

# Promotional Campaign Analysis and its Impact on Customer Buying Behavior at Ezone

<sup>1</sup>Dr.(hc).D.M. Arvind Mallik, <sup>2</sup>Mr. Ganesh Tikari

<sup>1</sup>Assistant Professor, <sup>2</sup>PG Student,  
Post Graduate Department of Management Studies and Research Center,  
PES Institute of Technology and Management, Shivamogga-577201.Karnataka State, India

---

**Abstract:** Product consumption in India has seen drastic changes with habits as well as economic levels of consumers changing rapidly. In today's competition the core object of all corporations is to satisfy customers. It is the choice empowered to decide the fate of any product or organization. Only the companies that continuously monitor and meet changing need will win. The company has to fulfill the customers' needs because they are the ones who make purchase decisions. In order to grab customers' attention and create awareness company must undertake different sales promotional measures. So for this study the company has to understand the needs and preference of customer.

Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the heart of customer. "EZONE" has brought many changes in the buying habits of people. In this project, we will study the promotional campaign like Blind Fold Sale. The research titled 'Promotional Campaign analysis and its impact on customer buying behaviour' helps us to understand the effect of promotional strategy which is responsible for attracting customer towards Ezone. This study is helpful to top level management to improve the present promotional strategy of Ezone.

The report deals with the impact of promotional activities which attracts customer towards Ezone. The research was carried out as per the steps of Marketing Research. The well supportive objectives were set for the study. To meet the objectives primary research was undertaken. The instrument used for the data collection was structured questionnaire. The target respondents were the visitors of Ezone, with the sample size of 200 for the study of sales management of the company. Tables & charts were used to translate response into meaningful information to get the most out of the collected data. Based on those the inferences have been drawn with peer supportive data.

**Keywords:** Ezone, Promotional, Retail, Consumer behavior, attitude.

---

## 1. INTRODUCTION

"Retailing includes all the activities involved in selling goods or service to the final consumer for personal, non-business use"

-Philip kotler

An organization selling directly to final consumer-whether a manufacture, wholesaler or retailer is doing retailing. It does not matter how the goods or services are sold (by person, mail, telephone, vending machine or internet) or where they are sold (in store, on the street or in consumer's home). Retailing is the interface between the producer and the individual consumer buying for personal consumption. Retail is India's largest industry, accounting for 10% of country's GDP and around 8 percent of employment. Modern retail has entered India as seen in sprawling shopping centers, multi storied malls and huge complexes offer shopping, entertainment and food all under one roof. India has seen the concept of hypermarket coming of age. In India hypermarket operation and they are having plans to expand aggressively to all the regions of India.

Among all the global retail markets Indian retail market is the most expanding. This is owing to the absence in restriction at the entry level. So, large foreign companies can reap the benefits of economies scale by entering the green retail fields of India. The organized retail sector in India has very low contribution to the entire retail sector in the country. Hence there is ample scope for the new players to achieve success. Large young working population with average age of 24 years, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India. Large shopping malls have already mushroomed in the metropolitan cities. There still lies untapped potential in the Indian retail market.

### **History of Retailing**

Retail concept is old in India. World's first department store started in Rome. Today's kirana stores are based on manusmriti and kautilya's arthshastra. Haats, Melas, Mandis and door to door salesmen are traditional Indian retail. Retailing includes all the activities involved in selling goods and services directly to final consumer for their personal, non-business use. Retailers can be classified in terms of store retailers, non-store retailing, and retail organizations. Store retailers include many types, such as specialty stores, department stores, supermarkets, convenience stores, superstores, combination stores, hypermarkets, discount stores, warehouse stores, and catalog showrooms. These stores forms have had different longevities and are at different stages of the retail life cycle. Depending on the wheel of retailing, some will go out of the existence because they cannot compete on a quality, service, or price basis. Non-store retailing is growing more rapidly than store retailing. It includes direct selling (door-to-door, party selling), direct marketing, automatic vending, and buying services.

Much of retailing is in the hands of large retail organizations such as corporate chains, voluntary merchandising conglomerates. More retail chains are now sponsoring diversified retailing lines and forms instead of sticking to one form such as the department store. Retailers, like manufactures, must prepare marketing plans that include decisions on target markets, product assortment and services, store atmosphere, pricing, promotion, and place.

