research will be done through

survey and collection of data from various sources.

1.5.5 HYPOTHESIS

According to the Chambers Twentieth Century Dictionary “hypothesis is a supposition, a proposition assumed for the sake of argument, a theory to be proved or disproved by reference to fact, a provisional explanation of anything”. The Oxford Reference Dictionary defines hypothesis as a proposition or supposition made from known facts as the basis for reasoning or investigation.

Hypothesis is a guiding instrument for conducting research work with a vision and a mission. There is no fixed formula for framing a hypothesis. Only observation and experience tend a compelling curiosity to find out and prob the facts and thereby becoming the guiding force.

A hypothesis can be an univariate proposition involving a single variable. It will be bivariate proposition if it involves more than two variables then it is a multivariate proposition. It is preferable to express a multivariate proposition in terms of two bivariate proposition for the purpose of clarity and precision. A proposition that has been proved and verified becomes a validated hypothesis leading to a theory or scientific law.

There are propositions that express quantitative relationships. A statistical hypothesis comprises of “Null Hypothesis” (H₀) and “Alternative Hypothesis” (H₁). When the researcher is interested in finding the existence or non-existence of a quantitative relationship then he proceeds in an unbiased manner by assuming the non-existence of a relationship. Such as assumption is called Null Hypothesis. If he supposes the contrary that is the existence of a relationship, then his hypothesis would be Alternative Hypothesis. If the Null Hypothesis is accepted as true on the basis of the empirical verification, then the Alternative Hypothesis is rejected and Vice-versa.

1.5.6 QUESTIONNAIRE DESIGN

A questionnaire is a research instrument consist of sense of questions for gathering information from respondents. Questionnaire provides a relatively quick and efficient way of obtaining large amount of information from a large sample of people. Questionnaires are carefully crafted, ensuring clarity and absence of bias and can be open-ended or close-ended. The questionnaire involves demographic

part as well as the question which directing to the objective.

1.5.7 POPULATION

The group of individuals under the study is known as population. Population is the aggregate of all the units to be studied in any field of enquiry. It is thus a collection of individuals or of their values or of the results of operations which can be numerically specified. The population include all customers of Reliance Trends, Koratty.

1.5.8 SAMPLE SIZE

Sample size refers to the number of items to be selected from the universe to constitute a sample. Sample size for the study is 105 and they are the customers of the store.

1.5.9 SAMPLING TECHNIQUE

Sampling technique used in this study is convenience sampling. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand. This type of sampling is most useful for pilot testing. Convenience sampling is the most common method of sampling used by the researchers where there can collect market research data from a conveniently available pool of respondents. It can be used with the convenience of the researcher and it is a simple sampling technique. The main advantages of using convenience sampling is that data can be collected quickly, inexpensive to create sample, easy to do research, low cost, readily available sample and fewer rules to follow.

1.6 LIMITATIONS OF THE STUDY

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

1.7 INDUSTRY PROFILE

The fashion retail industry is a dynamic and multifaceted sector integral to the global economy, merging creativity, commerce, and consumer behavior. This industry encompasses the design, production, marketing, and retailing of apparel and accessories. Market segments include haute couture, prêt-à-porter, fast fashion, and niche markets such as sustainable and ethical fashion. Haute couture, catering to a high-end clientele with bespoke, expensive garments, often sets trends for the rest of the industry. Prêt-à-porter balances trendiness with accessibility through high-quality, mass-produced apparel, while fast fashion emphasizes rapid production at low costs, enabling quick turnaround from runway to retail. Niche markets like sustainable fashion are increasingly significant as consumer preferences shift towards ethical and eco-friendly products.

The fashion retail supply chain is intricate, involving stages from raw material sourcing to production, distribution, and retail. Outsourcing production to countries with lower labor costs is common, especially among fast fashion brands, but has faced scrutiny over labor practices and environmental impact. This has led to a growing movement towards transparency and sustainability in the supply chain, with brands adopting eco-friendly materials and ethical production practices.

Retailer provide a collection of services to their customers such as being inconvenient places, editing products ranges according to shopping tasks, and selling goods in quantities that match personal consumption levels. Ensuring that this process run smoothly presents a host of managerial challenges. Retailing is therefore a deceptively simple management process- yet fascinatingly complex in its detail. Companies who provide meals out, haircuts and aromatherapy session are all essentially retailers, as they sell to their final consumers, and yet customers do not take goods away from these retailers in a carrier bag. The consumption of the service product coincides with the retailing activity itself. From a traditional marketing view point, the retailer is one of a number possible organisation through which goods produced by manufacturer flow on their way to their customer destiny. This organisation performs various roles by being a member of a distributor

channel. For example: chocolate producer like Cadbury's will use several distributors for its confectionery, which involve members such as agents, wholesalers, supermarket, convenient stores, petrol stations, vending machine operators, and so on.

Channel members or marketing intermediaries as they are sometime referred to, take on activities that a manufacturer does not have the resources to perform, such as displaying the product alongside related or alternative items in a location that is convenient for consumers to access for shopping. Retailing consists of the sale of goods or merchandise from affixed location, such as department store or kiosk, or by post, in small or individual lots for direct consumption by the purchaser.

Many foreign players have entered India through Joint Venture with domestic firms like:

- Carrefour in New Delhi, which launched its first cash and carry store here
- Walmart, a joint venture with Bharti Retail, owns Easy Days
- British retailer TESCO Plc entered as JV with Trent, retail segment of TATA group
- Marks and Spencer joint venture with Reliance Retail.

Trends in Retail Industry

- Flourishing organised retail sector: The construction of mega malls and hypermarket is boosting organized retailing.
- The spending capacity of youth is showing an upward trend. India has a large youth population
- Easy availability of customer credit, increase in the use of credit cards, access to cheap and quick loans.
- Changing mindset of consumers. The mindset of buyer is shifting from low pricing and higher quantity to better quality and high satisfaction.
- High brand consciousness amongst buyers
- Segment of Retailing and scope of opportunities.

Food and Grocery retail: The food market in India is largely unorganised. The expenditure on food products by Indian households is the highest in the world. With

rapid urbanization and consumerism, there exists huge untapped potential which need to be explored.

Apparel: Demand for stitched garments and western outfits is increasing at a rate of 40% to 45%. Factors critical to the success of this segment are easy availability and affordability of fashionable garments along with value added benefits.

Beauty and Wellness: Pharmacy retailing in India is largely occupied by a local pharmacist. However new chemist store like 98.3 are emerging which offer drugs, health, and beauty care products.

Consumer durable: The market for consumer durable is the US \$6.5 billion and its expected growth at the rate of 18%.

Furniture and furnishing: There have been a new trend evident in the market wherein the modern retailers are setting up home furnishing section in hypermarkets and specialty stores. These segment faces tough competition from local retailers.

Functions of Retailing/ Retailer

Retailers are crucial players in the emerging market scenario. Large brand is running first to get into the desired retail formats to cater to the growing middle class of the India. Retailers perform various functions like providing assortments, sorting, breaking the bulk, rendering services, bearing risk, serve as a channel of communication, transportation, advertising, and holding inventory. They significantly contribute towards increasing the product value and satisfying the consumer. Following are functions of retailer/ retailing:

1. Providing assortments
2. Sorting
3. Breaking bulk
4. Rendering services
5. Risk bearing
6. Holding inventory

1. Providing assortments

Offering an assortment enables to choose from a wide section of brands, design, size, colour, and prices in one location. Manufacturers specialize in producing specific type of products.

2. Sorting

Manufacturers make one single line and will always prefer to sell their entire output to few buyers to reduce their cost. Final consumer will prefer to choose from a large variety of goods and services and then usually buy in smaller quantities. Retailer has to strike a balance between demand of both the sides, by collecting a combination of goods from different producers, buying them in large quantities and selling them to individual consumers in smaller quantities. The above process is called sorting and under this process the retailers undertake activities and perform functions that add value to the products.

3. Breaking Bulk

Retailer offer the product in smaller quantities tailored to individual consumers and household consumption patterns. This reduces transportation cost warehouse cost and inventory costs. This is called breaking bulk.

4. Rendering Service

Retailers render services that makes it easier for customers to buy and use product. They provide credit facilities to the customers. They display product which attract the customers. Retailers keep ready information on hand to answer queries of the customer. They provide services by which the ownership can be transferred from manufacturer to the end consumer with convenience. They also provide product guarantee from owner side, after sales services and deal with consumer complaints. Retailer also offer credit to consumer and develop hire purchase facility to enable them to buy a product immediately and pay the price at their ease. Retailer also fill orders, promptly process, deliver, and install the product at customer point. Retail salesperson answer the customer complaints and demonstrate the product for the customer to evaluate before making a choice. They also help in completing a

transaction and realizing the sale.

5. Risk Bearing

Retailers' bear a different kind of risk to the manufacturers and wholesalers. Even the customers can come back to the retail point and return the product. In that case, the risk of product ownership may times result with the retailers. Many companies have bought back schemes and return schemes whereby the retailers can always return the unsold items to the manufacturer.

6. Holding Inventory

A major function of retailer is to keep inventory so that product will be available for consumers. Thus, consumers can keep a much smaller inventory of product at home because they can easily access more from the nearby retailers. Retailers inventory allows customers instant availability of the product and services.

Types of Retail Marketing

Store Retailing

Store retailing provides consumers to shop for goods and services in a wide variety of stores and it also help the consumer to get all needed goods and services from one shop only. The different types of store retailing are:

1. **Speciality store:** These store focus on leisure taste of different individuals. They have a narrow product line with deep assortment such as apparel stores, sporting good items, furniture stores, florists, and bookstores. These stores are usually expensive and satisfy the need of selected consumers who have liking or preference for exclusive things.
2. **Departmental stores:** These stores are usually built in large areas and keep variety of goods under one shed. It is usually divided into different sections like clothing, kid's section, home furnishing, electronic appliances, and other household goods. In a department store a consumer can buy variety of goods under one shed.

3. **Supermarket:** These stores are relatively large, low cost, low margin, high volume, self- service operations designed to serve total need for food, laundry, and household maintenance products. Supermarket earn an operating profit of only 1 percent on sale and 10 percent on net worth.

4. **Convenience store:** These are relatively small stores located near residential area, open for long hours seven day a week, and carrying a limited line of high turnover convenience product at slightly higher prices than departmental stores. Many also stores have such added takeout sandwiches, coffee, and pastries.

5. **Off- price retailers:** These stores sell goods at low price with lower margin & higher volumes. These stores sell good with deteriorated quality. The defect is normally minor. This target at the persons belonging to the lower income group, though some have a collection of imported goods aimed to target the younger generation. The company owned showrooms selling the seconds product is a typical example of off-price retailers.

6. **Discount Stores:** These store sells standard merchandise at lower price by accepting lower margin and selling higher volumes. The use of occasional discount or special does not make a discount store. A true discount store regularly sells its merchandise at lower price, offering mostly national brands, not inferior goods. In recent years, many discount retailers have “traded up”. They have improved décor, added new lines and services, and opened suburban branches- all of which has led to higher cost and price and some department stores have cut their prices to compete with discounters. Consumer behavior in fashion retail is continually evolving. There's a marked shift towards personalized shopping experiences driven by data analytics and customer insights. Consumers are also prioritizing sustainability, ethical practices, and inclusivity, prompting brands to adopt responsible practices, diversify product lines, and engage in corporate social responsibility initiatives.

1.7.1 GLOBAL SCENARIO

Industry encompasses the design, production, marketing, and retailing of apparel and accessories, with market segments including haute couture, ready-to-wear, fast fashion, and niche markets like sustainable fashion.

Global retailer is the concept of selling products across the geographical boundaries of a country to the consumers available in the different parts of the world to attain global presence and recognition and to capture the opportunities prevailing in the potential overseas markets.

Following is some of the most recent trends of global marketing adopted by business enterprises:

- **Internationalization:** The companies these days are preferring international market due to the saturation of the domestic markets and seeking expansion and economies of scale.
- **Improvising service offering:** In today's highly competitive market, global retailers are also focusing on adding value to the consumer experience by providing some assistance or service with their products.
- **Boutiques:** The business organisation are moving towards speciality stores concentrating on a single product line or category to get global recognition for their expertise in a particular product or service.
- **Mass Merchandizers:** Some of the large retail organisations are expanding globally by selling a variety of product or services and having a diversified product line to target high volume of sales at minimal margin or profit.
- **Retail format migration:** These have been a massive transformation in the retailing sector due to emergence of e-commerce.

Strategies

- **Organic:** The companies planning for global retailing may go with organic strategy to open up their store in different countries. It is a useful strategy if the potential market is culturally close and easy to enter.

The retail industry witnessed several changes during the study period with the changing economic conditions across the world. The global economy which slowed in 2019, has crashed in 2020 due to COVID-19 outbreak resulting in a challenging forecast period for the retail industry. As most product in the industry is sensitive to the economic cycle, the retail is expected to show slow recovery during the initial forecast period, yet the customer necessity for many products is anticipated to drive the market once the situation settles down.

The global retail industry is mature and highly competitive in the developed economies of Europe and North America. On the other hand, the developing economies of Asia-Pacific, the middle east, and Latin America have been instrumental in driving the market growth. Countries, such as Singapore, Malaysia, and Thailand, are popular shopping destinations in the Asia- Pacific region, with visitor contributing substantially to the retail sector in the respective markets. The global retail analytics marker size was USD 5.20 billion in 2020. The global impact of COVID-19 has been unprecedented and staggering with retail analytics witnessing a negative impact on demand across all region amid the pandemic. Based on our analysis, the global market exhibits a significant growth of 11.7% in 2020 as compared to the average year- on- year growth during 2017- 2019.

Trends in Global Retailing

1. Going Internationalization: As the domestic market are becoming standard, retailer have start looking to overseas market for business growth, economies of scale, especially in Asia. Similarly staple and Nike are entering the Indian and Chinese markets. Target and Dollar stores also continue to grow their geographic presence aggressively in Asian countries.

2. Value driven retailer to value driven retailer: Value retailer like Walmart, Costco and target which previously were recognized as the destination for the monthly stock- up trip now continue to improve “shop ability” by providing more convenient store layout and shopping experience that make the customers buying quicker and easier.

3. Enhancing service offering: Walgreen's, for instance has built a superior brand proposition around pharmacy authority and convenience. Walgreen's capital spending, organisational energy, and marketing dollar all focus on delivering convenience at every level, through real estate strategy, quick-in-add-out convenience, layout, assortment and micro- merchandising.

4. Expanding private brands: To increase margin and draw increased awareness to store development private brands as compared to well established or third- party brand, retailers now are introducing their own store brands.

5. Migration of retail format: Over the past few decades, due to competition and entry of world's largest companies in this sector, retail formats have been changing radically.

Haute couture remains a symbol of luxury and exclusivity, led by iconic brands like Chanel, Dior, and Louis Vuitton. Ready-to-wear offers a balance of trendiness and accessibility, with brands like Ralph Lauren and Calvin Klein at the forefront. Fast fashion, dominated by giants such as Zara, H&M, and Uniqlo, emphasizes rapid production and affordability, allowing consumers quick access to the latest trends. Meanwhile, sustainable and ethical fashion is gaining momentum, driven by increasing consumer awareness and demand for eco-friendly products, with brands like Patagonia and Stella McCartney leading this segment.

The digital transformation of the fashion retail industry is profound. E-commerce has revolutionized shopping habits, with online platforms offering convenience, variety, and competitive pricing. Companies are investing heavily in digital marketing, social media engagement, and technologies like AI and AR to enhance customer experiences. Influencers and social media campaigns play a significant role in shaping consumer preferences. The COVID-19 pandemic accelerated the shift towards online shopping, solidifying e-commerce as a critical component of the retail strategy.

Despite numerous challenges, including intense competition, rapid trend changes, and supply chain disruptions, the fashion retail industry presents significant opportunities. Digital-first companies heighten competition, pushing traditional retailers to innovate. Sustainability and ethical production issues necessitate a

balance between profitability and responsibility. Technological advancements, like AI for trend forecasting and inventory management, offer efficiency gains. The growing demand for sustainable and ethical fashion opens new market segments. Furthermore, expansion into emerging markets presents substantial growth potential as rising incomes and urbanization drive demand for fashion products.

1.7.2 INDIAN SCENARIO

The fashion retail industry in India is a dynamic and rapidly growing sector, reflecting the country's economic vitality and cultural richness. India's fashion market is a blend of traditional and contemporary styles, catering to a diverse consumer base with varying tastes and preferences. Over the past few decades, the industry has seen a significant transformation, driven by economic liberalization, increased consumer spending, and the proliferation of digital technologies. This analysis provides a comprehensive overview of the fashion retail industry in India, examining its history, current trends, key players, challenges, and future prospects.

India's fashion retail industry has evolved significantly from its traditional roots. Historically, fashion in India was influenced by its rich cultural heritage, with traditional attire such as sarees, salwar kameez, and dhotis being prevalent. The retail landscape was dominated by unorganized sectors like local bazaars and small family-owned stores. However, the liberalization of the Indian economy in the early 1990s marked a turning point. Economic reforms opened up the market to foreign investments, and the entry of international brands began to reshape the industry. The establishment of shopping malls and the growth of organized retail formats further accelerated this transformation, making fashion more accessible and varied.

The Indian fashion retail industry is currently characterized by several key trends that are shaping its development and influencing consumer behavior. The rise of e-commerce has revolutionized the fashion retail landscape in India. Platforms like Flipkart, Amazon, and Myntra have made fashion accessible to a wider audience, offering a diverse range of products at competitive prices. The convenience of online shopping, coupled with attractive discounts and easy return policies, has significantly changed consumer buying habits. Omnichannel retailing, which integrates online and offline experiences, is becoming increasingly important.

Retailers are leveraging technologies such as artificial intelligence (AI) and augmented reality (AR) to enhance customer engagement and provide personalized shopping experiences.

Fast fashion brands like Zara, H&M, and Uniqlo have gained popularity in India, particularly among the urban youth. These brands offer the latest trends at affordable prices, with rapid turnover of styles and frequent introduction of new collections. This model encourages consumers to visit stores more often and make frequent purchases, driving sales and brand loyalty. There is a growing awareness about environmental issues and ethical consumption among Indian consumers. This has led to an increased demand for sustainable fashion. Brands like Fabindia, Biba, and People Tree are focusing on eco-friendly materials, ethical production practices, and sustainable supply chains. Consumers, especially the younger generation, are increasingly opting for brands that align with their values of sustainability and social responsibility. Social media platforms like Instagram, Facebook, and YouTube play a crucial role in shaping fashion trends and consumer preferences in India. Influencers and fashion bloggers have a significant impact, promoting brands and products to their followers. This trend has given rise to influencer marketing, where brands collaborate with social media personalities to reach a wider audience and enhance their brand image.

The Indian fashion retail industry is highly competitive, with a mix of domestic and international players dominating the market. As part of Reliance Retail, Reliance Trends is one of the largest fashion retail chains in India. It offers a wide range of products, from casual and formal wear to ethnic and fusion wear, catering to various consumer segments. ABFRL, a subsidiary of the Aditya Birla Group, owns popular brands like Pantaloon, Van Heusen, Louis Philippe, and Allen Solly. The company has a strong presence in both the offline and online retail spaces, offering a diverse range of fashion products.

Known for its retail chains like Big Bazaar and FBB, Future Group has a significant footprint in the fashion retail sector. The group focuses on offering value-for-money products to the mass market, catering to a wide demographic. An initiative of the Tata Group, Tata Cliq is an omnichannel platform that combines online and offline shopping experiences. It offers a curated selection of fashion and lifestyle products from premium and luxury brands. Global brands like Zara, H&M, Uniqlo, Marks & Spencer, and Gap have established a strong presence in India. These

brands cater to the urban, fashion-conscious demographic, offering trendy and high-quality products.

Despite its growth and potential, the Indian fashion retail industry faces several challenges that need to be addressed to sustain its momentum. The industry is highly fragmented, with a large unorganized sector that includes small, independent retailers and local markets. This fragmentation poses challenges for organized players in terms of market penetration and standardization. Efficient supply chain and logistics management is critical for the success of fashion retail. However, infrastructure bottlenecks, inadequate warehousing facilities, and logistical inefficiencies pose significant challenges for retailers in India.

The entry of international brands and the proliferation of e-commerce platforms have intensified competition in the fashion retail space. Brands need to constantly innovate and differentiate themselves to stay relevant and attract customers.

Rapidly changing fashion trends and consumer preferences require brands to be agile and responsive. Staying ahead of trends and continuously updating product offerings is crucial for maintaining consumer interest and loyalty. The regulatory environment in India can be complex, with various compliance requirements related to taxation, labor laws, and trade policies. Navigating these regulations can be challenging for both domestic and international retailers.

The fashion retail industry in India is a dynamic and rapidly evolving sector with immense potential. The interplay of traditional and modern influences, coupled with changing consumer preferences and technological advancements, makes it a fascinating market. While the industry faces challenges such as market fragmentation, logistical inefficiencies, and regulatory hurdles, the overall outlook remains positive.

The continued growth of urbanization, rising incomes, digital transformation, and increasing focus on sustainability will drive the future of fashion retail in India. Brands that embrace innovation, understand consumer needs, and adapt to changing trends will thrive in this competitive landscape. As the industry evolves, it will not only contribute to economic growth but also play a pivotal role in shaping the cultural and social fabric of India. With a rich history, a vibrant present, and a promising future, the Indian fashion retail industry stands as a testament to the country's resilience, creativity, and entrepreneurial spirit. As it continues to grow and innovate, it holds the potential to set new benchmarks in the global fashion

landscape, showcasing the unique blend of tradition and modernity that defines India.

1.7.3 STATE SCENARIO

Reliance Trends has successfully expanded its footprint across Kerala, one of India's most literate and socially advanced states. The brand has established multiple outlets in key cities and towns, including Kochi, Thiruvananthapuram, Kozhikode, and Thrissur, making fashion accessible to a wide demographic. The stores offer a diverse range of apparel and accessories, catering to men, women, and children, with a focus on providing trendy, high-quality, and affordable fashion. Reliance Trends' product offerings in Kerala are tailored to meet the unique tastes and preferences of the state's consumers. Kerala's rich cultural heritage and traditional attire influence fashion choices, with a strong preference for ethnic wear alongside modern apparel. Reliance Trends has adeptly balanced its product mix to include traditional sarees, churidars, and mundus, alongside contemporary western wear and casual outfits. This localization strategy ensures that the brand resonates with local consumers and meets their diverse fashion needs.

Retailing in Kerala is a subject too subtle and relevant as Kerala is knowning for more as a consumer state rather than a producer state. Kerala depends on their neighbouring states for her consumer needs. Due to the large number of intermediaries involved and the transportation cost, the prices are high and there is a wide fluctuation in price of groceries, fruits and vegetables.

Groceries are bought directly from the neighbouring states. In the process of direct purchase from farmers and manufacturers, the intermediaries are removed and a part of the margin or 'profit' earned is distributed among the consumers. It is included that the future of retailing in Kerala looks bright and marketing is not a function, it is the whole business seen from the consumers point of view.

In Kerala, there has been an explosion in retail in the last few years. Organized retail is spreading and making its presence felt in different part of the state. The major national retail player in the state includes the Spencer's, Reliance and

alongside local chains like Margin free market and Varkey's. in Kerala a sector of people is opposing the retail giants because it will spoil the retail sector. But in

Malabar region, a group of customers has decided to raise their voice in favour of the big retail chain if it means better bargaining for them. The reliance fresh outlet has to face many allegations and wide protests from the local traders for opening their stores in many parts of the state.

But though the agitation against organized retail in the state has taken a serious turn in certain parts, the trader community of Kochi, seems to be toeing a different line. To meet the challenges posed by the big retailer, the traditional retailer in the city are redefining business strategies, organising leadership summits and focusing more on services. They are of the opinion that personal attention and service is something that they can offer to the customers. Sourcing of product according to the taste of the consumers are making it available to them is the other aspect of retail that the small and the medium retailers are focusing on.

The introduction of margin free market has turned out to be a grand success resulting in it becoming one of the largest retail chains in the country. The future of retailing looks bright with the proposed entry of many major organized retailers. There are many who argue that the small retailers will be badly hit. Other argues that the farmer in the state will stand to benefit, while there will be plenty of choice for the consumers.

Organised Retail

After 50 years of unorganized retailing and fragmented small store, Kerala retail industry has finally begun to move towards modernization, systematization, and consolidation. Organised retail has enjoyed a constant growth in the last 5 years and the trend appears to continue together. This trend of growth and the strengthening of organized retail activity in Kerala are due to several reasons. Steady growth of the disposable income. Global exposure to customers greater awareness and discern in customer better management of supply chain.

Challenges of Organised retailing in Kerala

Retailing as an industry in Kerala has still a long way to go. To become a truly flourished industry, retailing need to cross the following hurdles:

- High real estate cost
- Strict labour law
- Competition from traditional retail
- Consumer preference
- Infrastructure issue
- Regulatory challenges
- Cultural factors
- Supply chain challenges

On the prime concern of the organised retailers is the availability of the space for retailing in Kerala. Organised retailers will offer Keralites better living condition, number of new jobs, high salaries, world quality products and services, a unique shopping experience and more social activities. It gives contribution to the local economies also. However, both organised and traditional retailers will co-exist in Kerala.

Kerala's consumer market is characterized by high literacy rates, substantial expatriate remittances, and a progressive outlook. These factors contribute to a discerning and fashion-conscious consumer base that values quality, style, and affordability. The state's consumers are well-informed and increasingly influenced by global fashion trends, yet they retain a strong affinity for traditional attire during festivals and special occasions. The presence of a large non-resident Keralite (NRK) population also impacts consumer behavior. Remittances from Keralites working abroad, especially in the Middle East, have boosted disposable incomes, leading to increased spending on fashion and lifestyle products. NRKs often influence local fashion trends, bringing back styles and preferences from abroad, which are then adopted by the local population.

The fashion retail landscape in Kerala is a mix of traditional and modern retail formats. Local boutiques and traditional textile shops coexist with large retail chains and shopping malls, providing consumers with a wide array of choices. The proliferation of shopping malls in cities like Kochi and Thiruvananthapuram has

transformed the retail environment, offering consumers a modern shopping experience with access to multiple brands under one roof. E-commerce is also gaining traction in Kerala, driven by high internet penetration and smartphone usage. Online shopping platforms provide the convenience of home delivery and a wider selection of products, complementing the brick-and-mortar retail experience. Reliance Trends has embraced this trend by integrating its online and offline presence, offering consumers the flexibility of shopping through its e-commerce platform.

1.8 COMPANY PROFILE

Reliance Trends, a flagship apparel and accessory specialty chain of Reliance Retail, stands as a prominent pillar of Reliance Industries Limited (RIL), India's largest private sector conglomerate. Launched in 2007, Reliance Trends has swiftly ascended to become one of India's leading fashion retail destinations, celebrated for offering high-quality, fashionable, and affordable clothing. This remarkable growth has reshaped the Indian retail fashion landscape, leveraging innovative strategies and a broad product range to cater to a diverse and evolving customer base.

Reliance Trends envisions itself as the preferred fashion destination for the contemporary Indian consumer by consistently offering the latest trends at unbeatable prices. The company's mission revolves around delivering a comprehensive and delightful shopping experience, ensuring superior product quality, and providing excellent customer service. This mission underscores their commitment to fashion-forward apparel and accessories that meet the diverse tastes and preferences of their clientele.

The product range at Reliance Trends is extensive, covering men's, women's, and children's apparel and accessories. For men, the collection includes casual wear, formal wear, ethnic wear, sportswear, and a variety of accessories. Women shoppers can explore a wide array of western wear, ethnic wear, fusion wear, lingerie, and accessories. The kids' section offers a delightful range of clothing for boys and girls, including casual, formal, and ethnic wear. Complementing these apparel lines is an impressive selection of footwear for all age groups and accessories like bags, belts, scarves, and sunglasses, which add the perfect finishing

touches to any outfit.

Reliance Trends hosts a mix of in-house brands and collaborations with several national and international labels, broadening its appeal. The in-house brands are tailored to meet various fashion needs and preferences. DNMX is a popular brand known for its trendy casual wear for both men and women. AVANTERRA focuses on premium fashion, blending contemporary and classic styles. For young women, RIO offers vibrant, stylish, and affordable fashion options. Sparsh is dedicated to ethnic wear, combining traditional designs with modern aesthetics. Frendz caters to children with fashionable and comfortable clothing, while Network provides a wide selection of formal and business attire. These brands, alongside partnerships with renowned labels, ensure that Reliance Trends remains at the forefront of fashion diversity and innovation.

Reliance Trends operates through multiple store formats, ensuring accessibility and convenience for customers across various market segments. Standalone stores, located in prime retail areas and shopping malls, offer an extensive range of products in a spacious retail environment. For smaller cities, mini stores are designed to serve Tier-II and Tier-III locations, making fashionable apparel accessible to a broader audience. Additionally, the shop-in-shop format, through collaborations with other retail formats, establishes the brand's presence within larger department stores or hypermarkets. This strategic expansion has seen Reliance Trends grow significantly, with over 1,200 stores across more than 500 cities by 2026, marking it as one of India's largest fashion retail chains.

In response to the growing significance of digital commerce, Reliance Trends has heavily invested in its e-commerce platform, providing customers with the convenience of shopping from home. The user-friendly website and mobile app offer a seamless shopping experience, complete with easy navigation, secure payment options, and hassle-free returns. Embracing an omni-channel strategy, Reliance Trends integrates its online and offline presence to enhance customer experience. Services like 'click and collect,' where customers order online and pick up from a nearby store, and 'endless aisle,' allowing access to a broader range of products, epitomize this integration. This strategy ensures that customers can enjoy a cohesive and flexible shopping experience, whether online or in-store.

Reliance Trends employs a diverse array of marketing and promotional strategies to engage its target audience and drive sales. Advertising campaigns span television,

print, radio, and digital media, promoting new collections, seasonal sales, and special offers. Social media marketing plays a pivotal role, with platforms like Facebook, Instagram, Twitter, and YouTube used to connect with customers, showcase products, and engage with influencers and fashion bloggers. The 'Trends Club' loyalty program rewards customers with points for every purchase, redeemable for discounts and exclusive offers, fostering customer retention. In-store promotions, including sales events and festive discounts, attract foot traffic and boost sales, while collaborations and sponsorships with celebrities, designers, and events enhance brand visibility and credibility.

Reliance Trends is committed to positive societal and environmental contributions through various CSR initiatives. Sustainable fashion is a key focus, with emphasis on eco-friendly practices and sustainable sourcing, including the use of organic cotton and recycled materials. Community development is another priority, with the company supporting educational and vocational training programs for underprivileged communities to improve their quality of life and provide employment opportunities. Additionally, Reliance Trends actively participates in disaster relief efforts, offering financial assistance, essential supplies, and rehabilitation support to affected communities. These initiatives reflect the company's dedication to making a meaningful impact beyond the commercial sphere.

Innovation is at the core of Reliance Trends' strategy to stay ahead in the competitive retail fashion market. The company is investing in cutting-edge technologies like artificial intelligence (AI), machine learning, and data analytics to enhance inventory management, gain customer insights, and offer personalized shopping experiences. Expanding product lines to include categories such as activewear, maternity wear, and plus-size clothing is another focus area, catering to diverse customer needs. Furthermore, Reliance Trends is exploring opportunities for international expansion, leveraging its robust supply chain and brand recognition. Enhancing customer experience remains a priority, with continuous improvements in store layouts, customer service training, and digital interfaces, ensuring that both in-store and online shopping are as enjoyable and efficient as possible.

Reliance Trends has firmly established itself as a leader in the Indian fashion retail industry, thanks to its wide range of products, innovative marketing strategies, and

unwavering commitment to customer satisfaction. The company’s growth trajectory is marked by its ongoing expansion, adoption of advanced technologies, and focus on sustainability. These efforts position Reliance Trends well for continued success, reinforcing its status as a preferred fashion destination for Indian consumers. Looking to the future, Reliance Trends aims to further enhance its offerings, expand its reach, and contribute positively to society and the environment, ensuring long-term success and customer loyalty.

Table 1.1: Company Profile

Company Profile	
Company	Reliance Retail Limited
Subsidiary Company	Reliance Trends
Founded	2007
Store Location	Koratty
State	Kerala
Product	Womenswear, Menswear, Kids wear and fashion accessories

India’s being fashion retailer, Reliance Trends has unveiled its 300th store in the country. The new store is located at Kolkata’s highly popular Park Street. The launch reaffirms Reliance Trends as India’s largest, most widely distributed, and the fastest growing fashion destination. Trends customer through www.trends.ajio.com can access a large collection of accessible high-quality product at greater value delivered at their doorsteps. Over the year, trends has developed a strong portfolio of own brands that cater to diverse tastes and preference of the customers.

Reliance Trends is a leading lifestyle retail chain within over 777 retails stores

across India. Reliance Trends offers stylish, high-quality product over across Womenswear, Lingerie, Menswear, Kid wear and fashion accessories throughout a diversified portfolio of own brands, national and international brands. The uniqueness of the store is the core, which delivers “fashion at great value”. Spread over 8,000- 24,000 square feet of shopping area, each Reliance Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance. Reliance Trends customers through www.reliancetrends.com can access a large collection of fashionables, high quality products at great value delivered at their doorsteps.

1.8.1 HISTORY OF THE COMPANY

Reliance Trends, the fashion and lifestyle retail arm of Reliance Retail, was established in 2007. It is a subsidiary of Reliance Industries Limited, one of India's largest and most diversified conglomerates. The inception of Reliance Trends was part of Reliance Industries' broader strategy to venture into the retail sector, aiming to capitalize on India's burgeoning consumer market and the increasing demand for organized retail formats.

From its early days, Reliance Trends positioned itself as a destination for contemporary fashion at affordable prices. The brand rapidly expanded its footprint across India, opening stores in key metropolitan areas and gradually penetrating Tier II and Tier III cities. The strategic placement of stores and the extensive range of apparel, accessories, and footwear for men, women, and children helped Reliance Trends attract a wide demographic of customers. Reliance Trends adopted a unique approach by combining international fashion trends with traditional Indian attire, thus catering to the diverse tastes and preferences of Indian consumers. This blend of modern and ethnic wear resonated well with the market, allowing the brand to stand out in the competitive fashion retail landscape.

The company has continually evolved, embracing technological advancements and integrating an omnichannel retail strategy. The launch of its e-commerce platform enabled Reliance Trends to offer a seamless shopping experience, bridging the gap

between online and offline retail. This digital transformation was further accelerated during the COVID-19 pandemic, which saw a significant shift in consumer behavior towards online shopping. Over the years, Reliance Trends has collaborated with various designers and celebrities to launch exclusive collections, enhancing its brand appeal and keeping it relevant in the fast-changing fashion industry. Today, with over 800 stores across India, Reliance Trends is recognized as a leading fashion retailer, known for its quality, affordability, and trendsetting collections.

1.8.2 OWN BRAND PORTFOLIO

- **Rio:** A vibrant range of snazzy trends for young women
- **Fig:** Fashion wear for discerning, independent, and working women
- **Avasa:** A range of Indian wear for women offering the finest collection of Salwar kurtas, Sets, Churidars and a fast-evolving mix and match range of garments
- **Fusion:** A range of fusion wear for women where east meets west and style meets comfort
- **Frendz:** Range of garments that complements the wardrobes of the growing generation boys and girls.
- **Netplay:** Range showcase a smart casual collection for the evolving workplace
- **The DNMX:** Range has been developed with a clear focus on the youth in India, offering them exclusively crafted fashion garments like Denims, T-shirt etc.
- **Performax:** The specialised sportswear or active wear brand, which supports performance in sporting activity
- **Point cove:** Kids wear that features bold colours bringing the California spirit in India.

Reliance in retail Reliance Retail Industry (RRL) is a subsidiary of Reliance Industries Limited, which is based in Mumbai. RRL was set up in 2006 and mark the foray of the Reliance group into organized retails. RRL has been conceptualized to include growth for farmers, vendor partners, small integration strategy, to build a

value chain starting from farmers to consumers. Business Divisions Reliance Retail Ltd has several companies owned outlets along with a franchises format that would be in collaboration with Kirana shop owners. Its various divisions are:

- Reliance Mart
- Reliance Fresh
- Reliance Super
- Reliance Digital
- Reliance Wellness
- Reliance footprints
- Reliance Jewels
- Reliance Timeout
- Reliance Trends

1.8.3 PRODUCT PROFILE

A product is an object, or system, or service made available for consumer use as of the consumer demand; it is anything that can be offered to a market to satisfy the desire or need of a customer.

Womenswear

The women's wear collection is thoughtfully curated to include both traditional and contemporary styles, ensuring that every woman finds something that resonates with her personal fashion sense. Reliance Trends offers a variety of sarees, from everyday casual sarees to opulent, intricately designed pieces suitable for weddings and festive occasions. The collection includes cotton, silk, chiffon, georgette, and synthetic sarees, featuring traditional Indian motifs and modern designs. This category includes a vast array of salwar suits, ranging from simple and elegant cotton suits for daily wear to embellished and embroidered suits for special occasions. The collection often features vibrant colors, intricate patterns, and trendy cuts.

A staple in every Indian woman's wardrobe, the kurtis and kurtas at Reliance Trends come in a wide variety of styles, including A-line, straight-cut, anarkali, and asymmetric. These pieces are available in different fabrics like cotton, rayon, silk,

and georgette, catering to both casual and formal wear. For festive occasions and weddings, Reliance Trends offers a beautiful range of lehenga cholis. These ensembles are often richly embroidered and come in a variety of fabrics, including silk, velvet, and net.

The tops and t-shirts section includes a wide range of casual and formal options. From basic tees and tank tops to chic blouses and shirts, the collection caters to every style preference. The dress collection at Reliance Trends features casual day dresses, stylish evening wear, and elegant formal dresses. The range includes maxi dresses, midi dresses, bodycon dresses, and shift dresses, available in a variety of prints and fabrics. Offering a comfortable yet stylish selection, Reliance Trends' jeans and trousers come in various fits and styles, including skinny, straight, bootcut, and wide-leg. The trousers category includes both casual and formal options, suitable for different occasions. From flirty mini skirts to sophisticated midi and maxi skirts, the skirts collection at Reliance Trends caters to a variety of tastes. These skirts come in different fabrics, patterns, and cuts, perfect for creating versatile looks.

Menswear

The menswear collection at Reliance Trends is designed to provide stylish, high-quality, and affordable clothing for every occasion. The formal shirt collection includes a wide range of options, from classic white and blue shirts to patterned and striped designs. These shirts are crafted from premium fabrics like cotton, linen, and blends, ensuring comfort and a perfect fit. They are suitable for business meetings, office wear, and formal events. Reliance Trends offers an array of formal trousers in different fits and styles, including slim-fit, regular-fit, and tailored trousers. Available in neutral colors like black, navy, and grey, these trousers are made from high-quality fabrics, providing a polished look for professional settings. For more formal occasions, the collection includes an impressive range of suits and blazers. These are available in various cuts and styles, from classic single-breasted suits to contemporary slim-fit blazers. The suits and blazers are designed to provide a sophisticated and stylish appearance.

The t-shirt collection at Reliance Trends includes a wide variety of styles, such as crew neck, V-neck, polo shirts, and graphic tees. These t-shirts come in different colors, prints, and patterns, catering to casual and laid-back fashion needs. Casual

shirts are available in numerous designs, including checks, plaids, florals, and solids. These shirts can be worn for casual outings, weekend get-togethers, or relaxed office environments. The collection includes both short-sleeve and long-sleeve options. Reliance Trends offers a comprehensive range of jeans in various fits, including skinny, slim, straight, and relaxed. Available in different washes and colors, the jeans are made from durable denim, ensuring comfort and style for everyday wear.

The ethnic wear collection features a variety of kurtas, ranging from simple, everyday styles to more elaborate, embroidered designs for special occasions. These kurtas are available in different fabrics like cotton, silk, and linen, reflecting traditional Indian craftsmanship. For festive occasions and weddings, Reliance Trends offers a selection of sherwanis and Nehru jackets. These pieces are intricately designed and embellished, providing a regal and traditional look.

Kids Wear

The collection is designed to cater to various age groups, from infants to teenagers, ensuring that children have access to fashionable and functional clothing for every occasion. The infant wear collection includes soft and comfortable bodysuits and rompers made from breathable fabrics like cotton. These pieces are designed with easy snap closures for quick diaper changes and come in a variety of cute prints and colors. Coordinated sets, including t-shirts with matching shorts or leggings, provide convenience and style. These sets are available in playful patterns and vibrant colors, perfect for daily wear.

Soft and cozy sleepwear options, including sleep suits and pajamas, ensure a good night's sleep for infants. These pieces are crafted from gentle fabrics that are kind to a baby's delicate skin. Essential accessories such as bibs, hats, mittens, and booties are also available, providing complete outfits for infants. These accessories are designed to be both practical and adorable. For toddlers, Reliance Trends offers a variety of tops and t-shirts in playful designs, vibrant colors, and fun graphics. These pieces are made from comfortable fabrics, ensuring ease of movement for active toddlers.

The collection includes a range of cute and comfortable dresses for little girls. From casual sundresses to more formal options, these dresses come in various styles and fabrics, perfect for any occasion. Durable and comfortable shorts and pants are

available in different styles, including denim, cotton, and knit fabrics. These pieces are designed for easy wear and tear, suitable for active play. For traditional occasions, Reliance Trends offers ethnic wear for toddlers, including lehengas, kurtas, and dhotis. These pieces feature colorful designs and embellishments, reflecting India's rich cultural heritage.

Fashion Accessories

These accessories are designed to enhance and complete the overall look, adding a touch of style and functionality to any outfit. The necklace collection includes a variety of styles, from statement pieces and chunky designs to delicate chains and pendants. These necklaces cater to both traditional and contemporary tastes, suitable for various occasions. Reliance Trends offers a wide range of earrings, including studs, hoops, dangles, and chandbalis. The designs vary from simple and elegant to bold and ornate, catering to different style preferences.

The collection features bracelets and bangles in various materials such as metal, beads, and fabric. These accessories range from minimalistic designs to heavily embellished pieces, perfect for both casual and formal wear. The rings collection includes stylish options for everyday wear as well as more elaborate designs for special occasions. These rings come in various styles, including stackable, statement, and cocktail rings.

Tote bags are spacious and versatile, perfect for everyday use. Reliance Trends offers tote bags in various materials, colors, and designs, ensuring there's something for everyone. Crossbody bags are practical and stylish, ideal for on-the-go use. The collection includes different sizes and styles, from compact crossbody bags to larger options with multiple compartments.

The clutches collection features elegant and chic designs suitable for evening events and parties. These clutches come in various materials, including leather, satin, and embellished designs, adding a touch of glamour to any outfit. Reliance Trends offers a range of wallets that are both functional and fashionable. These wallets come in various sizes and designs, ensuring they meet different needs and preferences.