Retailers are showing strong sign of improving their professional management and their productivity, in the face of such trends as shortening retail lifecycles, new retail forms, increasing intertype competition, and polarity of retailing, new retail technologies, and many others. Wholesaling includes all the activities involved in selling goods and services to those who are buying for the purpose of resale or for business use. Wholesalers help manufactures deliver their product efficiently to the many retailers and industrial users across the nation. Wholesalers perform many functions, including selling and promotion, buying and assortment-building, bulk-breaking, warehousing, transporting, financing, risk bearing, supplying market information, and providing management services and counseling. Wholesalers fall into four groups. Merchant wholesalers take possession of the goods and include full- service wholesalers (wholesale merchants, industrial distributors) and limited-service wholesalers (cash-and carry wholesalers, truck wholesalers, drop shippers, rack jobbers, producer's cooperatives, and mail-order wholesalers). Agent and brokers do not take possession of the goods but are paid a commission for facilitating buying and selling. Manufactures' and retailer's branches and offices are wholesaling operation conducted by non-wholesalers to bypass the wholesalers. Miscellaneous wholesalers include agricultural assemblers, petroleum bulk plants and terminals, and auction companies.

Wholesalers, too, must make decisions on their target market, product assortment and services, pricing, promotion, and place. Wholesalers who fail to carry adequate assortments and inventory and provide satisfactory service are likely to be bypassed by manufactures. Progressive wholesalers, on the other hand, are adapting marketing concepts and streamlining their costs of doing business.

### **Indian Retail Industry**

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry. The Indian retail industry is the fifth largest in the world. Indian retail industry is one of the fastest growing industries in India, Especially over the last few years. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. With the growing market demand, the industry is expected to grow at a pace of 25-30% annually.

## 2. COMPANY PROFILE

Future group, led by its founder and group CEO, Mr.Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space. While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance, capital, insurance leisure and entertainment, brand development, retail real estate development, retail media and logistics.

Pantaloon Retail is the flagship enterprise of the Future Group which is positioned to cater to the entire Indian consumption space. The Future Group operates through six verticals: Future Retail (encompassing all retail business including Ezone), Future Capital (Financial Products and services), Future Brands (Management of all brands owned or managed by group companies), Future Space (Management of Retail Real Estate), Future Logistics (Management of Supply Chain and Distribution) and Future media (Development and Management of Retail Media).Future Capital Holding, the group's financial arm, focuses on asset management and consumer finance. It manages two real estate investment funds and consumer-related private equity fund, Indecision. It also plans to get into Insurance, Consumer Credit and other Consumer-related financial products and services in the near future.

### FUTURE GROUP

Future group, led by its founder and group CEO, Mr.Kishore Biyani, is one of the India's leading business houses with multiple businesses spanning across the compensation space. While retail forms the core business activity of future group, groups of subsidiaries are present in consumer of finance, capital, insurance leisure and entertainment, brand development, retail real estate development, retail media and logistics.Led by its flagship enterprise, pantaloons retail, the group operates over 12 million square feet of space in 71 cities and towns and 65 rural locations across India. Headquartered in Mumbai (Bombay), Pantaloon Retail employs around 30,000 people and is listed on the Indian stock exchanges.The idea was pioneered by entrepreneur Mr.Kishore Biyani, the CEO of Future Group.Kishore Biyani, the Managing Director of Pantaloon Retail (India) Limited and Group Chief Executive Officer of Future Group

### NATURE OF BUSINESS CARRIED

The company follows a multi-format retail strategy that captures almost the entire consumption basket of Indian customers.Presently, in too many different lines of businesses, some of which are- Home appliances, electronic gadgets, leisure and entertainment and general merchandise. The company operates multiple delivery formats. The group's specialty retail formats include sportswear retailer, Planet Sports, electronics retailer, Ezone, home improvement chain, Home Town and rural retail chain, Aadhaar, among others. It also operates popular shopping portal, Future Capital Holdings, the group's financial arm, provides investment advisory to assets worth over \$1 billion that are being invested in consumer brands and companies, real estate, hotels and logistics. It also operates a consumer finance arm with branches in 150 locations.

### EZONE:

Ezone is an electronics specialty retail format from the Future Group, offering a wide range of consumer durables & electronics goods. Ezone offers personal products like computers, laptops, handy cams, MP 3 players and mobile phones; entertainment products such as Plasma / LCD, Flat TV's, Home Theatre systems, DVD players, and Stereo systems; home products such as Refrigerators, Air Conditioners, washing machines and Microwave ovens among other kitchen related appliances.

### “Ezone” – Experience Electronics

#### **Ezone is a Part of the Group's Flagship firm, Pantaloon Retail.**

Ezone, with the catch phrase 'Experience Electronics' is an experience led lifestyle format that brings together the best in national and international consumer electronic and durables brands in a family-centric environment. Typically in excess of 12,000 square feet in size, an Ezone store truly enables to experience electronics, through three dedicated zones - Liberation Zone, Experience Zone and Home Zone.

The Kishore Biyani owned Pantaloons Retail India Private limited is planning to establish mega Ezone's a larger format of its existing electronics specialty stores in all the major cities across the country in the current fiscal. The company will make an investment of Rs 10 crore in each of these stores. Mr. Rajan Malotra, CEO of Ezone and Electronic Bazaar said

the company was planning to open mega Ezone stores in four more cities including Mumbai, Chennai and Hyderabad, in the next 4 months. The 30,000 sq feet mega Ezone store in Bangalore is the first its kind for the company which houses over 250 leading national and international electronics brands under a single roof. The company has also for the first time introduced Gen Next Zone within the mega store, dedicated for newly introduced products and the products that are yet to be introduced. This mega zone is approximately three times larger than its current format — Ezone. Pantaloons Retail India Private limited already operates 9 Ezone stores in Bangalore, which is its highest profit-making city for the company. The mega Ezone has given dedicated space to all leading brands to come together and work as partners. Although the company did not disclose the revenue model, "They are our partners here." The company operates 56 Ezones across the country including some in tier II cities like Bhubaneswar, Silliguri and Lucknow. Private label which contributes about 8-10 per cent of the company's total revenue is picking up now, and the company was expecting that this segment will contribute 15 per cent in a year's time. The company has introduced its own label under the brand name of Koryo and Sensei for most of the categories.

### 3. RESEARCH METHODOLOGY

Research design indicates a plan of action to be carried out in connection with a proposed research work. The research design is a specific presentation of the various steps in the process of research. It provides only a guidance to enable to keep track of action in order to achieve the research goals. The field of consumer research developed as an extension of the market research, focusing exclusively on consumer preferences rather than other aspects of marketing process. Marketers must know about the consumer decision making process. They should be able to design marketing strategies which influence the customer in the desired way.

#### STATEMENT OF THE PROBLEM

A study on effect of promotional strategies in electronic retailing gives a picture of various promotional strategies and their effects on purchasing decision of customers. The study also aims to understand the promotional strategies at Ezone used to retain the customers and maintain their interest towards the products.

Promotional Campaign Analysis and its Impact on Customer Buying Behavior.

#### OBJECTIVES OF THE STUDY:

1. To identify the relationship between income & frequency of visit at Ezone.
2. To identify the impact of occupation on promotional strategy.
3. To know the parameter influencing the purchase decision of the Ezone products.
4. To find out the effectiveness of promotional strategies on buying decision.
5. The study also aims to understand the promotional strategies, used to retain the customers and maintain their interest towards the products.

#### SCOPE OF THE STUDY:

The study was conducted at Ezone, Jayanagar Bangalore. The study deals with the multiple promotional strategies implemented by Ezone. It aims to understand the skills of the company in the areas like technological advancement, competition and in management.

**Research Design:** Descriptive research design was used to conduct the research. It is also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research is conducted to describe the characteristic of the group, make prediction related to particular phenomenon or estimate proportion of people inclined towards an attitude.

#### SOURCE OF DATA COLLECTION:

- **PRIMARY DATA-** Data observed or collected directly from first-hand experience. Published data and the data collected in the past or other party is called secondary data. The data was collected from the customer through questionnaires. Questionnaire was made simple so that it can be easily understood by the respondents.