1.8.4 VISION, MISSION AND OBJECTIVES

Vision

To make RIL one of the most innovative companies in the world and to achieve breakthrough growth in revenues and profits by creating and implementing sustainable solutions.

Mission

To be the most admired and successful organized retail company in India that materially enhances the quality of life of every Indian.

Objectives

- Greater market share
- Higher growth rate
- Higher earnings
- Premium price
- Loyal customers
- Highly motivated employees
- Higher or better product quality can also be used as product differentiation strategy in market place
- The best way to reduce loss is to avoid it by losing it with bad quality

1.8.5 ORGANIZATIONAL STRUCTURE

Reliance Retail organization is headed by Board of Directors. It follows an inverse pyramid structure; as a result decisions are taken closest to the point of customer action. As customers are the prime factors the sales executives are encouraged to think of them at the very first. They are empowered to run their respective departments like ‘small business owners’.

A retail company is a company which is responsible for selling out products manufactured by a number of manufacturing companies. The ways in which the retail industry operates nowadays differ significantly from those of around ten years

ago. The concept of stores as well as consumer behavior, tastes, and preferences have all changed significantly.

The organizational structure of a retail company is designed to streamline operations, enhance efficiency, and ensure the company meets its strategic objectives. It balances centralized corporate governance with the flexibility needed at the store level to respond to local market conditions. Each functional department plays a crucial role in supporting the overall mission of the retail company. A retail corporate entity has operations running both on the retail outlets as well as behind the scenes. No be counted how big or small the operation, whether or not it's far a prime branch shop or single-unit boutique, every corporation have to be dependent in the sort of manner that excellent serves it wishes and makes the commercial enterprise a success.

In order to bring the products to the customers and handle everything that goes in between, a large number of people ranked on the basis of hierarchy are needed. There is a specific hierarchical structure that is followed in the retail sector, with those with entry-level responsibilities at the bottom of the hierarchy and those with the most obligations at the top.

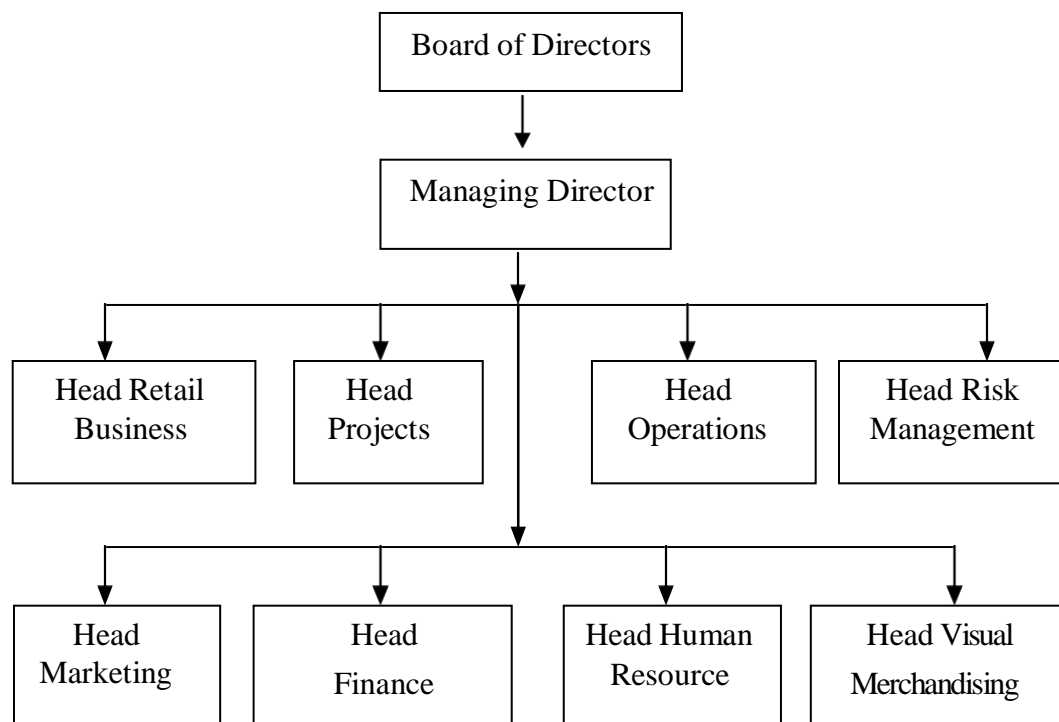


Figure 1.1 Organizational Structure

1.8.6 FUNCTIONAL DEPARTMENTS

The list of divisions and professionals that are common in retail business companies is known as the retail business hierarchy. There are more levels of hierarchy in larger retail organizations. The organization's sales have an impact on the structure as well. The current hierarchy may gain extra tiers as a result of the need for more specialists to manage the business due to the rise in sales.

Human Resource Department

Human resources are the most critical assets of any organization as the organization's success lies in their hands. Recruitment is an important part of an organization's human resource planning and their competitive strengths. Competent human resource at the right position in the organization is a vital resource and can be a core competency or a strategic advantage of it.

The objective of recruitment process is to obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives. Recruitment acts as a link between the employers and job seekers and ensures the placement of right candidate at the right place at the right time.

The HR or Human Resources department is the one which is responsible for recruiting employees and hiring managers at all positions. This is the department which deals with training and employee recruitment. This department also takes care of distributing and deciding on salary figures and other benefits. The following is a hierarchy within this department:

- HR Manager
- Interviewer
- Payroll manager
- Recruiter

The objective of Human Resources is to maximize the return on investment from the organization's human capital. THE SCOPE OF HRM is indeed very vast. All major activities in the working life of a worker-from the time of his or her entry into the organization until he or she leaves- come under the purview of HRM.

Specifically, the activities include are

- HR Planning
- Job analysis and design
- Recruitment and selection
- Orientation and placement
- Training and development
- Performance Appraisal and Job evaluation
- Employee and executive remuneration
- Employee Motivation
- Employee Welfare

Finance Department

The 'Finance' department is responsible for handling all the financial aspect of the retail corporate business and the following is the hierarchy of job positions found within this department. A separate finance department is often found to be a part of a departmental store and consists of accountants and credit officers.

- Finance manager
- Accounting manager - The store's accounts are managed by the account manager in the retail industry's management structure. In addition to keeping up with all sales and buy records, he or she must also record every transaction in a register and monitor the daily cash flow. The individual at the post is also in charge of all credit and debit concerns.
- Financial analyst
- Senior accountant- takes care of all the financial activities in the store.
 - Arrange for float cash in every cash counter before the store opens in the morning.
 - Maintain a track of transactions at every cash counter.
 - Maintain the book of accounts.
 - Acts as an interface between the store and commercial department in the corporate office.
- Secretary
- Clerk

Finance department is responsible for the financial administration and management of the company along with financial rules and financial guidelines acting in the company. Finance department concerns with securing the financial health of the company.

Objectives

- To take care financial flows for smooth running of business
- To optimize the financial resources of the company.
- To meet financial expenses of the company in a systematic way

Functions

- Estimating the financial requirements of the firm.
- Analyzing risk and returns associated with the projects and endeavors taken by the company.
- Determine the need of working capital in the organization.
- Determining the pay scales of the employees.
- Profit maximization and wealth maximization of the company and its partners.
- Receipt of money from customers and accounting the same.
- Payments to suppliers and payment of all office expenses.

Marketing Department

The marketing department handles everything related to marketing and promotions of the products and of the store or retail company as a whole. Marketing is an important arm of any departmental store and is that segment which deals with popularizing of products so that they are sold effectively. Depending upon the size of the store, the marketing may either be a separate department or may just have a couple of marketing experts.

There are many employees working in this department to properly fulfill all tasks related to marketing and their hierarchy is given as follows:

- Marketing manager
- Sales manager
- Assistant marketing manager
- Regional manager

Area manager- The primary duty of an area manager is to oversee all retail establishments operating under the same name within a specific area. In order to submit the records at the corporate office or head office of the company, he or she

must keep track of all the retail locations that are under their jurisdiction. The area manager is also responsible for handling all business and store purchases and sales matters. Create tactics that work, make sure the stores are operating efficiently, and make sure they are hitting their sales goals.

- Advertising manager
- Public Relations
- Marketing head
- Marketing executives

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors. The activities include are;

Media and trade promotions

The team uses channels of media like;

- Print media – Majorly uses newspaper, pamphlets for promotions.
- Radio
- Outdoor – Hire celebrities to promote their product at public places
- BTL activities
- Give seasonal slabs for discounts ex – On 15th August an offer stated that buy worth `1947 and get free worth `1947.

Communication

- Reliance Trends organizes various events like photo shoots to promote themselves.
- Outsources its advertisements to ad agencies.
- Advertisement is done through print media, radio, hoardings, newspapers, magazines, car-cards etc.
- Public relations are maintained by a PRO, even the sales force are trained to maintain PR.

Research Strategy

- Any kind of research is done by this team. The research is done regarding any type of problems faced.
- Research is done on category where there is a problem.
- Consumer behaviour is studied.

1.8.7 STORE MANAGERIAL STRUCTURE

The managerial structure in a retail store is designed to ensure efficient operations, effective staff management, and excellent customer service. It typically consists of multiple levels, each with distinct roles and responsibilities.

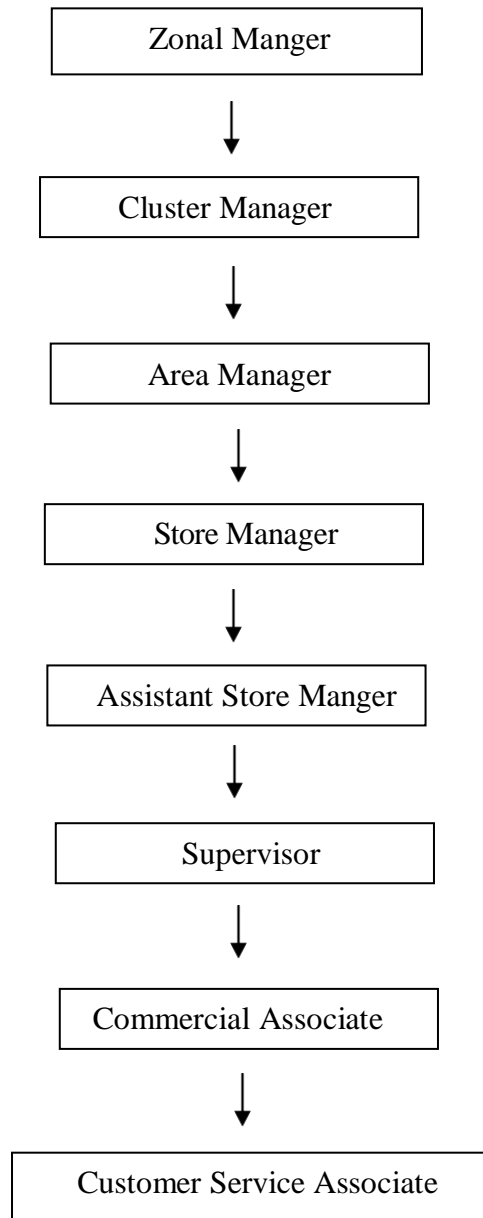


Figure 1.2 Store Managerial Structure

Zonal Manager

The Zonal Manager in a retail company oversees multiple districts or regions within a zone, ensuring each retail store aligns with company standards and objectives. They analyze sales data, set targets, and monitor the performance of District Managers and store teams to drive sales growth and profitability. Their role involves developing and implementing strategic plans to improve market share, customer satisfaction, and operational efficiency within the zone. They are responsible for managing the zone's budget, including cost control, resource allocation, and financial performance. Ensuring all stores comply with company policies, industry regulations, and quality standards through regular audits and inspections is crucial. The Zonal Manager leads, coaches, and mentors District Managers, fostering a culture of high performance and continuous improvement. They enhance customer experience by implementing best practices, resolving escalated issues, and adapting to local market needs. Additionally, they act as a liaison between the corporate office and store teams, ensuring effective communication and alignment of goals.

Cluster Manager

The Cluster Manager in a retail company manages a group of stores within a defined geographical cluster, ensuring operational efficiency and consistency. They drive sales targets and profitability for the cluster by analyzing performance data and implementing effective sales strategies. Overseeing store managers, they ensure these managers are trained, motivated, and aligned with the company's objectives, handling recruitment, training, and performance reviews. The Cluster Manager implements and monitors operational processes and standards to ensure consistency across all stores in the cluster. They manage inventory levels and product availability, controlling stock to minimize losses. Enhancing customer experience by maintaining high service standards and promptly resolving customer issues is a key responsibility. They also execute local marketing initiatives and promotions to drive foot traffic and sales. Additionally, the Cluster Manager prepares and presents performance reports to senior management, highlighting achievements and identifying areas for improvement.

Area Manager

The Area Manager in a retail company supervises multiple stores within a specific area, ensuring they operate efficiently and meet performance targets. They set sales targets for stores, monitor progress, and implement strategies to achieve and exceed sales goals. Leading and supporting Store Managers, the Area Manager provides guidance, training, and performance feedback, fostering a collaborative and high-performing team culture. They ensure stores adhere to company policies, operational standards, and best practices through regular visits and audits. The Area Manager monitors and improves customer service standards, addressing issues to ensure a positive customer experience. They manage the financial performance of stores, including budgeting, cost control, and profitability analysis. Overseeing inventory management, they ensure accurate stock levels, timely replenishment, and minimal shrinkage. Analyzing local market trends and competitor activities, the Area Manager adapts strategies to maintain a competitive edge. Additionally, they compile performance reports, providing insights and recommendations to senior management for strategic decision-making.

1.8.8 STORE OPERATIONS

The managerial structure in a retail store is designed to ensure smooth operations, effective staff management, and high levels of customer satisfaction. At the top of this hierarchy is the Store Manager, who is the highest-ranking position within the store. The Store Manager is responsible for overall store operations, including staffing, sales performance, customer satisfaction, and inventory management. They implement company policies, oversee all departments, set sales targets, and ensure the store meets its financial goals. Their role is crucial in maintaining the store's operational standards and achieving its strategic objectives.

Supporting the Store Manager is the Assistant Store Manager. This role is essential for handling the daily operations and taking charge when the Store Manager is unavailable. The Assistant Store Manager supervises staff, manages schedules, ensures adherence to store policies, and focuses on specific operational areas. They play a key role in training and developing employees, solving operational issues,

and maintaining a smooth work flow throughout the store.

The Department Manager or Section Manager oversees specific sections within the store, such as electronics, clothing, or groceries. They focus on the performance and operations of their designated area, ensuring it meets sales targets and provides excellent customer service. Department Managers are responsible for managing inventory, supervising department staff, analyzing sales data, and implementing strategies to improve their department's performance. Their role ensures that each section of the store is well-organized, fully stocked, and meets customer needs effectively.

Shift Supervisors or Floor Managers are responsible for overseeing the store during specific shifts. They ensure that the store operates smoothly and efficiently, supervising sales associates, handling customer service issues, and maintaining store standards during their shift. This role is critical for maintaining consistent service quality and operational efficiency throughout the day, regardless of the time or specific shift.

The Team Leader or Senior Sales Associate has a dual role, balancing customer service duties with leadership responsibilities. They assist customers, provide product information, lead by example, and support other sales associates. Team Leaders also play a significant role in training new staff, ensuring that the sales floor is well-organized, and maintaining product displays. Their leadership helps motivate the sales team and ensures that customer service standards are consistently met.

At the front line are the Sales Associates and Cashiers, who interact directly with customers. They provide excellent customer service, handle sales transactions, restock shelves, and maintain the sales floor's cleanliness and organization. Their role is crucial in creating a positive shopping experience and ensuring customer satisfaction. Sales Associates and Cashiers are the face of the store, and their interactions with customers significantly impact the store's reputation and success.

This hierarchical structure allows for effective delegation of tasks, clear lines of responsibility, and efficient management of the store. Each level plays a vital role in the store's operations, contributing to a well-organized, customer-focused environment that aims to meet and exceed sales and service goals.

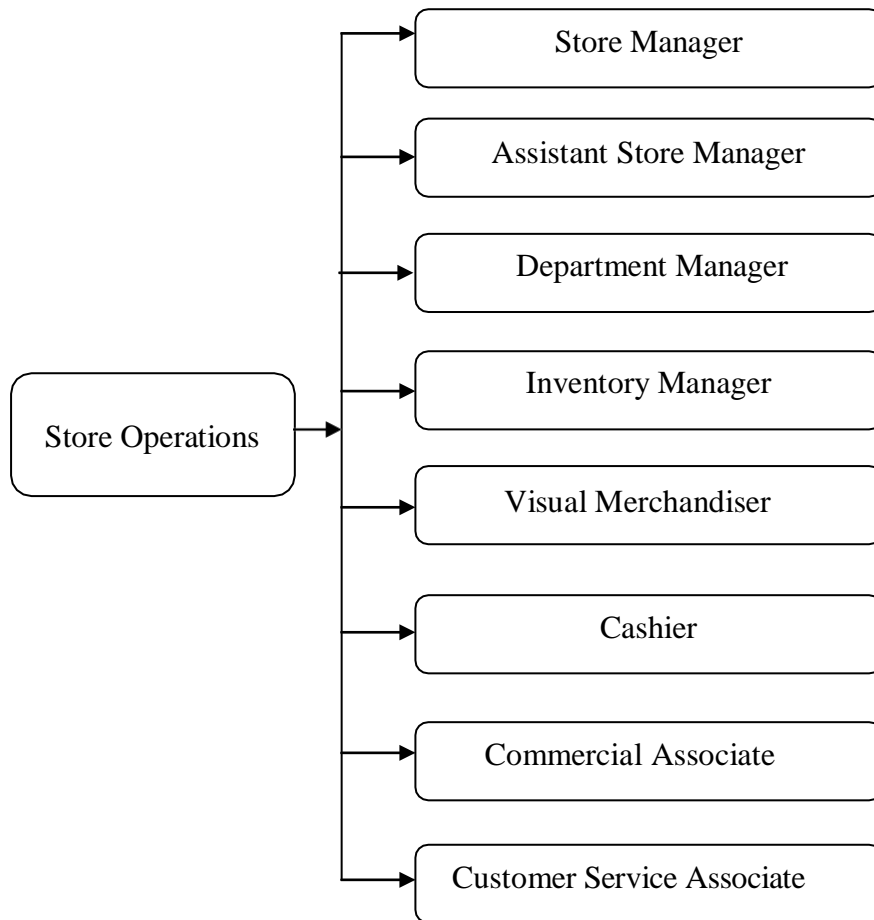


Figure 1.3 Store Operations

1.8.9 SWOT Analysis

Strengths

- Reliance Retail is financially sound.
- Primary location of the stores ensures good footfall.
- Low prices of the merchandise attract customers.
- Customers visiting the stores are between the age 18-25 years of age and constitute a very good potential market.
- Majority of the customers are highly satisfied with the store and would like to revisit the store.
- The concept of selling the merchandise in coordination is the unique selling proposition of the brand and adds to the convenience of the customers.

Weakness

- Acute lack of awareness about the store.
- Most customers visit the store only when passing by.
- Visual merchandising of the has to be improved.
- Display needs to be changed.
- Lack of external brands is also a major constraint in the store.

Opportunities

- RTL have an advantage because its concept redefines value retailing.
- Value retail is associated with RT offers, fresh stock at such low price and thus stands apart.
- The store offers in-house labels and thus has freshness associated with it.
- Brand name of reliance has a lot of prestige attached with it.

Threats

- More stores of Reliance Trends have to be opened across various places in Bangalore.
- Negligible awareness about the presence of store in other areas.
- Expansion strategy other VFM formats.
- There is a cut throat competition from stores like “lifestyle, Pantaloons, Showoff and Shoppers Stop” respectively.

- **Chain Acquisition:** The organisations may purchase an existing company which has multiple stores in the potential market or country. In this strategy, the organisation target markets which are complex and difficult to enter but have a close culture presence.
- **Franchise:** One of the most common strategies of global retailer is franchising the business model, brand, procedures, copyright, etc. and established the franchise outlets in different countries. It is a suitable strategy for culturally distant and accessible to enter markets.
- **Joint Venture:** The organization sometimes collaborate with the already existing companies around the world to enter those market which possess a high level of entrance difficulty and culturally distant.

The US \$9 trillion Retail industry is one of the world's largest industries and still growing. 47 of the Global Fortuner 500 companies & 25 of Asia's Top 200 companies are retailers. Even as the developing countries are making rapid strides in this industry, organized retail is currently dominated by the developed countries with the USA, EU & Japan constituting 80% of world.

Retail is a significant contributor to the overall economic activity the world over: the total retail share in the world GDP is 27% while the USA it counts for 22% of the GDP. The share of organised retail in the developing market ranges between 20% to 55%. Traditionally, local players tend to dominate in their home markets. Walmart, the world's leading retailer, has about 8% of the US \$2,350 billion market in the USA.

Similarly, Tesco has a market share of about 13% in the US \$ 406 billion UK market. The main value proposition that most large retailers use a combination of low price, 'all under one roof' convenience and 'neighbourhood' availability.

India is emerged as the most attractive retail market three years in a row. The Indian retail industry is a US \$270 billion industry and is growing at over13% per annum. Only about 4.6% of the industry is organized. If this share increases to 10%, the size of the organized retailing could touch US \$55 billion – a CAGR of over 35%.

- Strategic initiatives are undertaken by the research team based on the survey done by research agencies.

Visual Merchandising Department

When it comes to running a retail corporate entity, it is impossible to do it without having a separate department for merchandising. The main purpose of this department is to increase the sale of the products to the consumers and to generate revenues for the retail business. Merchandising is the department which is responsible for purchase of products for the store. It includes inventory control, planning and buying.