- **SECONDARY DATA-** Secondary data are used means that are already available i.e. they refer to the data which have already been collected and analyzed by someone else and which have already been passed through the statistical process. Secondary data may either be published data or unpublished data. The secondary data was collected through websites, books and magazines.

#### **SAMPLING PLAN:**

Sample Size	200 respondents
Sampling Method	Convenience Sampling
Sample Unit	Customer of Ezone
Measuring Tool	Questionnaire

#### **Profile of the respondents:**

- Customer from all parts of Bangalore who visit to Ezone store.

#### **TECHNIQUES OF DATA COLLECTION:**

- 1 Simple Percentage Method
- 2 Weighted Mean Method

#### **LIMITATIONS OF THE STUDY**

- 1) The study assumed that the respondent will always be truthful and correct. But this assumption might not be true always.
- 2) The study depends upon responses of the respondents, who are believed to be giving the right information.
- 3) The accuracy of the survey and its finding depends a lot on the respondents and their responses
- 4) This sample size cannot represent the features and characteristics of the universe to its entirety.
- 5) Since the study was within a period of 10 weeks, time factor was a major constraint.

### **4. DATA ANALYSIS AND INTERPRETATION**

#### **GENDER**

<b>GENDER</b>	<b>RESPONDENT</b>	<b>PERCENTAGE</b>
Male	170	85
Female	30	15
Total	200	100

Table: Representing Gender

**INTERPRETATION** -From the above analysis it is understood that majority of respondents 85% (170) are male.

#### **AGE OF THE RESPONDENT**

<b>AGE</b>	<b>RESPONDENT</b>	<b>PERCENTAGE</b>
Under 25	55	27.5
26 – 34	60	30
35 – 54	50	25
55 and above	35	17.5
Total	200	100

Table: Representing Age

**INTERPRETATION**-From the analysis we can say that the maximum percentage of respondent 30% (60) lies between 26 – 34 age group.

**EDUCATION**

EDUCATION	RESPONDENT	PERCENTAGE
Graduate	80	40
Post Graduate	65	32.5
Professional	31	15.5
Others	24	12
Total	200	100

Table: Representing Education

**INTERPRETATION-**From the above analysis 40% (80) majority of the respondents is Graduate.

**OCCUPATION**

OCCUPATION	RESPONDENT	PERCENTAGE
Student	36	18
Business	60	30
Professional	52	26
Government Employee	24	12
Others	28	14
Total	200	100

Table: Representing Occupation

**INTERPRETATION-**From the analysis it is evident that the majority of respondent 30% (60) were the group of business.

**INCOME**

INCOME (Rs)	RESPONDENT	PERCENTAGE
Below Rs10000	44	22
Rs10000 – Rs30000	54	27
RS31000 – Rs50000	41	20.5
Rs51000 –Rs75000	27	13.5
Rs76000 and above	34	17
Total	200	100

Table: Representing Income

**INTERPRETATION-**From the above analysis, majority of the respondent 27% (54) income level lies between Rs10000 – Rs30000.

**Overall distribution of demographic profile-**

OVERALL DISTRIBUTION	PERCENTAGE
Gender (Male)	85
Age (26-34)	30
Education (Graduate)	40
Occupation (Business)	30
Income (Rs10000-Rs30000)	27

Table No.: Representing Overall Distribution

**INTERPRETATION-**From the above table it is evident that 85% respondents are male,30% of respondent lies between the age 26-34, 40% of respondent are Graduate, 30% of respondent are businessmen,27% of respondent income level lies between Rs10000-Rs30000.

#### How often do you shop for your electronic needs?

	RESPONDENT	PERCENTAGE
Once in 5 year	18	9
Once in 2 year	45	22.5
Once in a year	68	34
Once in 6 month	69	34.5
Total	200	100

Table: Representing Frequency of Purchase

**INTERPRETATION** -From the analysis it is clear that 34.5% (69) respondent often shop for their electronic goods.

#### Source by which customer comes to know about Ezone

SOURCE	RESPONDENT	PERCENTAGE
Newspaper	56	28
Hoardings	21	10.5
Internet	65	32.5
Television	13	6.5
Radio	20	10
Friends	25	12.5
Total	200	100

Table No.: Representing Source to know about Ezone

#### INTERPRETATION

From the analysis we can understand that 32.5% (65) of respondent will come to know about Ezone by the source of internet.