There are many job positions which lie within this department and these positions are also organized and segregated In terms of a certain hierarchy. The following are some of these positions:

The major responsibilities of a merchandising coordinator or retail coordinator are:

- Merchandising coordinator
- Merchandise manager
- Warehouse manager
- Quality control managers
- Merchandising assistant
- Buying manager

A crucial component of fashion store operations is visual merchandising. It offers the company an advantage over rivals. When done well, visual merchandising can even help develop a brand's identity. It creates a link between fashion and merchandise. The sales graph rises faster when visual merchandising is done correctly. This is accomplished by establishing an atmosphere that will draw in customers, hold their interest, and ultimately enhance the sales process.

Improving the visual standards of the products, as per the merchandising guidelines of the retail business.

- Developing various programs from time to time, for the impressive presentations of the products.

CHAPTER II
REVIEW OF LITERATURE AND THEORETICAL
FRAMEWORK

2.1 REVIEW OF LITERATURE

Sales promotion is now a crucial component of marketing strategies used by producers and merchants of consumer goods, both durable and non-durable. It absorbs a substantial amount of marketers' promotional budgets. Some wealthy nations have allocated a considerably larger portion of their promotion budget to sales promotion than to advertising. Because sales promotion has a more direct, immediate, and quantitative impact on sales than advertisement, brand managers are now highly reliant on it. Price and non-price promotions are used by marketers either separately or in combination. While non-price promotions, such as premium, add value to the item, price promotions enable buyers to save some money. Promotions at the point of purchase, such as feature ads and displays, encourage impulsive purchases. Many academics have focused their attention on studying the numerous challenges associated to this part of the marketing mix because of the dynamic nature of sales promotion. Worldwide, a great deal of research has been done on the strategy, execution, and assessment of sales promotion. Under pertinent headings such as Consumer Promotion, Sales Force Promotion, Trade Promotion, and Other Promotion Studies, these studies are examined and succinctly presented.

Joseph L. Adan¹ & Raquel G. Ramos. (2023). Promotional Strategies and Consumers Purchase Intention on Garment Bazaar Retailers. This study aims to determine the relationship between the level of effectiveness of promotional strategies used by garment bazaar retailers in the National Capital Region (NCR), Philippines since the COVID-19 pandemic began, as well as the mindset, arbitrary standards, sense of power, and purpose to buy of the populace. 510 individuals, representing 16 cities and 1 municipality in the NCR, Philippines, completed an online survey. Thirty (30) respondents were chosen as study participants from each locality using quota sampling. There were additional differences found in the buying intentions of customers across various age groups. Customers' attitude, subjective norms, perceived control, and intention to buy were all considered antecedents of their perception of the efficacy of promotional methods. The purpose of this study

is to ascertain how efficient the promotional tactics employed by clothing bazaar shops in the National Capital Region (NCR) of the Philippines are in relation to one another.

Identify differences in consumers purchase intention among different age groups were also identified. H1: Relationship between the level of effectiveness of promotional strategies and the consumers attitude. H2: Relationship between the level of effectiveness of promotional strategies and the consumers subjective norms. H3: Relationship between the level of effectiveness of promotional strategies and the consumers perceived control.

S.Siranjeevi & Dr.K.Lavanya Latha. (2022). Evaluate the effectiveness of sales promotion practices towards clothing products. Businesses use a variety of tactics, such as aggressive advertising campaigns and price adjustments, to try and sway customers' decisions on what to buy. It focuses on marketing strategies and processes that are applied in sales promotion campaigns to personally sway consumers' purchase intentions. When inefficient promotion mediums are used, business losses are often the result, leading to increased marketing expenses. Customers were given surveys as part of the research to see how well their firms were utilizing classified promoting techniques. The goal of the investigation is to ascertain whether advertising tactics are effective in raising consumer awareness. It's a set of considerations made when selecting a sample. For this study, they have polled businesses that have partnered with or employed MerShip Chandlers India Private Limited's services. The non-probability sampling method was used in this study, and a sample size of 105 respondents was chosen for the investigation. The findings of this research will aid in the growth of entrepreneurs in the field of marketing science, as well as provide a proper and successful promotional strategy for any local apparel firm. Study impact of personal aspects on consumer buying behavior in the garment business with the goal of increasing sales. Identify the success in using classified promotional strategies in their businesses. Determine the success of promotional strategies in terms of customer awareness. H1: There is no significant difference between respondents' gender and their awareness of apparel product sales promotions. H2: There is a link between the sales campaign and the client response. H3: There is a considerable difference between the mean rank and

the customers' favourite sales promotion plan. H4: In regard to sales promotion schemes, there is no significant difference in income level and impulse purchase behaviour of consumers.

Thamal De Silva & Nalin Abeysekera. (2022). Factors affecting the Effectiveness of Promotional SMS Communication in the Sri-Lankan Fashion Retail Sector. This study was undertaken to explore the determinants that can influence effective targeted promotional SMS communication in the Sri-Lankan fashion retail sector. This study uses a deductive research approach. Hypothesis were generated and tested via a survey in Colombo, Sri-Lanka with 347 responses. Based on the regression analysis, all the independent variables of loyalty-card data utilization, past purchase data utilization and dynamic customer segmentation had a strong positive relationship and a positive relationship towards the independent variable of effectiveness of SMS Communication and all the hypothesis were accepted along with the conceptual framework that 72% represents towards (Impact on) Effectiveness of SMS Communication by all the independent variables considered. Odel, Nolimit, CIB were the Fashion Retailers. Examine the current context of targeted promotional SMS communication in Sri-Lankan fashion retail sector. Examining the relationship between dynamic customer segmentation via transactional and loyalty-card data utilization for targeted promotional SMS communication. Provide relevant recommendations to improve effectiveness of SMS promotional communication. H1: There is a relationship between loyalty card data utilization and the effectiveness of the promotional communication. H2: There is a relationship between past purchase data utilization and the effectiveness of the promotional communication. H3: There is a relationship between dynamic customer segmentation and the effectiveness of the promotional communication.

Umesha S & Dr. S. MariGowda. (2019). Effectiveness of Promotional Strategies in Increasing Customer Satisfaction with Reference to Shopping Malls: A Study of Consumer Perception in Southern Karnataka. In order to increase consumer happiness and keep them around for the long term, shopping mall management must deal with a difficult phenomena. Malls must therefore use effective marketing techniques in order to raise client satisfaction levels. The purpose of the study was to investigate mall marketing tactics and how they are raising customer satisfaction

levels. The original data was gathered from 218 respondents in Bengaluru and Mysuru, two cities in southern Karnataka that are home to a high number of retail malls, using a structured questionnaire.

The collected data has been analyzed with the help of appropriate statistical tools like mean, and standard deviation. There is evidence of the promotion strategies used by the malls, such as their Buy 2 Get 1 Free offer, exchange offer, announcement of attractive offers over the mall's microphone, display board to inform customers about the offers, Price-Match techniques via app, and discount offers. to investigate the impact of the main promotional tactics on raising customer satisfaction. to assess how customers feel about the promotional tactics used by shopping centers. to make recommendations to malls on how to improve their marketing tactics.

H1:Relationship between role of promotion strategies on the customer satisfaction level. H2:Relationship between promotion strategies influencing in enhancing customer satisfaction.

Sayandeep Chandra, Subhankar Mazumdar & Urja Suman . (2018). Impact of sales promotional tools on the consumers buying behaviour: Study related with apparel retailing business. The goal of the project is to investigate consumer behavior and purchasing patterns in response to various marketing campaigns run by clothing retailers. The goal of promotional offers is to boost revenue while luring in new clients and retaining existing ones.Coupons, price breaks, buy one get one deals, and other promotions are examples of promotional tools. The acceptability and efficacy of various techniques varies. 85 persons in all were randomly selected and surveyed. The respondents to the survey were Rae Bareli, Uttar Pradesh residents who belonged to various age groups, genders, and professions. Two clothing retail centers in Rae Bareli were the sites of the research.

Examine the consumer's behavior and purchasing patterns in response to the various marketing campaigns that clothing retailers run. Identify if gender plays any specific role in the buying process related to promotional offerings. H1: Category means are different in the population. H2: Impact of price discount is different for male & female. H3: Impact of B1G1 is different for male & female. H4: Impact of coupon is different for male & female.

Sungha Jang, Ji Hye Kang & Junghwa Son. (2017). Promotion Effectiveness of Coupons and Reward Points by Fashion Product Categories at an Online Retailer. Just like traditional offline merchants, online businesses use loyalty programs and incentives to promote their items. Online shops, however, can benefit from applying these promotional campaigns by using their online platforms. Online retailers must comprehend the distinct effects of each online promotion strategy while taking the attributes of the products they sell into account in order to optimize the success of a promotion mix.

They are therefore able to distribute their restricted promotion funds and resources across several promotion combinations. used transaction data from one of the biggest online shopping malls in Korea, which included coupon amounts, reward point amounts, and order quantities for 736 products across six categories. Analyze the impact of various marketing strategies on order amounts for each product category. Analyze how reward points and coupons affect the total amount of orders. Determine the moderating effects of product categories to consider the fact that consumers in each category are different in terms of demographic characteristics and involvement in the product categories. H1: Online coupon amounts will increase order amounts. H2: Online reward point amounts will increase order amounts. H3: Online coupon amounts will have a higher promotional effect on order amounts than will online reward point amounts.

Dr. K. Abdus Samad & Mr. M. Sabeerdeem. (2016). A study on effective brand promotional strategies influencing customers. The paper aims to investigate the effectiveness of brand promotional strategies by Max retail, which influences the customers to purchase. The utilization of and impact from in-store and outdoor promotional techniques were included in the data set. To ascertain the influence and effect of the promotions, they were looked at. The Max consumers in Chennai City throughout the study period comprise the research study's universe. Due to time constraints, the study only targeted 150 responses from the population. of the hoardings retained in the store and POP for internal communications and promotions, there has been positive feedback. Additionally, a large number of customers have expressed a neutral opinion of the contests, sweepstakes, and games through this research study. A third of the participants indicated that they are able to learn about Max's offers thanks to the print advertisement.

The prime objective of the study is to analyze the effectiveness of overall brand promotional activities of Max. The study aimed to find out the effectiveness of various internal communications tools at Max store. Another objective of the study is to know the effectiveness of Loyal Reward Program for making the regular shopping at Max. To understand the overall satisfaction of customers of Max. H1: There is no association between gender and impact of point-of-purchase displays. H2: There is no association between gender and satisfaction with discounts and off season Sales. H3: There is no association between gender and influence of max loyalty program.

Afaq Ahmed Khan, Saneela Jadoon & Naqash Ahmad Khan Tareen. (2016). Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry. In Abbottabad, the female apparel business will be examined in relation to the function of brand awareness as a mediator. 150 women from the upper middle and upper class were given questionnaires, making the study quantitative in nature. The empirical conclusion shows how brand knowledge influences consumers' loyalty, both now and in the future. This study, conducted in Abbottabad's female apparel business, can assist other researchers or marketers in developing the most effective plan for this industry. Little resources and a small sample size were used in the research, making it impossible to determine how the general public feels about brands.

Explore the effectiveness of advertisement on brand commitment with the moderating role of quality between brand awareness and commitment. To determine whether advertising create brand awareness. To identify factors that makes female brand conscious. H1: Advertisement has positive relation with Brand Commitment. H2: Brand awareness has a mediating role between advertisement and brand commitment. H3: Quality moderates the relationship between brand commitment and brand awareness.

Venkateswara Raju & D. Prasanna Kumar. (2015). Promotional Offer Strategies : Their Effectiveness and Satisfaction Levels of Customers at Big Bazaar. Huge Bazaar's market share grows as a result of positive word-of-mouth marketing among consumers. Many experts credit its success to the ongoing discounts and

promotions offered in a variety of creative methods. Offering consumers incentives and trial experiences is part of promotion in order to boost future sales. The strategy of promotions for goods and services is very useful to marketers as compared to other sales promotion policies e.g. advertisements and maintaining a sales force. This strategy can be effective both in the short term or long term. The objective of my study is to know the role of promotional strategies and their effectiveness to create the attitude of Loyalty among customers at BIG BAZAAR in Andhra Pradesh. Survey method is used for collecting data at various BIG BAZAAR Retail outlets. A convenient sample (non – probability sampling method) of 110 customers was selected for the current study in which the respondent was request to complete the questionnaire on voluntary basis. Test the effectiveness of the communication about Promotional offers to the consumers. To know the level of awareness among general public with respect to offers of Big Bazaar. To assess whether or not the offers at Big Bazaar are attractive enough to customers. To find if there is competitive advantage to Big Bazaar when compared to its competitors. To see if promotional strategies are successful in converting consumers into customers. H1: There is significant relationship between Income of Respondent and his Average Monthly Purchase Value at Big Bazaar. H2: There is significant relationship between Awareness levels of Respondent about Promotional Offers at Big Bazaar and his Frequency of Visits to their stores. H3: There is significant relationship between Gender of Respondent and The Effectiveness of Big Bazaar's Promotional Offers in inducing him to make the purchase.

Keller Veronika. (2010). Sales promotion as strategy and tactic among small independent retailers. She wanted to point at such connections how the change of external environment affects the promotional budget and the importance of sales promotion, and how retailers following different strategies can be characterized based on their sales promotion tactics and how successful and unsuccessful companies can be characterized. A successful SP plan does not exist without the knowledge of customers that is why she considered investigating customers important. She analyzed what type of sales promotion methods are preferred by customers in case of purchasing of over-clothes, the hedonistic and utilitarian benefits of incentives whether purchasing over-clothes is characteristic of consumers and finally the demographic and psycho-graphic traits of deal-prone

shoppers. In the exploratory phase of her research she questioned 16 customers, 7 males and 9 females belonging to different age groups and family life-cycle. In addition, she did two pairs of interviews with a young couple and a middle-aged couple, as the in-person interviews revealed that buying clothing is a family affair, with women playing a significant role in the process. Examine the tactics and strategies used by independent small-scale stores in Transcaucasia and Budapest that specialize in selling oversized clothing.

Identification of preferred sales promotion techniques and factors influencing deal proneness. H1: The economic uncertainty inclines independent small clothes shops to put more emphasis on sales promotion in their marketing program and promotional budget. H2: Due to the economic uncertainty small clothes retailers experience a decline in their sales and the number of customers and an increase in the price-sensitivity of customers, which means that managers spend less on advertising and more on sales promotion. H3: Exclusive shops prefer value added sales promotion techniques such as gifts, contests and sweepstakes and loyalty programs.

Kumar, KM. Krishna (2006) studied consumer's perception about promotional strategies adopted by marketers of fast moving consumer goods in Kerala. Among the topics discussed were the degree of knowledge regarding different sales promotion techniques, their consumer appeal, and how well they work to build brand recognition, trial purchases, repeat purchases, and brand loyalty. Three hundred customers from various regions of the state provided the data. The data were analyzed using a variety of statistical and mathematical methods, such as the Duncan test, ANOVA, t-test, and Chi-square test. The study's conclusions indicate that consumers from a variety of demographics are highly aware of the diverse sales and promotional tactics used by marketers. Furthermore, customers find price reductions, freebies, and compliments to be the most alluring of the various sales promotion techniques. Moreover, for creating brand awareness, trial purchase, repeat purchase and brand loyalty, gifts and complements, free samples, price-offs and premium offer respectively are the best tools suggested.

Priya, Raghubir (2005) conducted two laboratory experiments to examine how the consumers respond to products that have been offered as a "free gift with purchase"

of another product. The first study's findings demonstrated that consumers are prepared to pay less for a product that is supplied "free" when it is presented as a combined package as opposed to a "Buy one, Get one free" deal. The results of the second study show that consumers are prepared to pay less for a product that is given away "free" when it is purchased separately, particularly when the original promotion offer does not include the cost of the gift.

Vyas, H. Preeta (2005) attempted to study consumer preferences with respect to sales promotion in FMCG category. It was discovered that special sales promotion offers with instant incentives, ideally in the form of price reductions, are likely to appeal to all consumer categories.

Laroche, Michel et.al. (2005) studied the effect of coupons on consumer's brand categorisation and choice process using fast-food restaurants in China. The findings indicate that there are both direct and cross-advertising impacts, meaning that a consumer's attitudes and intentions towards a particular brand are influenced by the existence of a coupon for that brand.

Alvarez, Begofia, Rodolfo, Va`zquez, Casielles (2005) examined the influence that sales promotion has on brand choice behaviour. A regional consumer panel was employed to gather the data required for the research. According to the authors, marketing is a technique that manufacturers and/or merchants can use to accomplish their goals (assist consumers choose a brand to buy, sample the brand, etc.). The strategy that has the biggest impact on the decision-making process when choosing a brand is immediate price reduction. It's possible that a customer views a promotion—like coupons or rebates—but chooses not to change their behavior. In this instance, producers and/or merchants will be expending dollars on advertising campaigns that won't impact customers in any way. Furthermore, price-based marketing are the most successful.

Lewis, Michel (2004) developed an approach for simultaneous measurement of the influence of a dynamic loyalty programme and more traditional short-term promotions. They contend that the loyalty programs under review effectively change participants' behavior and raise retention rates. Coupons that are sent via

email, shipping costs, and overall pricing all have a big impact on what people decide to buy.

Anderson, T. Eric and Simester, I. Duncan (2004) investigated how the depth of a current price promotion affect future purchasing of first time and established customers based on three large scale field experiments on durable goods sold through a direct mail catalogue. The results show that the effects are different for returning and new clients. Deeper price reductions during the current period had a good long-term effect by increasing future purchases from first-time customers, but a negative long-term effect by decreasing future purchases from existing customers.

Dawes, John (2004) reported the result of his study on the effect of a massively successful price promotion in a consumer goods category. His specific goals were to find out whether this massive discount campaign will have any long-term effects on brand value, short-term effects on the retailer's overall category volume, short-term effects on rival retailers, and long-term effects on category sales for the retailer running the offer. The study's findings indicated that while a very effective campaign momentarily increased the retailer's entire category, it had no lasting good or negative impact on the brand.

Richard, L. Oliver and Mikhael, Shor (2003) studied the effect of using digital coupons in prompting the customers to enter a promotional code and its influence on shopper's perception and behavior such as shopping cart abandonment. When compared to typical couponing, the results indicated that offering a code and the corresponding price reduction had a beneficial impact on the feeling of fairness and satisfaction.

Kureshi, Sonal and Vyas, Preetha (2002) examined the nature of sales promotion activities in toilet soap category in India and studied retailer and consumer perception with respect to these activities. According to reports, price reductions are the most often utilized strategy in the premium and popular toilet soap categories, after premiums (free gifts). In addition, retailers believe that price reductions are a more effective tactic. Price reductions are thought by consumers to be the most alluring method of toilet soap sales promotion.

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

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

Srivastava, Joydeep and Nicholas, Lurie (2001) reported the result of the studies that examined price-matching refund policies from a consumer perspective. According to the first study, customers view price matching refund policies as indicators of low retail prices, and the possibility of a refund increases the chance that they will give up looking for better deals. Studies two and three demonstrate that the quantity of stores searched rises in the presence of a price-matching return policy compared to its absence when search costs are minimal. Customers seem to take price-matching signals at face value and seek less when there is a refund when search expenses are high.

Vibhas, Madan and Rajesh, Suri (2001) analysed the price discounts and fixed price offers in terms of their comparative impact on consumer valuation of products. They investigated the relationship between the negative quality effect and the positive monetary sacrifice effect connected to price discounts using a model of consumer valuation. According to their research, offers with set prices are not as appealing as those with instantaneous price reductions. On the other hand, a constant price offer is preferable to price reductions at both high and low levels.

Smith, F. Michael and Sinha, Indrajit (2000) examined the relationship between different types of promotions (straight price promotion, extra-product or volume

promotion and mixed promotion) across four supermarket product categories controlling separately for the effect of two category-based moderating factors viz. product stock-up characteristics and price level. The majority of consumers favored mixed promotions, according to the results; retailer preference is influenced by the type of promotion, with price and volume promotions having the most effects. In general, consumers favored volume promotions for lower-priced product categories and price promotions for higher-priced ones.

Ailawadi, L. Kusum and Nelsin, A Scott (1998) empirically demonstrated the existence of flexible consumption rate in packaged goods products, how this phenomenon could be modeled and its importance in assessing the effectiveness of sales promotion. According to the study's findings, stockpiling and increased usage rates result in higher consumption during sales promotions.

Mela, F. Carl. et.al. (1997) examined the long-term effect of promotion and advertising on consumer's brand choice behavior. They responded to two inquiries: 1. Do customers react over an extended length of time to elements of the marketing mix such pricing adjustments? 2. If true, are these modifications linked to adjustments in retailer and manufacturer promotional policies? Their findings support the theory that as advertising and promotions decrease and increase, consumers become more sensitive to price and promotions.

Gould, W. Brim (1997) in his study, focused on the dynamics of the consumer purchase process and examined the effect of coupon-based price deals on inter purchase times. He applied durational econometric models to cheese, a food item that was officially purchased. The findings indicated that using coupons shortens the time between purchases for all types of cheese products.

Kapil, Bawa, et.al. (1997) suggested a framework for modeling coupon redemption that makes it possible to evaluate the relative merit of different coupon promotions and examined how consumer response to coupons varies by coupon characteristics. The model's empirical application revealed that it is possible to anticipate customer response for about 90% of the sample and to gain significant insight into how consumers will respond to coupons.

Sethuraman, Raj (1996) developed a Separate Effect Model that separates the total discount effect of competing high-priced brand on the sale of the focal low-priced brands into discount effect. Empirical investigation reveals that the top national brand can attract sales from rival brands without lowering its own pricing below that of the competitors.

Francis, J. Mulhern and Daniel, T. Padgett (1995) examined whether shoppers who are attracted to the store because of price promotion also buy regular merchandise and the relationship between regular price and promotion purchasing. The study's findings demonstrated a strong correlation between purchases made during promotions and regular prices. Three-fourths of the customers who say that the promotion is one of the reasons they visit the business regularly make purchases. These customers spend more money on ordinary priced goods on average.

Grover, Rajiv and Srinivasan, V. (1992) investigated the multiple effect of retail promotion on brand loyal and brand switching segment of consumer. The market can be classified into brand-loyal and switching segments, according to their findings. Promotional variables have significant effects on market shares of different segments, and store share is significantly correlated with a store's promotional attractiveness. The overall promotional attractiveness of a product category has a significant current and lagged effect on category volume, with brand-loyal segments experiencing longer-lasting effects from consumer purchase acceleration and stock-up than switching segments.

Manohar, S. et.al. (1992) report results from a controlled experiment designed to investigate the impact of a brand's price promotions frequency and the depth of promotional price discounts on the price consumer expect to pay for that brand. As per the study, both the promotion frequency and depth of price discounts have a significant impact on price expectations. Only price changes outside of this region have a major effect on consumers' choice of brand. This is because there is a region of relative price insensitivity around the expected price.

Scott, Davis, et.al. (1992) re-examined the findings of earlier studies that a brand which is promoted would be evaluated lower and therefore have reduced repurchase probability. They disprove this assumption and discover that consumer repurchase is not negatively impacted by promotion, and the general perception of promoted companies is unchanged.

Guptha, Sunil (1988) explains how sales promotion affect consumer's purchase decisions and thus the sale of a brand. He contends that breaking down the sales bump experienced during a sales promotion into sales increases brought on by stockpiling and brand switching buy time acceleration can help analyze the impact of the campaign. The author suggested a decomposition method for this kind of analysis, in which brand sales are viewed as the outcome of consumer choices over the what, when, and how much to purchase.

2.2 THEORETICAL FRAMEWORK

2.2.1 INTRODUCTION

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

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

2.2.2 MARKETING COMMUNICATION THEORIES

Understanding how promotional strategies influence consumer behavior is essential for creating effective marketing campaigns. Several theories provide frameworks for this understanding, including the AIDA Model, Hierarchy of Effects Model, Elaboration Likelihood Model (ELM), and Integrated Marketing Communications (IMC). Each of these theories offers insights into different aspects of consumer

response to marketing efforts and how to optimize promotional strategies for maximum impact.

➤ **AIDA Model (Attention, Interest, Desire, Action)**

The AIDA model is one of the most widely recognized frameworks in marketing communication. It outlines the stages a consumer goes through from first becoming aware of a product to making a purchase decision. The four stages are:

- **Attention:** The first step is to capture the consumer's attention. This is critical because without grabbing attention, the consumer will not engage with the promotional message. Techniques to capture attention include eye-catching visuals, headlines, and placement in high-traffic areas (both physical and digital).
- **Interest:** Once attention is captured, the next step is to generate interest in the product. This involves providing information that is relevant and appealing to the consumer. Detailed descriptions, benefits, features, and engaging content can help in maintaining interest.
- **Desire:** After generating interest, the goal is to create a desire for the product. This can be achieved by highlighting the unique selling points, emotional benefits, and demonstrating how the product can meet the consumer's needs and wants. Testimonials, endorsements, and emotional appeals are often used at this stage.
- **Action:** The final stage is to prompt the consumer to take action, usually to make a purchase. This can be facilitated by providing a clear call to action, making the purchase process easy, offering incentives such as discounts or limited-time offers, and reducing any potential barriers to purchase.

➤ **Hierarchy of Effects Model**

The Hierarchy of Effects Model expands on the AIDA model by providing a more detailed breakdown of the steps a consumer goes through from becoming aware of a product to making a purchase decision. The stages are:

- **Awareness:** At this stage, the consumer becomes aware of the product's existence. This is achieved through broad-reaching advertising and promotional activities that expose the brand or product to the target audience.
- **Knowledge:** After becoming aware, the consumer seeks to learn more about the product. This involves gaining information about the product's features, benefits, and uses. Marketers can facilitate this through informative advertising, detailed product descriptions, and educational content.
- **Liking:** With increased knowledge, the consumer forms an opinion about the product. If the product appeals to them, they develop a liking for it. This stage is influenced by how well the product's benefits resonate with the consumer's needs and preferences.
- **Preference:** At this stage, the consumer compares the product with alternatives and develops a preference for it over competing products. Effective differentiation and positioning strategies are crucial at this point.
- **Conviction:** The consumer becomes convinced that the product is the best choice and intends to purchase it. Marketing efforts at this stage might include persuasive messages, reassurances, and addressing any remaining doubts.
- **Purchase:** The final stage is the actual purchase decision. The consumer takes action based on their conviction. Promotional tactics such as sales promotions, easy purchase options, and post-purchase support can help in facilitating the purchase.

➤ **Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model (ELM) provides insights into how consumers process promotional messages based on their level of involvement and motivation. It proposes two routes of processing:

- **Central Route:** When consumers are highly involved and motivated, they

process information through the central route. This involves deep, thoughtful consideration of the message content. Consumers evaluate the arguments, evidence, and logic presented in the message. Central route processing leads to lasting attitude change because it is based on careful and rational consideration. To appeal to this route, marketers should provide detailed information, strong arguments, and factual evidence.

- **Peripheral Route:** When consumers have low involvement or motivation, they process information through the peripheral route. This involves superficial processing based on peripheral cues such as attractiveness, celebrity endorsements, and emotional appeals rather than the content of the message. Peripheral route processing leads to temporary attitude change. To appeal to this route, marketers should use attractive visuals, engaging content, and emotional appeals that capture attention and create positive associations with the brand.

Understanding which route consumers are likely to take can help marketers design more effective promotional strategies. For high-involvement products, detailed and informative content is essential, while for low-involvement products, marketers should focus on creating appealing and engaging messages.

➤ **Integrated Marketing Communications (IMC)**

Integrated Marketing Communications (IMC) is an approach that emphasizes the importance of a unified and consistent message across all marketing channels. The goal of IMC is to ensure that all promotional efforts are coordinated and work together to reinforce the brand and enhance consumer perception. Key components of IMC include:

- **Consistency:** Ensuring that all marketing messages are consistent across different channels. This involves using the same brand voice, tone, and visual elements to create a cohesive brand image. Consistency helps in building brand recognition and trust.
- **Coordination:** Coordinating all marketing efforts to ensure they are aligned

with the overall marketing strategy. This includes integrating advertising, public relations, sales promotion, direct marketing, and digital marketing efforts to create a seamless experience for the consumer.

- **Synergy:** Creating synergy between different marketing channels to amplify the impact of the promotional message. For example, a TV ad campaign can be supported by social media promotions and in-store displays to reinforce the message and reach a wider audience.
- **Efficiency:** Utilizing resources efficiently by eliminating redundancies and ensuring that all marketing efforts are complementary. This helps in maximizing the return on investment (ROI) of marketing activities.
- **Relevance:** Ensuring that the marketing messages are relevant to the target audience. This involves understanding consumer needs and preferences and tailoring the messages to address them effectively.

IMC is particularly important in today's multi-channel marketing environment, where consumers interact with brands through various touchpoints. By integrating all marketing efforts, brands can create a unified and compelling message that resonates with consumers and drives engagement and loyalty.

2.2.3 PROMOTIONAL MIX

The promotional mix is a combination of various marketing tools and strategies that a business uses to achieve its marketing objectives. Each component of the promotional mix plays a unique role in reaching out to consumers, influencing their buying decisions, and building a strong brand image. The primary elements of the promotional mix include advertising, sales promotion, public relations, personal selling, direct marketing, and digital marketing. Below is an elaborate discussion on each of these components.

2.2.3.1 ADVERTISING

Advertising is a paid form of non-personal communication that aims to inform, persuade, and remind consumers about a product or service. It is typically disseminated through various media channels such as television, radio, print (newspapers and magazines), outdoor (billboards and transit ads), and digital platforms (websites, social media, and search engines).

Key Characteristics:

- **Wide Reach:** Advertising can reach a large audience simultaneously, making it an effective tool for brand awareness and market penetration.
- **Controlled Message:** Since it is a paid form of communication, businesses have full control over the content, timing, and placement of the advertisement.
- **Frequency:** Advertisements can be repeated multiple times to reinforce the message and enhance recall.

Types of Advertising:

- **Television and Radio Ads:** These are broadcast media used to reach a broad audience through audio-visual and audio messages.
- **Print Ads:** Includes advertisements in newspapers, magazines, brochures, and flyers. Print ads are suitable for detailed information and targeting specific demographics.
- **Outdoor Advertising:** Billboards, transit ads, and posters that capture attention in high-traffic areas.
- **Digital Advertising:** Online ads, including display ads, video ads, search engine ads, and social media ads. These offer precise targeting and measurable results.

Benefits:

- Enhances brand visibility and recognition.
- Can target specific demographics through selective media choices.
- Provides measurable outcomes, especially in digital advertising.

Challenges:

- High cost, particularly for television and prime-time slots.
- Difficulty in measuring the direct impact on sales (except for digital ads).
- Clutter and competition, making it hard to stand out.

2.2.3.2 SALES PROMOTION

Sales promotion involves short-term incentives to encourage the purchase or sale of a product or service. It aims to stimulate immediate consumer action and boost sales in the short run.

Key Characteristics:

- **Immediate Effect:** Designed to create a sense of urgency and prompt quick response from consumers.
- **Tangible Incentives:** Offers consumers tangible benefits such as discounts, coupons, samples, contests, and rebates.

Types of Sales Promotions:

- **Consumer Promotions:** Discounts, coupons, free samples, buy-one-get-one-free offers, contests, and loyalty programs.
- **Trade Promotions:** Discounts, allowances, and incentives offered to retailers and wholesalers to stock and promote the product.
- **Event Promotions:** Sponsorships and special events designed to create buzz and engage customers.

Benefits:

- Stimulates short-term sales and attracts new customers.
- Encourages trial and repeat purchases.
- Can help in clearing out old stock and managing inventory.

Challenges:

- Risk of diminishing brand value if overused.
- Temporary impact on sales, requiring continuous promotional efforts.
- Can lead to price sensitivity among consumers.

2.2.3.3 PUBLIC RELATIONS

Public relations (PR) involves managing and maintaining a positive image of the company in the eyes of the public, media, employees, investors, and other stakeholders. It focuses on building and protecting the brand's reputation.

Key Characteristics:

- **Non-Paid:** Unlike advertising, PR relies on earned media and voluntary coverage.
- **Credibility:** Information from third-party sources (journalists, bloggers) is perceived as more credible.

Types of Public Relations Activities:

- **Press Releases:** Announcements sent to media outlets to generate news coverage.
- **Media Relations:** Building relationships with journalists and media outlets.
- **Corporate Social Responsibility (CSR):** Initiatives that demonstrate the company's commitment to social and environmental causes.
- **Crisis Management:** Handling and mitigating the effects of negative publicity or crises.

Benefits:

- Enhances credibility and public trust.
- Builds a positive brand image and reputation.
- Can reach a wide audience at a lower cost than advertising.

Challenges:

- Lack of control over media coverage.
- Difficult to measure the direct impact on sales.
- Requires consistent effort and relationship management.

2.2.3.4 PERSONAL SELLING

Personal selling involves direct interaction between a sales representative and a potential customer with the aim of making a sale. It is a personalized approach that allows for tailored communication and relationship building.

Key Characteristics:

- **Two-Way Communication:** Enables direct feedback and real-time adjustments to the sales pitch.
- **Relationship Building:** Focuses on establishing long-term relationships with customers.

Types of Personal Selling:

- **Face-to-Face Selling:** In-person meetings and presentations.
- **Telemarketing:** Selling products or services over the phone.
- **Online Selling:** Utilizing digital platforms like video calls for sales interactions.

Benefits:

- Personalized approach can address specific customer needs and concerns.
- Builds strong customer relationships and loyalty.
- Allows for immediate feedback and clarification of doubts.

Challenges:

- High cost per contact due to the time-intensive nature of personal interactions.
- Requires skilled and trained sales personnel.
- Limited reach compared to mass communication methods.

2.2.3.5 DIRECT MARKETING

Direct marketing involves direct communication with consumers to generate a response or transaction. It uses personalized and targeted messages to reach specific individuals or segments.

Key Characteristics:

- **Personalization:** Messages are tailored to the individual recipient's preferences and behaviors.
- **Measurability:** Allows for tracking and measuring the response to marketing efforts.

Types of Direct Marketing:

- **Direct Mail:** Sending promotional materials directly to consumers' mailboxes.
- **Email Marketing:** Using email to send personalized offers and information.
- **Telemarketing:** Direct phone calls to prospective customers.
- **SMS Marketing:** Sending promotional messages via text.

Benefits:

- High targeting accuracy and personalization.
- Direct and measurable response rates.
- Builds a direct relationship with customers.

Challenges:

- Perceived as intrusive by some consumers.
- Requires accurate and up-to-date customer data.
- High cost for mailing and telemarketing campaigns.

2.2.3.6 DIGITAL MARKETING

Digital marketing uses online and digital channels to promote products and engage with customers. It leverages the internet, social media, mobile apps, and other digital technologies to reach and interact with consumers.

Key Characteristics:

- **Interactivity:** Enables two-way communication and real-time engagement.
- **Data-Driven:** Utilizes data and analytics to track performance and optimize campaigns.

Types of Digital Marketing:

- **Search Engine Marketing (SEM):** Promoting websites through paid ads on

search engines.

- **Social Media Marketing:** Using platforms like Facebook, Instagram, and Twitter for promotion.
- **Content Marketing:** Creating and distributing valuable content to attract and retain customers.
- **Influencer Marketing:** Collaborating with influencers to reach their followers.
- **Affiliate Marketing:** Partnering with affiliates to promote products in exchange for a commission.
- **Email Marketing:** Sending promotional emails to a targeted list of subscribers.

Benefits:

- Broad reach with targeted and personalized messaging.
- Cost-effective compared to traditional advertising.
- Detailed analytics and performance measurement.
- High engagement through interactive content and social media.

Challenges:

- Requires continuous monitoring and updating.
- High competition for visibility and engagement.
- Privacy concerns and data protection regulations.

2.2.4 STRATEGIC IMPLEMENTATION OF PROMOTIONAL STRATEGIES

The strategic implementation of promotional strategies is a critical aspect of marketing that requires meticulous planning, execution, and continuous evaluation. By focusing on market segmentation and targeting, positioning, message design, media selection, budgeting, and measurement and evaluation, businesses can create effective promotional campaigns that resonate with their target audience and achieve their marketing objectives. Below is an in-depth elaboration on each of these components.

2.2.4.1 MARKET SEGMENTATION AND TARGETING

Market segmentation involves dividing a broad consumer or business market into sub-groups of consumers based on shared characteristics. Targeting refers to selecting specific segments to focus promotional efforts on.

Key Steps:

- **Identify Segmentation Criteria:** Segmentation can be based on demographics (age, gender, income), psychographics (lifestyle, values), geography (location), and behavior (purchase history, brand loyalty).
- **Segment the Market:** Group consumers into segments that exhibit similar needs and preferences.
- **Evaluate Segments:** Assess the potential of each segment in terms of size, growth potential, profitability, and accessibility.
- **Select Target Segments:** Choose the most attractive segments to target with tailored promotional strategies.

Benefits:

- Enhances the precision and relevance of promotional efforts.
- Allows for personalized marketing messages that resonate with specific groups.
- Improves resource allocation and marketing efficiency.

Challenges:

- Requires comprehensive market research and data analysis.
- Risk of overlooking smaller, yet potentially lucrative segments.
- Needs constant monitoring and adaptation as market conditions change.

2.2.4.2 POSITIONING

Positioning is about crafting a distinct image and identity for a brand or product in the minds of the target audience. It differentiates the brand from competitors and highlights its unique value proposition.

Key Steps:

- **Identify Competitive Advantages:** Determine what makes the brand or product unique and superior to competitors.
- **Choose Positioning Strategy:** Decide whether to position based on attributes, benefits, use cases, user category, competitive comparisons, or cultural symbols.
- **Develop Positioning Statement:** Create a clear and concise statement that communicates the brand's unique value proposition to the target audience.
- **Implement Positioning:** Ensure that all marketing and promotional activities consistently reflect the chosen positioning strategy.

Benefits:

- Builds a strong brand identity and differentiation.
- Enhances customer loyalty by aligning with their values and needs.
- Supports premium pricing strategies through perceived value.

Challenges:

- Requires thorough understanding of customer perceptions and competitive landscape.
- Risk of misalignment between positioning and actual customer experiences.
- Needs consistent reinforcement across all marketing touchpoints.

2.2.4.3 MESSAGE DESIGN

Message design involves creating compelling and persuasive communication that aligns with the brand's overall strategy and resonates with the target audience's motivations and needs.

Key Steps:

- **Understand the Audience:** Gain deep insights into the target audience's motivations, pain points, and preferences.
- **Define Key Messages:** Develop core messages that clearly convey the brand's value proposition and benefits.

- **Craft Creative Content:** Use engaging visuals, copy, and storytelling techniques to create memorable and impactful messages.
- **Test and Refine:** Use A/B testing and feedback to optimize messages for effectiveness.

Benefits:

- Captures attention and engages the audience effectively.
- Builds emotional connections and trust with consumers.
- Enhances message recall and influence on purchasing decisions.

Challenges:

- Balancing creativity with clarity and relevance.
- Ensuring consistency across various platforms and campaigns.
- Adapting messages to different cultural and demographic contexts.

2.2.4.4 MEDIA SELECTION

Media selection involves choosing the appropriate channels to distribute promotional messages to the target audience effectively. It's about finding the right mix of media to maximize reach and impact.

Key Steps:

- **Identify Media Options:** Consider various media channels, including TV, radio, print, digital, outdoor, and social media.
- **Evaluate Media Channels:** Assess each channel's reach, cost, and suitability for the target audience and message.
- **Select Media Mix:** Choose a combination of channels that complement each other and align with the promotional goals.
- **Plan Media Schedule:** Decide on the timing and frequency of media placements to maintain visibility and engagement.

Benefits:

- Increases the likelihood of reaching and influencing the target audience.

- Optimizes budget allocation across different channels.
- Enhances message frequency and reinforcement through multiple touchpoints.

Challenges:

- Navigating the complexity of multi-channel campaigns.
- Measuring the effectiveness and ROI of each media channel.
- Adapting to rapidly changing media consumption trends.

2.2.4.5 BUDGETING

Budgeting involves allocating financial resources to various promotional activities to ensure that the marketing objectives are met within the available budget.

Key Steps:

- Determine Overall Budget: Establish the total budget for promotional activities based on company goals and financial capabilities.
- Allocate Budget: Distribute the budget across different promotional tools and channels (advertising, sales promotions, public relations, etc.).
- Monitor Spending: Track and control expenditures to stay within budget.
- Adjust as Needed: Reallocate funds based on performance and changing market conditions.

Benefits:

- Ensures optimal use of financial resources.
- Allows for planned and controlled promotional spending.
- Supports strategic decision-making and prioritization of promotional efforts.

Challenges:

- Balancing short-term and long-term promotional investments.
- Dealing with unforeseen costs and budget overruns.
- Justifying and securing budget allocation from top management.

2.2.4.6 MEASUREMENT AND EVALUATION

Measurement and evaluation involve assessing the effectiveness of promotional

strategies through various metrics and feedback mechanisms to determine their impact on business objectives.

Key Steps:

- **Set Clear Objectives:** Define specific, measurable goals for each promotional campaign.
- **Identify Metrics:** Choose relevant KPIs such as sales performance, brand awareness, customer engagement, and ROI.
- **Collect Data:** Use tools like surveys, web analytics, sales reports, and social media insights to gather data.
- **Analyze Results:** Evaluate the performance against objectives and identify areas for improvement.
- **Optimize Campaigns:** Adjust strategies based on insights and feedback to enhance future performance.

Benefits:

- Provides insights into the effectiveness of promotional efforts.
- Enables data-driven decision-making and continuous improvement.
- Justifies promotional spend and demonstrates ROI.

Challenges:

- Ensuring accurate and reliable data collection.
- Interpreting complex data and deriving actionable insights.
- Aligning short-term results with long-term brand building objectives.

2.2.5 ROLE OF PROMOTIONAL STRATEGIES IN BUSINESS

● Increase Brand Awareness

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

build brand awareness levels that match established competitors.

- **Provide Information**

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

- **Increase Customer Traffic**

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

- **Build Sales and Profits**

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

2.2.5.1 ADVANTAGES

- **Market Share**

If you increase advertising and promotion expenditures, you stand a good chance of capturing market share, especially if your competition is cutting back on ad

spending. You let the buying customer know that you are maintaining a robust effort to remain vital in the marketplace. Higher Sales Growth Businesses that increase advertising and promotion during recessions actually experience higher sales growth during the recession and for three years after, according to Paul Dunay of Marketing Profs. This could be because customers are more willing to shop around during tough economic times.