#### Are you aware of promotional offers of Ezone?

	RESPONDENT	PERCENTAGE
Yes	98	49
No	102	51
Total	200	100

Table: Representing Aware of Promotional Offer

#### If yes, please specify

	RESPONDENT	PERCENTAGE
Blind Fold Sale	39	39.7
Smart Swap	19	19.3
Limited Period Offer	28	28.5
Others	12	12.5
Total	98	100

**INTERPRETATION**-From the analysis it is evident that 39.7% (39) are known about Blind fold sale offer and 28.5% (28) are known about limited period offer and 28.5% (28) know about limited period offer and aware of promotional offers of Ezone.

#### Does offer lure customer to make impulse purchase.

IMPULSE PURCHASE	RESPONDENT	PERCENTAGE
Strongly Agree	43	21.5
Agree	87	43.5
Neutral	33	16.5

Disagree	19	9.5
Strongly Disagree	18	9
Total	200	100

Table: Representing Impulse Purchase

**INTERPRETATION-**From the above analysis it is evident that 43.5% (87) respondent agrees that offer given by Ezone lure them to make impulse purchase.

**When you think of good offer which electronic store comes first to your mind?**

	RESPONDENT	PERCENTAGE
Croma	58	29
Girias	31	15.5
Vivek's	11	5.5
Next	16	8
Pai International	8	4
Unilet	6	3
Reliance Digital	25	12.5
Ezone	45	22.5
Total	200	100

Table: Representing Respondent Selection

**INTERPRETATION-**From the above analysis it is evident that 29% (58) respondent thinks Croma outlet always top their mind when asked for which store comes first to your mind, Ezone followed by Girias.

**What are the reasons for you going to store other than Ezone?**

	RESPONDENT	PERCENTAGE
Variety of Brand	80	40
Offer	51	25.5
After sale service	10	5
Good ambience	31	15.5
Good service	19	9.5
Convenience	9	4.5
Total	200	100

Table No.: Representing Reasons to go other than Ezone

**INTERPRETATION-**From the above analysis it is evident that 40% (80) respondent reasons to go to store is variety of brands and 4.5% (9) respondent go to store for convenience.

**What are the factors which affects customer electronic purchase? Rank according 1-5 (1- HIGHEST 5- LOWEST)**

SI No	RANK	PARTICULARS	WMS	RATINGS
1	Tech Upgrade	$\frac{26*5+57*4+51*3+36*2+30*1}{200}$	3.065	2
2	Need for Gadget	$\frac{33*5+34*4+63*3+42*2+28*1}{200}$	3.01	3
3	Family Pressure	$\frac{36*5+57*4+50*3+36*2+21*1}{200}$	3.255	1
4	Status	$\frac{23*5+43*4+62*3+43*2+29*1}{200}$	2.94	4

Table: Representing Factors which affect electronic purchase



**INTERPRETATION**-From the above weighted mean score it is evident that the major factor affects 3.255 from family pressure to purchase electronic goods, followed by Tech Upgrade, followed by Need for gadget.

**As soon as customer enters the store in which order customer would like to see the products? (1- HIGHEST 5- LOWEST)**

SI No	RANK	Particulars	WMS	RATINGS
1	Panel	$36*5+46*4+42*3+41*2+35*1$ 200	3.035	2
2	Mobile	$23*5+32*4+53*3+51*2+41*1$ 200	2.725	5
3	Laptop	$26*5+38*4+42*3+59*2+35*1$ 200	2.805	4
4	Cameras	$35*5+26*4+61*3+52*2+26*1$ 200	2.96	3
5	Home Appliance	$43*5+53*4+37*3+40*2+27*1$ 200	3.225	1

Table: Representing Product Patterns

**INTERPRETATION** -From the above table we can observe that most of the customers like to see home appliances first when they enters into the store whose weighted mean score is the highest in our tabulation i.e. 3.225

**How did Customer find the layout of the store?**

STORE LAYOUT	RESPONDENT	PERCENTAGE
Excellent	13	6.5
Very Good	58	29
Good	78	39
Average	27	13.5
Poor	24	12
Total	200	100

Table: Representing Store Layout

**INTERPRETATION**

From the above analysis it is evident that the majority of the respondent 39% (78) says Good store layout and 6% (13) says excellent store layout.

**Price offered by Ezone is Reasonable and Affordable**

PRICE OFFERED	RESPONDENT	PERCENTAGE
Strongly Agree	18	9
Agree	61	30.5
Neutral	56	28
Disagree	33	16.5
Strongly Disagree	32	16
Total	200	100

Table: Representing Price Reasonable and Affordable

**INTERPRETATION**- From the above analysis it is evident that 30.5% (61) respondents Agree and thinks price offered by Ezone is Reasonable and Affordable.

**Rate the promotional campaign of Ezone. (5- HIGHEST 1- LOWEST)**

SI No	ATTRIBUTES	PARTICULARS	WMS	RATINGS
1	Blind Fold Sale	$33*5+73*4+48*3+39*2+7*1$ 200	3.43	1
2	Smart Swap	$17*5+59*4+83*3+38*2+3*1$ 200	3.245	2
3	Limited Period Offer	$7*5+43*4+89*3+59*2+2*1$ 200	2.97	4
4	Wedding Campaign	$13*5+51*4+69*3+63*2+4*1$ 200	3.03	3
5	Others	$3*5+23*4+69*3+103*2+2*1$ 200	2.61	5

Table: Representing Attributes

**INTERPRETATION**-Most of the customers (3.43) rated first as blind fold sale is very good promotional campaign compared to other campaign of Ezone.

**Attributes that Attracts most in Ezone**

SI No	RANK	5	4	3	2	1	WMS	RATINGS
1	Price	12	63	67	49	9	3.1	2
2	Quality	10	61	71	42	16	3.035	3
3	Service	3	80	60	50	7	3.21	1
4	Product Variety	15	42	76	61	6	2.995	4
5	Offers	13	47	62	64	14	2.905	5

Table: Representing Attributes of Ezone

**INTERPRETATION**

From the above table it is evident that service (3.21) that attracts most in Ezone followed by price factor and quality of the product.

**Classification on the basis on promotional awareness about “product and offer”**

PROMOTIONAL AWARENESS	RESPONDENT	PERCENTAGE
Yes	72	36
No	128	64
Total	200	100

Table: Representing Promotional Awareness

**If no, how would you like to get information?**

AWARENESS	RESPONDENT	PERCENTAGE
Tele Calling	23	18
Letter Mail	49	38.5
SMS	45	35
Pamphlets	11	8.5
Total	128	100

**INTERPRETATION**

From the above analysis it is evident that 64% (128) say No and 38.5% (49) respondent prefer Letter Mail is best source to get information followed by SMS.

**Classification of customer that they wait to make electronic goods purchase.**

WAIT FOR OFFERS	RESPONDENT	PERCENTAGE
Definitely Not	18	9
Probably Not	44	22
Neither Yes or No	69	34.5
Probably Yes	32	16
Definitely Yes	37	18.5
Total	200	100

Table: Representing customer wait for offers

**INTERPRETATION**

From the above analysis it is evident that 34.5% (69) respondent says Neither Yes or No to wait for the offer to make purchase electronic goods.

**Classification on the basis of online shopping**

ONLINE SHOPPING	RESPONDENT	PERCENTAGE
Yes	94	47
No	106	53
Total	200	100

Table: Representing Online Shopping

**INTERPRETATION**

From the above analysis it is clear that 53% (106) don't know to online shopping.

**Classification on the basis of participation in Ezone contests [www.facebook.com/Ezone](http://www.facebook.com/Ezone)**

	RESPONDENT	PERCENTAGE
Yes	36	18
No	164	82
Total	200	100

Table: representing online contests of Ezone

**INTERPRETATION**

From the above analysis it is evident that 82% (164) respondent don't know to participate in contests on [www.facebook.com/Ezone](http://www.facebook.com/Ezone)

**Classification on the basis of process of selling that customer find more convenient**

	RESPONDENT	PERCENTAGE
Direct Selling	80	40
Indirect Selling	62	31
Online Selling	43	21.5
Others	15	7.5
Total	200	100

Table: Representing process of selling

**INTERPRETATION**

From the above analysis it is evident that 40% (80) respondent says that Direct Selling is more convenient.