- **Increasing Value to the Customer**

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

- **Improved Reputation**

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

- **Innovation**

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

2.2.5.2 DISADVANTAGES

- **Increased price sensitivity**

Consumers wait for the promotion deals to be announced and then purchase the

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

- Quality image may become tarnished

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

- Merchandising support from dealers is doubtful

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

- Short-term orientation

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

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

Table 3.1 Distribution of Respondents According to Their Gender

Gender	No of Respondents	Percentage
Male	42	40 %
Female	63	60 %
Others	0	0 %
Total	105	100 %

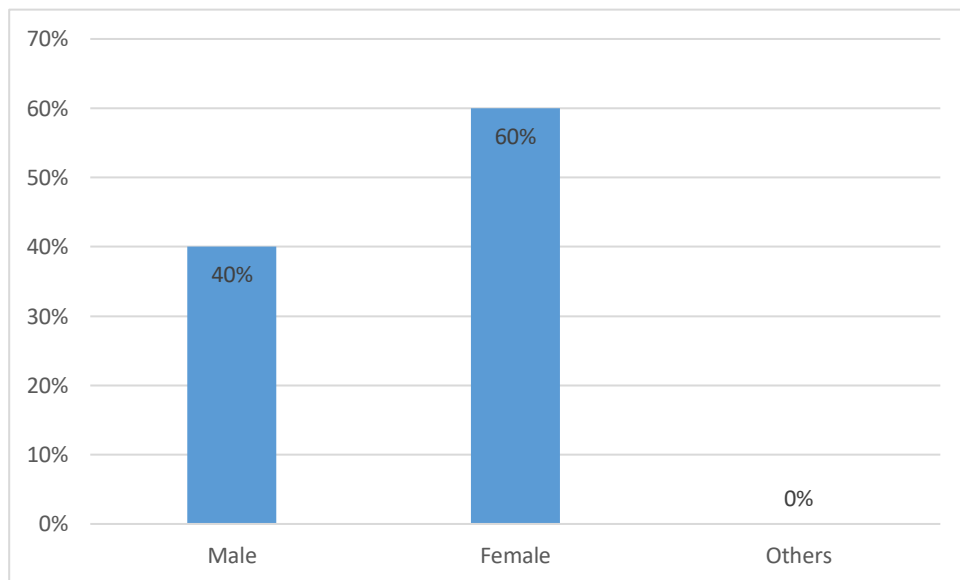


Figure 3.1: Gender

INTERPRETATION:

The table no 3.1 shows that 40% of respondents are male, 60 % of respondents are female and there are no respondents of other category.

Table 3.2: Distribution of Respondents According to Age

Age	No of Respondents	Percentage
Below 18	17	16 %
18-30	56	53 %
Above 30	32	31 %
Total	105	100 %

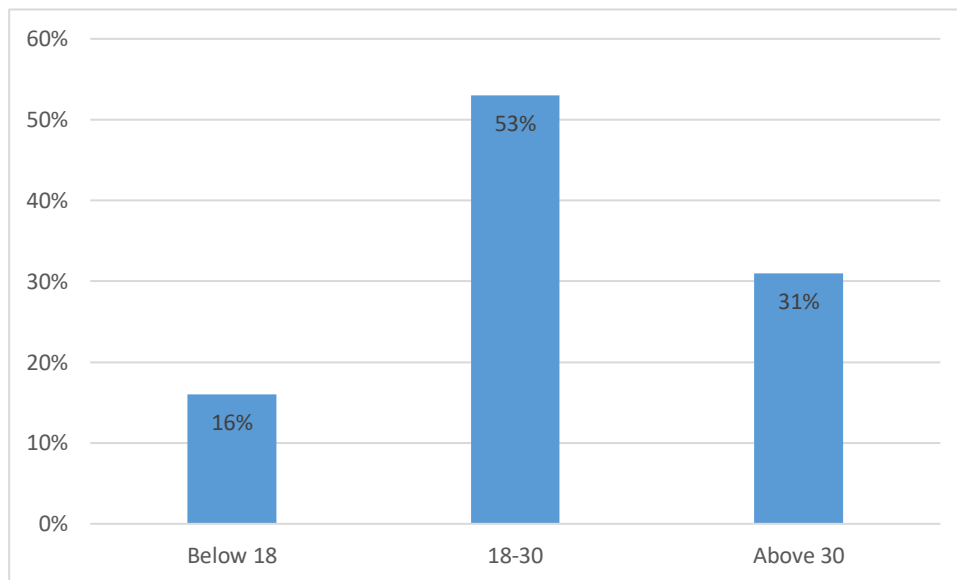


Figure 3.2: Age

INTERPRETATION:

The table no 3.2 shows that 16% of the respondents are of age below 18, 53% of the respondents are of the age group 18-30, and the rest 31 % are above 30 years of age. People between the age group of 18-30 are the frequently visited customers of Reliance Trends.

Table 3.3: Distribution of awareness of different promotional techniques

Promotional Techniques	No of Respondents	Percentage
Discount	29	27 %
End of season sale	21	20 %
Coupon / Vouchers	23	22 %
Buy one Get one	23	22 %
Assured Gifts / Lucky Draws	2	2 %
Others	7	7 %
Total	105	100 %

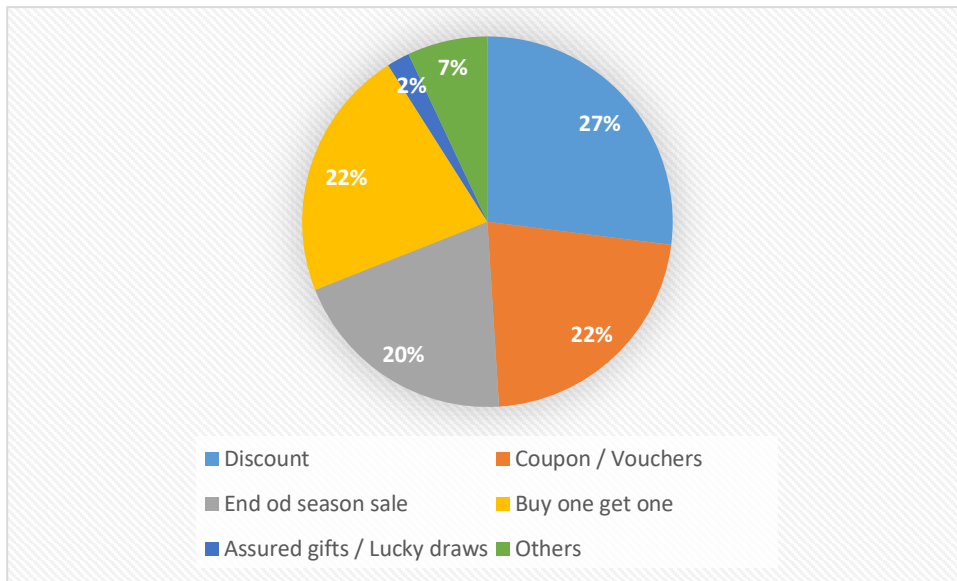


Figure 3.3: Awareness of Promotional Techniques

INTERPRETATION:

The table no 3.3 shows that discounts are the most recognized promotional technique at 27%, followed closely by coupons/vouchers and "buy one get one" offers, both at 22%. End-of-season sales are known to 20% of respondents. Assured gifts/lucky draws have the least awareness at 2%, while other techniques account for 7%.

Table 3.4: Distribution Showing Effectiveness of Discounts

Effectiveness	No of Respondents	Percentage
Very Effective	23	22 %
Effective	57	54 %
Neutral	18	17 %
Ineffective	5	5 %
Very Ineffective	2	2 %
Total	105	100 %

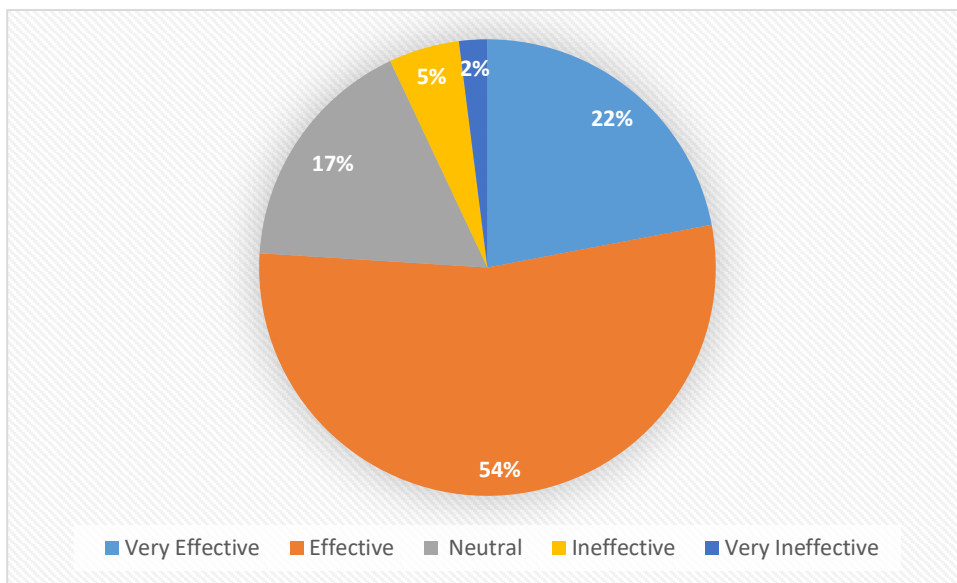


Figure 3.4: Effectiveness of Discounts

INTERPRETATION:

The table no 3.4 shows that 54% of respondents find discounts effective, with an additional 22% rating them as very effective. A neutral stance is taken by 17%, while only 5% consider discounts ineffective and 2% very ineffective. Overall, discounts are largely perceived as an effective promotional technique by the majority of respondents.

Table 3.5 Distribution Showing participation in loyalty programs

Participation	No of respondents	Percentage
Always	13	13 %
Often	18	16 %
Sometimes	50	48 %
Rarely	19	18 %
Never	5	5 %
Total	105	100 %

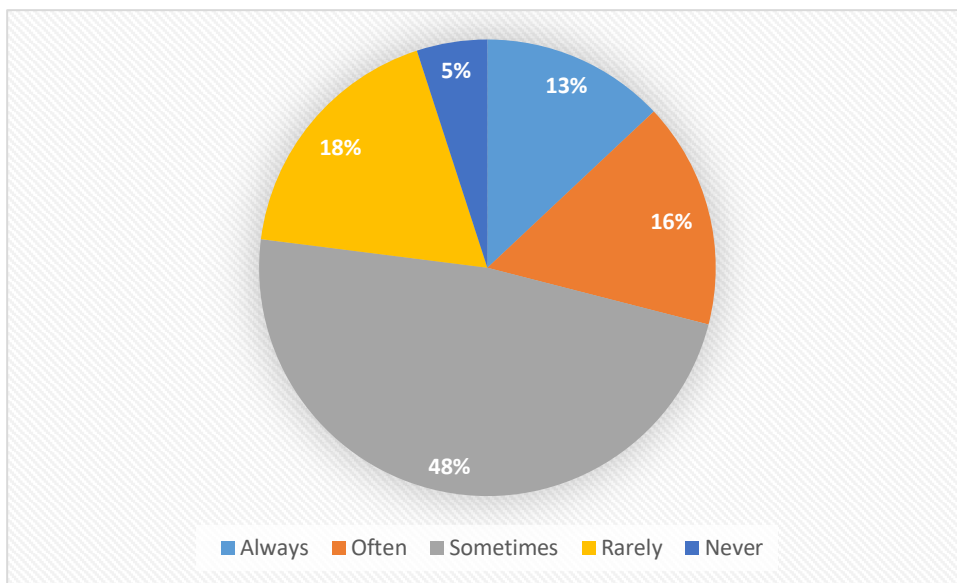


Figure 3.5: Participation in Loyalty Programs

INTERPRETATION:

The table no 3.5 shows that 48% of respondents sometimes participate in loyalty programs, while 16% do so often and 13% always participate. Participation is rare for 18% and never occurs for 5%. This indicates that loyalty program engagement is moderate, with most respondents participating occasionally but not consistently.

Table 3.6: Distribution Showing Reliance One card benefit

Response	No of Respondents	Percentage
Yes	66	63 %
No	39	37 %
Total	105	100 %

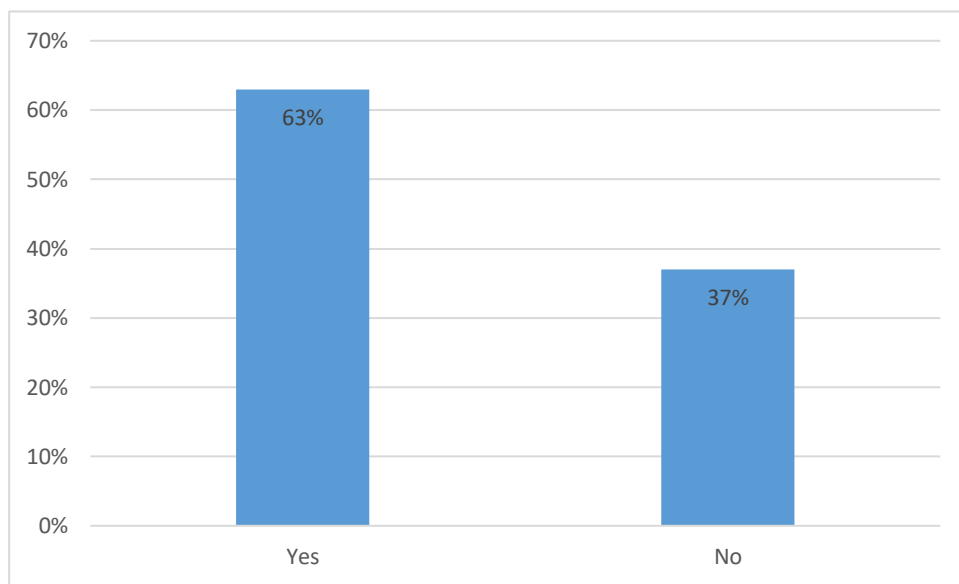


Figure 3.6: Reliance One Card benefit

INTERPRETATION:

The table no 3.6 shows that 63% of respondents have benefited from the Reliance One card, while 37% have not. This high percentage of affirmative responses suggests that the majority of participants find value in using the Reliance One card, likely due to its associated benefits such as discounts, rewards, or exclusive offers provided by Reliance Trends.

Table 3.7: Distribution Showing Factor affecting purchase decision

Factors	No of respondents	Percentage
Offers	29	27 %
Advertisements	24	23 %
Pricing	18	17 %
Quality	16	15 %
Brand Reputation	12	12 %
Others	6	6 %
Total	105	100 %

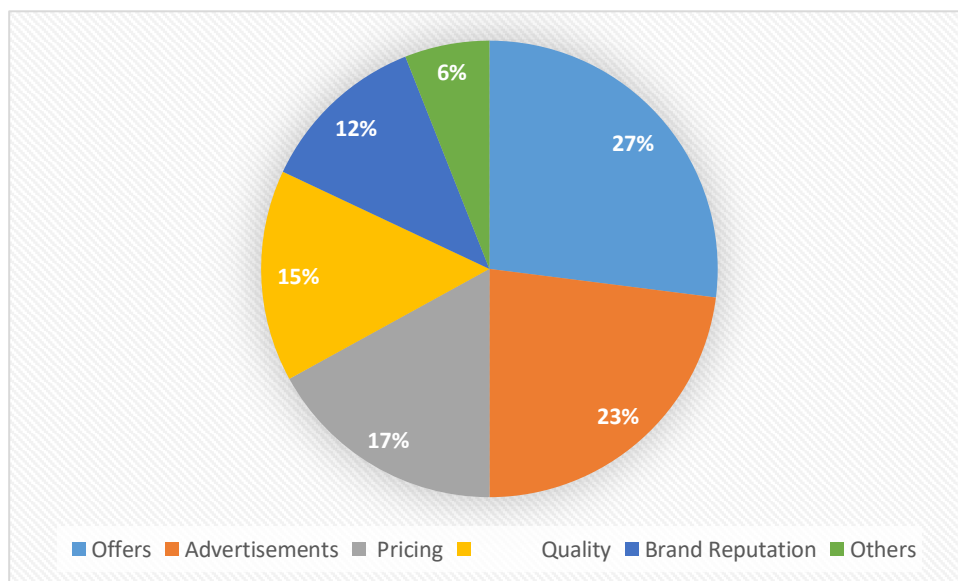


Figure 3.7: Factors affecting purchase decision

INTERPRETATION:

The table no 3.7 shows that offers are the primary factor affecting purchase decisions for 27% of respondents, closely followed by advertisements at 23%. Pricing influences 17%, while product quality and brand reputation each impact 15% and 12%, respectively. Other factors, including customer service or convenience, contribute to 6% of respondents' purchase decisions.

Table 3.8: Distribution of clarity in terms and conditions of promotions

Clarity	No of Respondents	Percentage
Very clear	12	12 %
Clear	31	29 %
Neutral	37	35 %
Unclear	25	24 %
Total	105	100 %

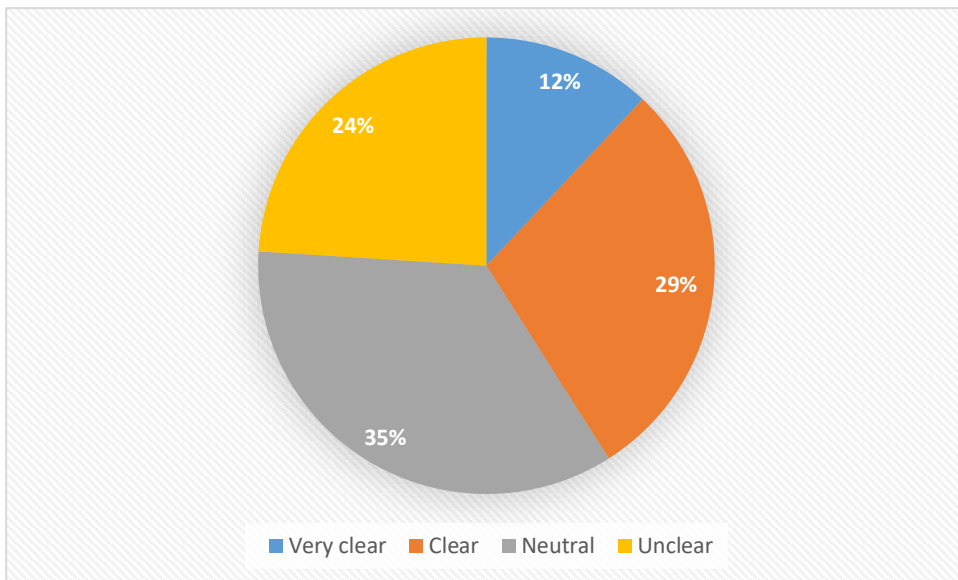


Figure 3.8: Clarity in terms and conditions of promotions

INTERPRETATION:

The table 3.8 shows that a significant portion of respondents find the terms and conditions of promotions to be somewhat clear, with 35% indicating a neutral stance. However, 29% find them clear, and 12% find them very clear. Conversely, 24% find the terms and conditions unclear, suggesting room for improvement in communication and transparency regarding promotional offers.

Table 3.9: Distribution showing medium of advertisements

Medium	No of Respondents	Percentage
Tv Ads	19	18 %
Print Media	28	27 %
Internet	41	39 %
Billboards	13	12 %
Sponsorship	0	0 %
Others	4	4 %
Total	105	100 %

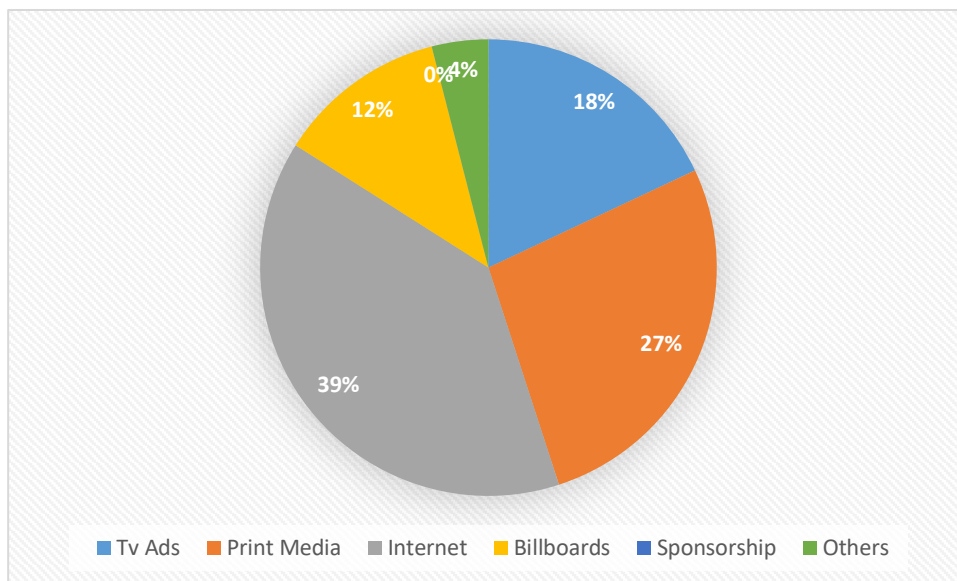


Figure 3.9: Medium of Advertisements

INTERPRETATION:

The table no 3.9 shows that internet advertisements are the most prevalent, capturing 39% of responses, followed by print media at 27%. TV ads constitute 18%, while billboards account for 12%. Sponsorship does not register any responses. Other mediums, such as radio or social media, collectively make up 4%. This distribution highlights a strong shift towards digital advertising channels.

Table 3.10: Distribution showing frequency of advertisements through social media

Frequency	No of Respondents	Percentage
Daily	12	12 %
Weekly	22	21 %
Monthly	36	34 %
Rarely	19	18 %
Never	16	15 %
Total	105	100 %

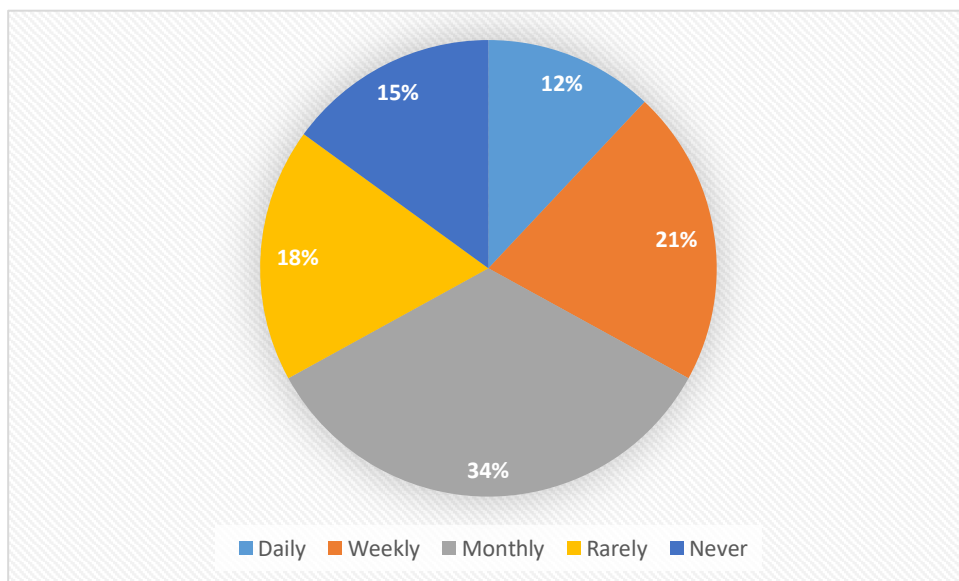


Figure 3.10: Frequency of Ads through social media

INTERPRETATION:

The table no 3.10 shows that a significant portion of respondents encounter social media advertisements on a monthly basis, with 34% reporting this frequency. Weekly exposure accounts for 21%, while daily exposure constitutes 12%. Conversely, 18% rarely see social media ads, and 15% never do. This distribution reflects varied engagement levels with social media advertising among respondents.

Table 3.11: Distribution showing purchase influenced through social media advertisements

Response	No of respondents	Percentage
Yes	48	46 %
No	57	54 %
Total	105	100 %

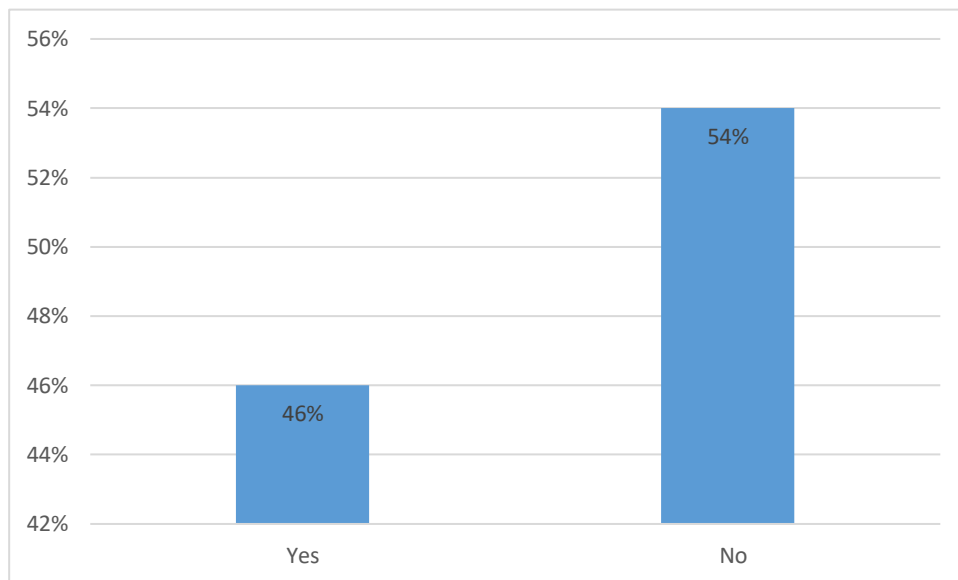


Figure 3.11: Purchase influenced through social media advertisements

INTERPRETATION:

The table no 3.11 shows that 46% of respondents have been influenced to make a purchase through social media advertisements, while 54% have not. This suggests a moderate impact of social media ads on purchasing decisions among respondents, highlighting their effectiveness in engaging potential customers but also indicating areas where improvement may be needed to convert interest into sales.

Table 3.12: Distribution Showing whether advertisements are informative and relevant

Response	No of Respondents	Percentage
Always	18	17 %
Often	24	23 %
Sometimes	36	34 %
Rarely	19	18 %
Never	8	8 %
Total	105	100 %

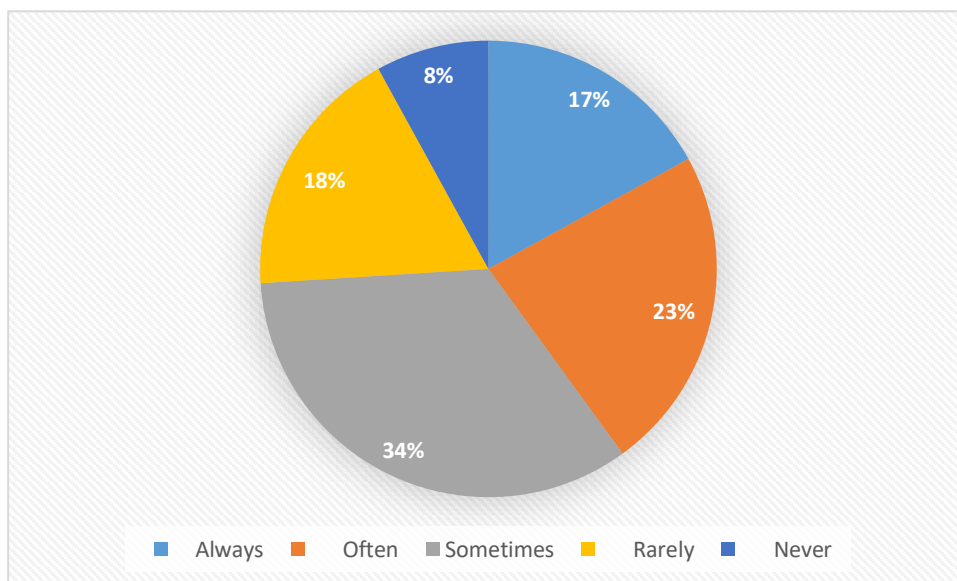


Figure 3.12: Whether advertisements are informative and relevant

INTERPRETATION:

The table no 3.12 shows that varied perceptions regarding the informativeness and relevance of advertisements. A significant portion, 34%, find them sometimes informative and relevant, followed by 23% who often feel this way. However, 17% always find ads informative, while 18% rarely do, and 8% never do, suggesting room for improvement in targeting and content relevance.

Table 3.13: Distribution showing whether advertisements have appealing visuals and messaging

Responses	No of Respondents	Percentage
Very appealing	28	27 %
Appealing	50	47 %
Neutral	20	19 %
Not appealing	7	7 %
Total	105	100 %

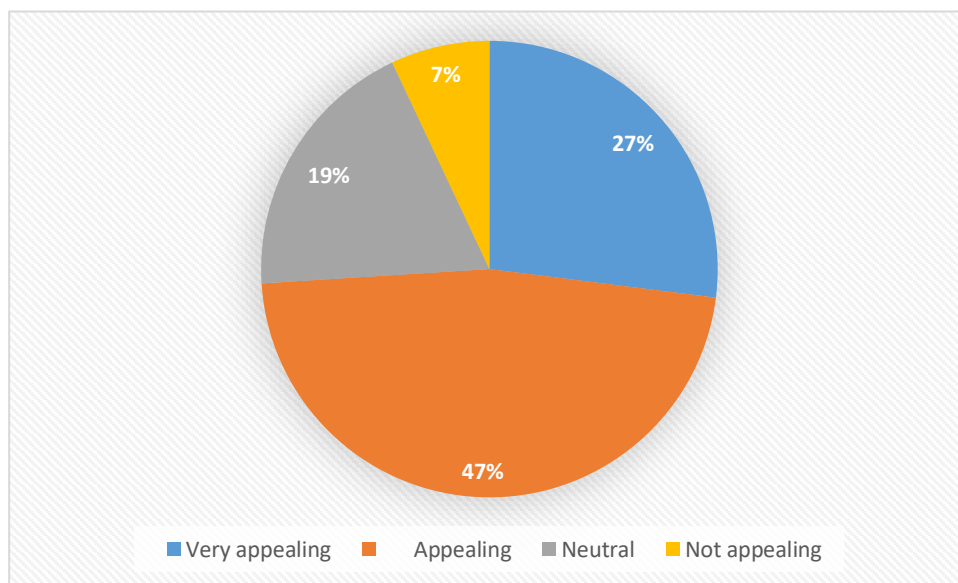


Figure 3.13: Whether advertisements have appealing visuals and messaging

INTERPRETATION:

The table no 3.13 shows that a majority of respondents find advertisements to have appealing visuals and messaging, with 47% finding them appealing and 27% considering them very appealing. However, 19% are neutral on this aspect, while 7% find the visuals and messaging not appealing. This suggests generally positive reception towards the creative aspects of the advertisements.

Table 3.14: Distribution Showing usage of promotional codes mentioned in advertisements

Usage	No of Respondents	Percentage
Always	15	14 %
Often	33	32 %
Sometimes	46	43 %
Rarely	11	11 %
Total	105	100 %

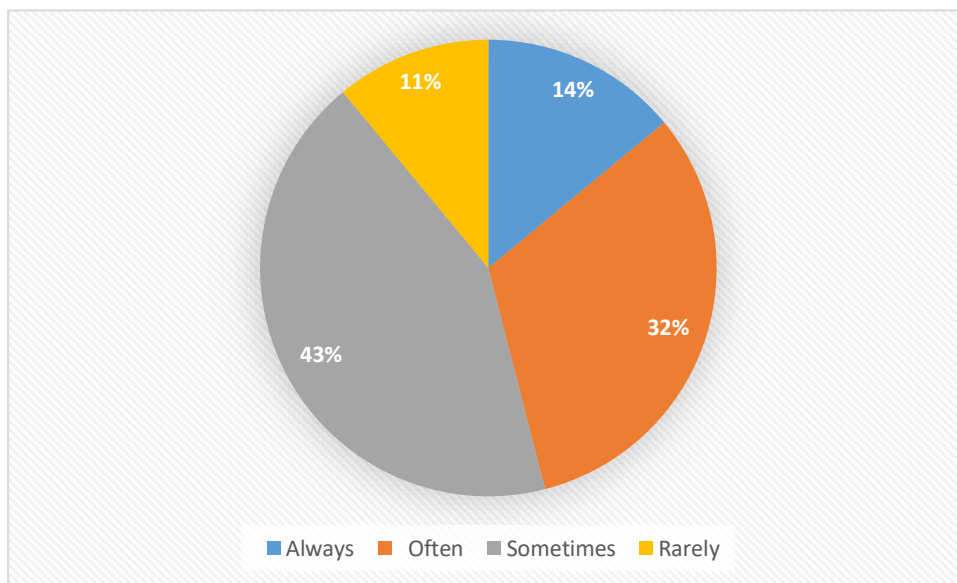


Figure 3.14: Usage of promotional codes mentioned in advertisements

INTERPRETATION:

The table no 3.14 shows that promotional codes mentioned in advertisements are used variably among respondents. A significant portion, 43%, sometimes utilizes these codes, while 32% often do. Conversely, 14% always use them, and 11% rarely do. This distribution suggests moderate engagement with promotional codes, indicating their effectiveness in driving occasional purchases through incentives.

Table 3.15: Distribution Showing modes of purchases from Reliance Trends

Modes	No of Respondents	Percentage
Retail Store	43	41 %
Website	25	24 %
Mobile App	37	35 %
Total	105	100 %

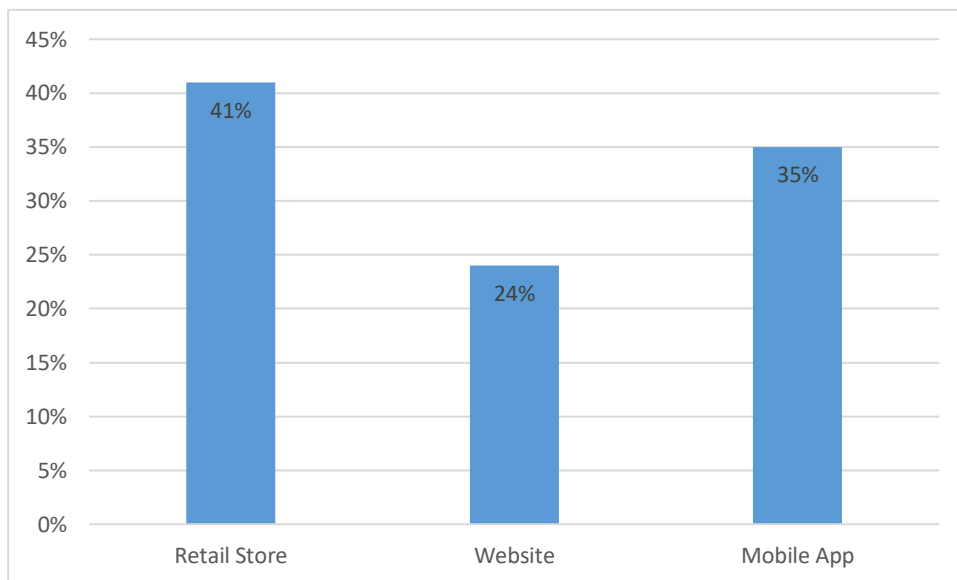


Figure 3.15: Modes of purchases from Reliance Trends

INTERPRETATION:

The table no 3.15 shows that a majority of respondents prefer purchasing from Reliance Trends through physical retail stores, constituting 41% of responses. Mobile apps follow closely at 35%, indicating a strong preference for digital transactions. Websites account for 24%, showing a significant but slightly lesser preference compared to other modes. This distribution reflects diverse customer behaviors in accessing Reliance Trends' offerings.

Table 3.16: Distribution showing frequency of shopping

Frequency	No of respondents	Percentage
Weekly	16	15 %
Monthly	28	27 %
Every few months	41	39 %
Rarely	20	19 %
Total	105	100 %

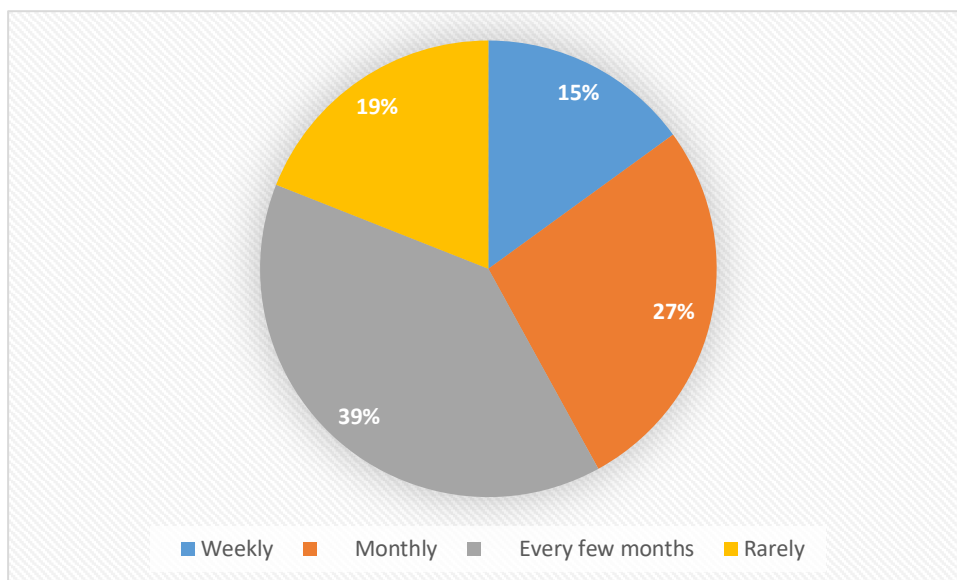


Figure 3.16: Frequency of shopping

INTERPRETATION:

The table no 3.16 shows that a significant portion of respondents shop at Reliance Trends every few months, comprising 39% of responses. Monthly shoppers account for 27%, while weekly shoppers constitute 15%. Conversely, 19% shop rarely. This distribution indicates varying frequencies of engagement with Reliance Trends, with a notable segment shopping periodically rather than regular

Table 3.17: Distribution Showing period of shopping

Period	No of Respondents	Percentage
Less than 6 months	20	19 %
6 months to 1 year	39	37 %
1 to 2 years	24	23 %
More than 2 years	22	21 %
Total	105	100 %

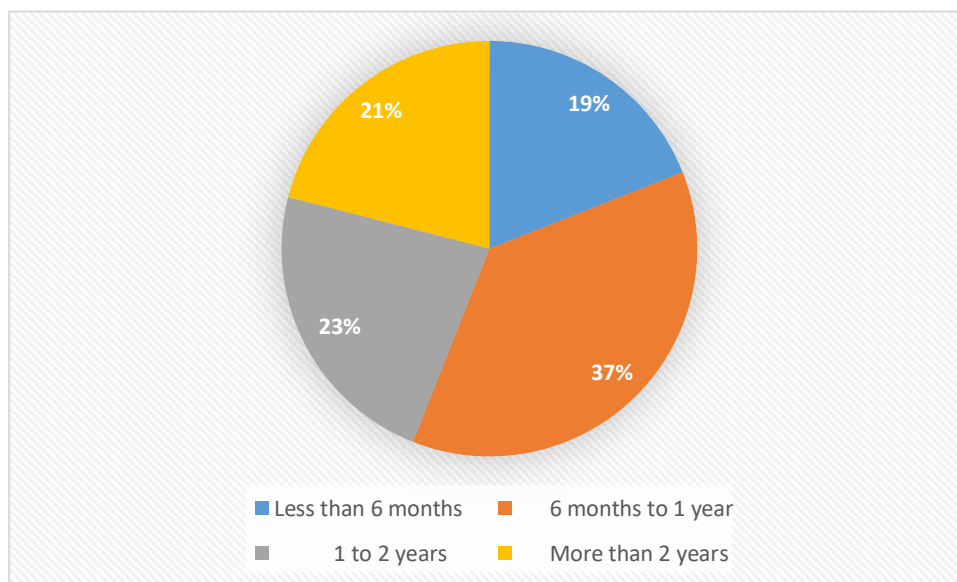


Figure 3.17: Period of shopping

INTERPRETATION:

The table no 3.17 shows that a significant portion of respondents have been shopping at Reliance Trends for 6 months to 1 year, comprising 37% of responses. Approximately 23% have been customers for 1 to 2 years, and 21% for more than 2 years. Less than 6 months accounts for 19%, showing a diverse range of customer tenure with the brand.

Table 3.18: Distribution Showing rating of overall shopping experience

Rating	No of Respondents	Percentage
Excellent	15	14 %
Good	40	38 %
Average	43	41%
Poor	7	7%
Total	105	100 %

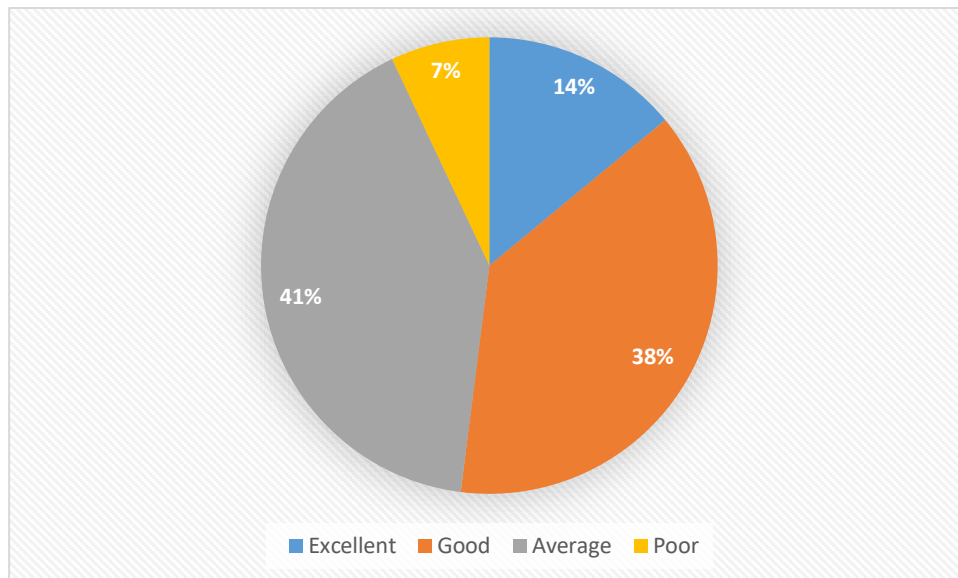


Figure 3.18: Rating of overall shopping experience

INTERPRETATION:

The table no 3.18 shows that a majority of respondents rate their overall shopping experience at Reliance Trends positively. Specifically, 41% rate it as average, followed closely by 38% who rate it as good. Additionally, 14% consider their experience excellent, while 7% find it poor. This suggests generally satisfactory experiences with room for improvement in customer satisfaction.