### Classification on the basis of communication gap between the Advertisement and real offer at store

	RESPONDENT	PERCENTAGE
Yes	68	34
No	132	66
Total	200	100

Table: Representing Communication Gap

### INTERPRETATION

From the above analysis it is evident that 66% (132) respondent feels there is No Communication Gap between the advertisement and real offer at store.

### 5. FINDINGS

- There is a significant relationship between the buying behavior of customer and promotional offer
- Among 200 respondent maximum number of respondents came to know about offer from newspaper and TV advertisement. This indicates that these two are the main source of communication for the promotion.
- There is awareness of blind fold sale among the customer 39% and they wait for this program for shopping at Ezone.
- Out of 200 respondents 43% (87) agreed that their purchasing decision is highly influenced by offers, which leads them to impulse purchasing.
- Respondents are more conscious about the product and offer parameters. Thus, it is suitable for all class of customers to buy electronic goods.
- Among 200 respondents only 47% know online shopping and rest 53% don't know online shopping.
- 82%(200) of total respondents doesn't know to participate on contest on [www.facebook.com/ezone](http://www.facebook.com/ezone)
- Among 200 respondent 66% feels that there is no communication gap between advertisement and real offer.
- Highest number of respondents 34% (69) says the frequency of purchase at Ezone is once in 6 months.
- The major factors which affects customer electronic purchase from family pressure.
- The majority of the respondents 39% feel the store layout is good.

### 6. SUGGESTIONS/ RECOMMEDATION

- The company is now mainly focusing on the Push strategy for promotion. Since the competition is strengthening, Pull strategy also can be used along with this.
- Ezone should keep offer in regular intervals so that there should not be a long-term gap, because offer is the most influencing factor which is responsible for customer purchase decision
- To encourage repeated purchases, Ezone can take many short-term actions such as price promotions, coupons, displays, and repetitive advertising.
- They should also concentrate on increasing the frequency of showing TV advertisement and hoarding should be placed in uncovered area.
- Ezone should conducted different contest for the customer who visits regularly as one of the promotional strategies of the products.
- In store advertising can be designed to increase the number of spontaneous buying decision. Studies revealed that nearly 70% of all buying decisions are made in the store.
- Admissibility of brand ambassadors plays an important role in the advertising campaign. Presently Ezone is not having a brand ambassador for the promotion.

## 7. CONCLUSIONS

The consumer preferences are changing and they are moving from traditional shop to modern retail outlet. It's the main challenge to modern retail outlets to attract the customers towards them from that of competitors. To attract more customers Ezone have to carry out the promotional activities in unique way and has to maintain that uniqueness and succeeded in attracting customers. The promotional activity of the company, which is famous as 'Blind Fold Sale' is made its place in minds of customer. Among them Sales Promotion is one of the leading activity or unique among all others activities and has high influence on the customer walk-in.

## REFERENCES

- [1] Marketing Management by Tapan K. Panda, 2<sup>nd</sup> Edition, Excel Publication; Page No. 13- 121.
- [2] Principles of Marketing by Philip Kotler, 10<sup>th</sup> Edition/2003, Pearson Education; Page No. 1-76 & 211-251.
- [3] Human Resource Management- Text & Cases- by K. Ashwatappa, 5<sup>th</sup> Edition, Tata McGraw Hill; Page No.143-230.

### Websites Referred:

- [4] <http://www.pantaloonretail.in/business/ezone>
- [5] <http://www.futuregroup.in/about-us/strategy>
- [6] <http://www.pantaloonretail.in/promotions/e-catalogues-retail>
- [7] <http://www.cosmos-mail.com/products/electronics/ezone>
- [8] [http://www.futurebazaar.com/ezone\\_offers](http://www.futurebazaar.com/ezone_offers)