Table 3.19: Distribution showing importance of staying engaged with Reliance Trends for fashion

Importance	No of Respondents	Percentage
Very Important	16	15 %
Important	30	29 %
Neutral	20	19 %
Not Important	39	37 %
Total	105	100 %

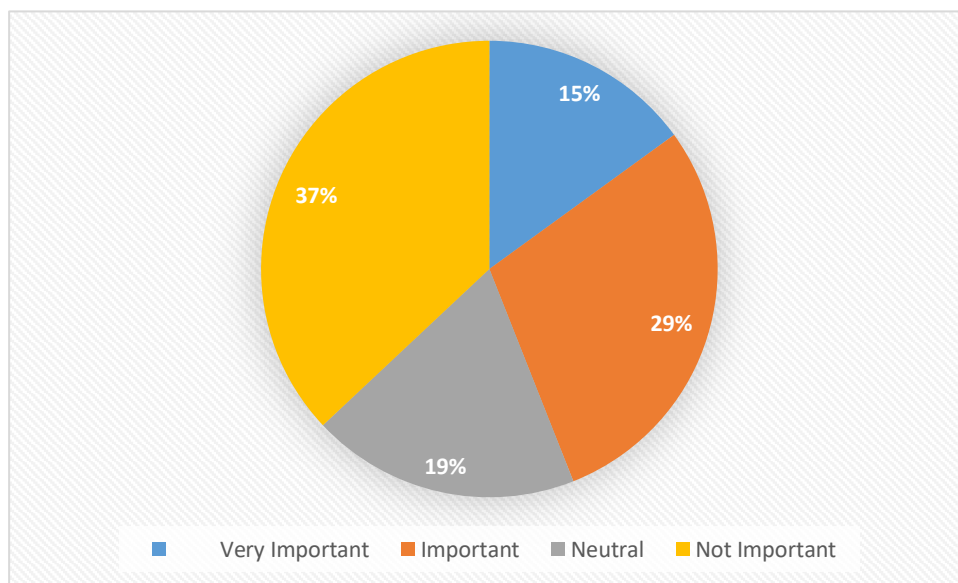


Figure 3.19: Importance of staying engaged with Reliance Trends for fashion

INTERPRETATION:

The table no 3.19 shows that varied importance among respondents in staying engaged with Reliance Trends for fashion. While 29% find it important and 15% consider it very important, a significant 37% view it as not important. Additionally, 19% are neutral on the matter. This distribution highlights differing levels of interest and engagement with fashion offerings from Reliance Trends.

Table 3.20: Distribution Showing recommending Reliance Trends to a friend or family member

Likelihood	Frequency	Percentage
Very likely	34	32 %
Likely	50	47 %
Neutral	16	16 %
Unlikely	3	3 %
Very Unlikely	2	2 %
Total	105	100 %

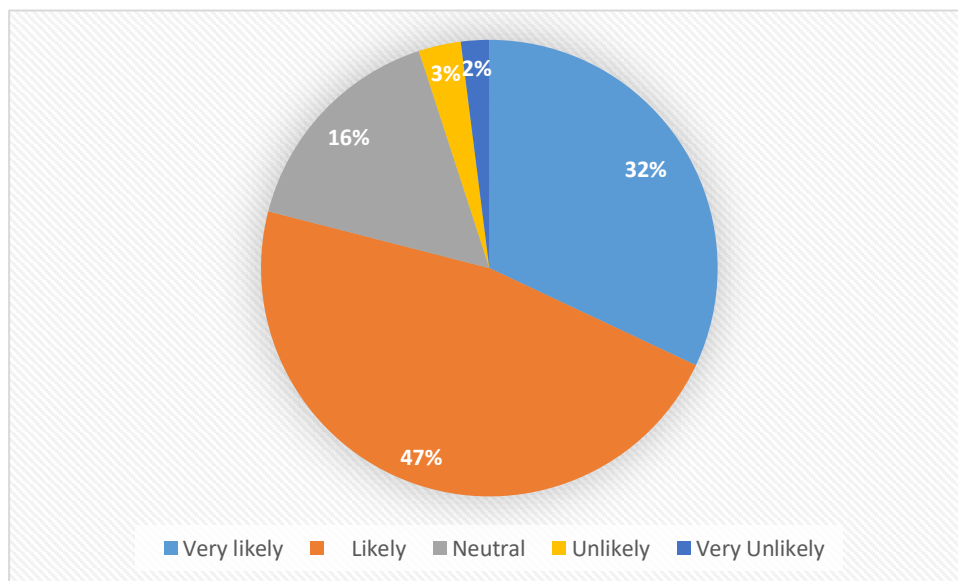


Figure 3.20: Recommending Reliance Trends to a friend or family member

INTERPRETATION:

The table no 3.20 shows that a majority of respondents are likely to recommend Reliance Trends to friends or family members, with 47% stating they are likely and 32% very likely to do so. Only 3% find it unlikely, while 2% consider it very unlikely.

CHAPTER IV
FINDINGS, RECOMMENDATIONS AND SUMMARY

4.1 FINDINGS

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

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

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

- **Promotional Techniques and Effectiveness :** Discounts are widely recognized (27%), closely followed by coupons/vouchers and buy one get one offers (both 22%), with end-of-season sales known to 20%. A majority perceive discounts as effective (54%), with 22% finding them very effective, highlighting their efficacy in influencing purchasing decisions.

- **Loyalty Programs and Reliance One Card :** Participation in loyalty programs varies, with 48% participating sometimes, 16% often, and 13% always, indicating moderate engagement. A significant 63% have benefited from the Reliance One card, underscoring its perceived value through discounts and rewards.

- **Factors Influencing Purchase Decisions :** Offers (27%) and advertisements (23%) play pivotal roles in purchase decisions, followed by pricing (17%), product quality (15%), and brand reputation (12%).

- **Clarity of Promotions and Advertising :** While 29% find promotion terms very clear and 35% clear, 24% find them unclear, suggesting a need for clearer communication. 34% find ads sometimes informative and relevant, with 23% often finding them so, indicating varied levels of engagement.

- **Advertising Mediums and Impact :** Internet ads lead (39%), followed by print media (27%), TV ads (18%), and billboards (12%), reflecting a strong digital advertising shift. Social media ads influence 46% of respondents' purchasing decisions, highlighting their effectiveness in engaging customers.

- **Customer Preferences and Shopping Behavior** : Retail stores (41%), mobile apps (35%), and websites (24%) are preferred modes, showing a balanced preference for physical and digital channels. 39% shop every few months, 27% monthly, and 15% weekly, indicating varied engagement levels with Reliance Trends. 37% have been customers for 6 months to 1 year, with 23% for 1 to 2 years and 21% over 2 years, showing diverse customer loyalty durations.
- **Overall Shopping Experience and Recommendation** : Overall, 41% rate their experience as average, 38% as good, and 14% as excellent, with 7% rating it poor, suggesting generally positive but room for improvement in customer satisfaction. 79% are likely (47%) or very likely (32%) to recommend Reliance Trends, with only 5% unlikely, reflecting high customer satisfaction and advocacy.
- **Importance of Fashion Engagement** : While 44% find engagement important (29%) or very important (15%), 37% view it as not important, indicating varied levels of interest in fashion engagement.
- **Visual Appeal and Promotional Code Usage** : 74% find advertisements appealing (47% appealing, 27% very appealing), with 19% neutral and 7% not finding them appealing. 75% use promotional codes sometimes (43%) or often (32%), indicating their effectiveness in driving occasional purchases.

4.2 RECOMMENDATIONS

• Enhance Promotional Effectiveness

Given that discounts are highly recognized and perceived as effective by a majority of respondents, it's crucial to continue leveraging this promotional technique. Introduce more personalized discount offers based on customer preferences and purchase history. Improve communication of terms and conditions to ensure clarity and transparency, addressing the 24% who find them unclear.

• Strengthen Loyalty Programs

While participation in loyalty programs is moderate, there is potential to increase engagement. Introduce tiered loyalty rewards or exclusive perks for frequent shoppers to encourage more consistent participation. Integrate loyalty program benefits with other promotions to enhance value perception and incentivize participation.

• Optimize Digital Advertising

With a significant preference for internet and social media advertising channels, focus on data analytics to target specific customer segments effectively, maximizing ad relevance and engagement. Create engaging and interactive content in digital ads to improve informativeness and appeal, addressing the 18% who rarely find ads appealing.

• Improve Customer Engagement and Experience

To maintain and improve overall shopping experience ratings seamlessly integrate retail stores, websites, and mobile apps to provide a unified shopping experience.

Implement a robust feedback system to gather insights and continuously improve service quality and product offerings. Invest in training programs to enhance customer service skills, ensuring consistent and high-quality interactions across all touchpoints.

• Expand and Diversify Product Offerings

To cater to diverse customer preferences and increase market share stay updated with current fashion trends and quickly adapt offerings to meet changing consumer demands. Collaborate with designers or influencers to launch exclusive collections that attract and retain fashion-forward customers.

- **Improve Mobile App and Website Experience**

Given the preference for digital transactions, enhance navigation and usability of the mobile app and website to streamline the shopping experience. Ensure mobile responsiveness and fast loading times to cater to the increasing number of mobile shoppers.

- **Customer Retention Strategies**

To encourage repeat purchases and customer loyalty implement AI-driven recommendation engines to suggest products based on browsing and purchase history. Occasionally offer surprise promotions or gifts to loyal customers to enhance their shopping experience and foster brand advocacy.

- **Sustainability Initiatives**

Respondents are increasingly mindful of brands' sustainability efforts. To appeal to environmentally conscious consumers emphasize transparency in sourcing practices and promote eco-friendly product lines. Engage in community initiatives or charitable causes that resonate with customers' values.

- **Measure and Adapt Strategies**

Continuously monitor customer feedback, purchase patterns, and market trends through advanced analytics. Adopt an agile marketing strategy to quickly adapt to changing consumer behavior and market dynamics.

- **Strengthen Customer Advocacy**

Enhance existing referral programs to incentivize satisfied customers to recommend Reliance Trends to others. Leverage positive customer testimonials and reviews across digital platforms to build trust and credibility.

4.3 SUMMARY

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

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

The Reliance One Card is highly useful for the customers, which is a good incentive for repeated sales.

Despite positive feedback on promotions and advertising effectiveness, there are areas for improvement. Additionally, while discounts are effective, ensuring relevance and informativeness in advertisements can further enhance their impact. Engaging more effectively through digital platforms, especially social media, can capitalize on the monthly exposure reported by respondents.

Reliance Trends enjoys a favorable perception among consumers, with strong recognition of its promotional efforts and positive shopping experiences. By focusing on enhancing clarity in promotions, optimizing advertising strategies, and further leveraging digital platforms, Reliance Trends can strengthen customer engagement, satisfaction, and loyalty in the competitive retail landscape.

BIBLIOGRAPHY

JOURNALS AND MAGAZINES

1. Joseph L. Adan, Raquel G. Ramos (2023). Promotional Strategies and Consumers Purchase Intention on Garment Bazaar Retailers. *Open Journal of Business and Management*, 2023, 11, 613-645, pp 613 - 645.
2. M.S.Siranjeevi, Dr.K.Lavanya Latha (2022). Evaluate the effectiveness of sales promotion practices towards clothing products. *Shodhsamhita*, Volume- IX, Issue-I (II), 2022, 62 - 71.
3. Thamal De Silva, Nalin Abeysekera. (2022). Factors affecting the Effectiveness of Promotional SMS Communication in the Sri-Lankan Fashion Retail Sector. *Sri Lanka Journal of Management Studies*, Vol. 4 – Issue I, 2022 pp, 25 - 48.
4. Umesha S & Dr. S. MariGowda. (2019). Effectiveness of Promotional Strategies in Increasing Customer Satisfaction with Reference to Shopping Malls: A Study of Consumer Perception in Southern Karnataka. *IOSR Journal of Business and Management (IOSR-JBM)*, Volume 21, Issue 2. Ser. II (February. 2019), PP 66-70.
5. Sayandeep Chandra, Subhankar Mazumdar & Urja Suman . (2018). Impact of sales promotional tools on the consumers buying behaviour: Study related with apparel retailing business. *International Journal of Applied Research* 2018, 4(10), pp 23 - 29.
6. Sungha Jang, Ji Hye Kang & Junghwa Son. (2017). Promotion Effectiveness of Coupons and Reward Points by Fashion Product Categories at an Online Retailer. *Journal of Channel and Retailing* Volume 22, Number 3(July), pp 1-17, 2017.
7. Dr. K. Abdus Samad & Mr. M. Sabeerdeen. (2016). A study on effective brand promotional strategies influencing customers. *International journal of management (IJM)*, Volume 7, Issue 2, February (2016), pp 52-65.
8. Afaq Ahmed Khan, Saneela Jadoon & Naqash Ahmad Khan Tareen. (2016). Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry. *International Journal of Academic Research in Business and*

Social Sciences March 2016, Vol. 6, No. 3, pp 79 -94.

9. K.Venkateswara Raju & D. Prasanna Kumar. (2015). Promotional Offer Strategies : Their Effectiveness and Satisfaction Levels of Customers at Big Bazaar. Review of Professional Management, Volume 13, Issue 1 (January-June-2015).
10. Keller Veronika. (2010). Sales promotion as strategy and tactic among small independent retailers. Theses of Doctoral Dissertation, Szechenyi Istvan University.
11. Kumar, KM. Krishna (2006) "Consumer Perception About Promotional Strategies Adopted By Marketers: A Study with Reference to Fast Moving Consumer Goods in Kerala", PhD. Thesis, University of Calicut, April.
12. Priya, Raghubir (2005), "Framing a Price Bundle: The Case of Buy1Get Offer", Journal of Product and Brand Management, 1412, pp. 123-128.
13. Vyas, H. Preeta (2005), "Measuring Consumer Preference for Sales Promotion Schemes Through Conjoint Design in FMCG Sector", Working Paper.NO. 2005-09-08, IIM, Ahmedabad
14. Laroche, Michel et.al (2005) "Effect of Coupon on Brand Categorisation and Choice of Fast Food in China", Journal of Business Research, Vol. 58, Issue 5, May, pp. 674-686.
15. Alvarez, Begona ,Rodolfo, Vazquez, Casielles (2005), "Consumer Evaluations of Sales Promotion: The Effect on Brand Choice", European Journal of Marketing, Vol. 39, Number: 1 pp. 54 - 70.
16. Lewis, Michel (2004) "The Influence of Loyalty Programmes and Short-term Promotions on Customer Retention", Journal of Marketing Research, Vol. 41, Issue 3, Aug., pp. 339-350.
17. Anderson, T. Eric and Simester, I. Duncan (2004) "Long-Run Effect of Promotion Depth in New Versus Established Customers: Three Field Studies", Marketing Science, Vol. 23, No. 1, Winter, pp. 4-20.
18. Dawes, John (2004) "Assessing the Impact of a Very Successful Price Promotion On Brand, Category and Competitor Sales", Journal of Product & Brand Management, Vol. 13, Number 5, pp. 303-314.
19. Richard, L. Oliver and Mikhael, Shor (2003), "Digital Redemption of Coupons: Satisfying and Dissatisfying Effect of Promotion Codes", Journal of Product &

- Brand Management, Vol. 12, No.2, pp. 121-134.
20. Kureshi, Sonal and Vyas, Preetha (2002), "An Explanatory Study of Sales Promotion Activities in Toilet Soap Category: An Insight into Consumer and Retailer Perceptions", Working Paper No. 2002-07-02, IIM Ahmadabad, pp. 1-21.
 21. Chakravarti, Dipankar et.al. (2002), "Partitioned Presentation of Multi Component Bundle Prices: Evaluation, Choice and Underlying Processing Effects", Journal of Consumer Psychology, 12(3), pp. 214-230.
 22. Swait, Joffre and Erden, Tulin (2002) "The Effect of Temporal Consistency of Sales Promotions and Availability on Consumer Choice Behavior", Journal of Marketing Research, Vol. 39, Issue 3, August, pp. 304-320.
 23. Srivastava, Joydeep and Nicholas, Lurie (2001), "A Consumer Perspective of Price-Matching Retail Policies: Effect on Price Perception and Search Behavior", Journal of Consumer Research, 28, September, pp. 296-307.
 24. Vibhas, Madan and Rajesh, Suri (2001), "Quality Perception and Monetary Sacrifice: A Comparative Analysis of Discounts and Fixed Price", Journal of Product & Brand Management, Vol. 10, No. 3, PP 170-184.
 25. Smith, F. Michael and Sinha, Indrajit (2000), "The Impact of Price and Extra Product Promotions on Store Preference", International Journal of Retail and Distribution Management, Vol. 28, No. 2, pp. 83-92.
 26. Ailawadi, L. Kusurn and Nelsin, A. Scott (1998) "The Effect of Promotion on Consumption - Buying More and Consuming it Faster", Journal Of Marketing Research, Vol. 35, August, pp. 390-398.
 27. Mela F. Carl. et.al (1997), "The Long Term Impact of Promotion and Advertising on Consumer Brand Choice", Journal of marketing Research, Vol.34, May.
 28. Gould, W. Brian (1997), "Consumer Promotion and Purchase Timing: The Case of Cheese", Journal of Applied Economics, Vol.29, pp. 445-457.
 29. Kapil Bawa et.al. (1997), "Coupon Attractiveness and Coupon Proneness: A Framework for Modeling Coupon Redemption", Journal of Marketing

- Research, November, Vol. 34, pp. 517-525.
30. Sethuraman, Raj (1996), "A Model of How Discounting of High-Priced Brands Affect the Sale of Low-Priced Brands ", Journal of marketing Research, Vo1.33, Nov., pp. 399-409.
 31. Francis, J. Mulhern and Daniel, T. Padgett (1995), "The Relationship Between Retail Price Promotion and Regular Price Purchases", Journal of Marketing, Vo1.59, October, pp. 83- 90.
 32. Grover, Rajiv and Srinivasan V. (1992), "Evaluating the Multiple Effect of Retail Promotion on Brand Loyal and Brand Switching Segments", Journal of Marketing Research, February, Vol. 29, pp. 76-89.
 33. Manohar, S. et.al. (1992), "Consumer Price And Promotion Expectation: An Experimental Study", Journal Of Marketing Research, February, pp. 90- 100.
 34. Scott, Davis, et.al. (1992), " Promotion Has Negative Effect on Brand Evaluations-Or Does It? Additional Dis confirming Evidence", Journal Of Marketing Research, February, pp. 143- 148.
 35. Gupta, Sunil(1988), "Impact of Sales Promotion on When, What and How Much to Buy", Journal of Marketing Research,Vo1.25,November, pp. 342-355.

BOOKS

1. Advertising and sales promotion mix,Dr. Sreedhar P.Nair, Deepa Mathew,Publisher Prakash publication,pages:127-130
2. Marketing insights from A to Z,Kotler, Philip,2003,42
3. Marketing: an introduction,Armstrong, Kotler,2005,17
4. Gerard J.Tellis, "Advertising and Sales Promotion Strategy",pg 267-325
5. Ailawadi, K.L., and S.A. Neslin. 1998. "The Effect of Promotion on Consumption: Buying More and Consuming It Faster." Journal of Marketing Research 35, no. 3, pp. 390–8.
6. John W.Creswell and J.David Creswell;"Research Design:Qualitative, Quantative,and Mixed Methods".
7. "Research Methodology:A Step-by-step Guide for Beginners":Dr. Ranjith Kumar.
8. "Essentials of Research Design and Methodology":Geoffrey R.Marczyk.

WEBSITES

- www.reliancetrends.com
- www.ril.com
- www.livemint.com
- <http://journalofbusiness.org>
- www.researchgate.com

APPENDIX

Personal Information

1) Name :

2) Gender : Male Female Others

3) Age : Below 18 18 – 30 Above 30

General Consumption Detail

4) Which promotional techniques have you noticed Reliance Trends using?

Discount End of the season sale Coupon/Vouchers
Buy One Get One Assured Gifts/Lucky Draws Others

5) How effective do you find the discounts and sales offered by Reliance Trends?

Very Effective Effective Neutral
Ineffective Very Ineffective

6) How often do you participate in Reliance Trends loyalty programs?

Always Often Sometimes
Rarely Never

7) Is Reliance One Card beneficial to you?

Yes No

8) While making a purchase decision, which aspect do you take into consideration the most?

Offers Advertisements Pricing
Quality Brand Reputation Others

9) How clear and understandable are the terms and conditions of Reliance Trends' promotions?

Very clear Clear Neutral Unclear

10) Where have you seen or heard advertisements for Reliance Trends?

TV Ads Print Media Internet
Hoardings & Billboards Sponsorship Others

11) How frequently do you notice advertisements for Reliance Trends on social media?

Daily Weekly Monthly Rarely Never

12) Have you ever made a purchase after seeing a Reliance Trends advertisement on social media??

Yes No

13) Do you find Reliance Trends' advertisements informative and relevant?

Always Often Sometimes Rarely Never

14) How appealing do you find the visuals and messaging in Reliance Trends advertisements?

Very appealing Appealing Neutral Not appealing

15) How often do you use promotional codes or discounts mentioned in Reliance Trends advertisements??

Always Often Sometimes Rarely

16) How do you usually make purchases from Reliance Trends?

Retail Store Online via website Through the mobile App

17) How frequently do you shop at Reliance Trends?

Weekly Monthly Every few Months

Rarely

18) How long have you been shopping at Reliance Trends??

Less than 6months 6 months to 1 year 1 to 2 years

More than 2 years

19) How would you rate your overall shopping experience at Reliance Trends stores?

Excellent Good Average Poor

20) How important is it for you to stay engaged with Reliance Trends for your fashion and shopping needs?

Very important Important Neutral Not important

21) How likely are you to recommend Reliance Trends to a friend or family member?

Very Likely Likely Neutral Unlikely Very Unlikely

22) If you have any suggestions regarding the promotional strategies adopted by

Reliance Trends, please do suggest a few.