

CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Mr. Antaryami Brahma**, bearing university registration no: **2206258101** of 2022-24 batch, has completed his/her summer internship at **Max Fashion** (organization name) from Dt:**02/09/23** to **03/10/23** under the supervision of **Mr. Santosh ku. Raulo** (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Internal Guide

Place: Bhubaneswar

Name:

Designation



Dated: **4th October, 2023.**

TO WHOM IT MAY CONCERN

This is to certify that **Antaryami Brahma** of **(BIITM)** had undergone internship project on **“Store Operations”** from **1st September to 3rd October 2023.**

During this period, we found him to be very sincere and hardworking. We wish him all the very best and a very happy career ahead.

Thanking you,
Yours truly,

A handwritten signature in black ink, appearing to read 'Silva Sarkar'.

Silva Sarkar
(Regional Manager-HR)



Lifestyle International Pvt. Ltd.
Max Retail Division,
P S Srijan Corporate Park, Tower -I, 19th
fl-floor, Block - GP, Salt Lake City, Sector-
V, Kolkata-700091, West Bengal Phone:
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DECLARATION

I, Mr **Antaryami Brahma** Bearing university registration no.**2206258101** (2022-24 batch), hereby declare that the project report titled ...” **A STUDY ON THE EFFECTIVENESS OF PROMOTION AND ADVERTISMENT ON MAX FASHION**” is based on my internship at Max Fashion (organization name), during the period **02/09/23** to **03/10/23** and is an original work done by me under the supervision of **Mr. Santosh ku. Raola** (Corporate Guide) and **Dr.Ankita Agarwal** (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: BERHAMPUR

Signature

ACKNOWLEDGEMENT

I would like to express my gratitude to my Mentor Dr. Ankita Agarwal who has given me the opportunity to prepare this Summer Internship Report, for her kind co-operation and encouragement which help me in completion of this Summer Internship Report .

I am thankful to her for her motivational support and guidance with the help of which I could make my Summer Internship Report successfully. I am thankful to Mr. Santosh Sahoo (Store Manager) of Max Fashion and My Company Guide Mr. Santosh Raulo (Department Manager) of Max Fashion for their motivational support and guidance with the help of which I could make my summer internship report successfully. My thanks and appreciations also go to my colleague in developing the Report and people who have willingly helped me out with their abilities.

Last but not the least I would like to thank all the faculty members, company officials, my family and friends for the constant support.

Date:

Place: BERHAMPUR

Antaryami Brahma

PREFACE

Internship is the last step of a student's academic career. For a student of Business Management, it is essential for the complete understanding of the concepts learned from formal education. There remains a huge gap between academic learning and the implementation of that hypothetical knowledge in the practical world of modern business and commerce. Internship can compensate this wide gap as it brings opportunities for a student to comprehend the main trends of business activities. In completing this report I have intended to provide a combination of theoretical approaches and methods of implementing them in the world of business. I have tried to discover the relationship between theoretical and practical type of knowledge. I have tried to bridge the gap between theoretical assumptions and practical necessities. During the entire course of our academic study we remain engaged in theoretical learning where the primary objective is academic success. A concise knowledge of the modern business field which can only be attained through the practical implementation of hypothetical ideas, which we learn from our academic activities. With these objectives, I have tried my level best to eliminate errors from the report. As I had to complete my internship within a short period of time so the study admits its limitations.

EXECUTIVE SUMMARY

The internship is an integral part of the Retail Industry. The organization that choose for my Internship project is Max Fashion Retail Ltd, Berhampur. This four-week period of my internship in such a huge organization gave me a real time exposure to know about the organizational working process, I have collected various types of high value customer data with the help of my company guide Mr. Santosh Raulo (Department manager) and he gave me a lot of knowledge how to talk with the customer how to properly display the products to attract customers.

The basic objectives of my study were:

- To know about basic of Retail industry
- To analyze the effectiveness of various promotional activities.
- To know more about the Customer.
- To know how retails takes place.

Main summary in this project is to know about the retail industry is growing day by day. I came to know with the help of my colleague and secondary data

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CHAPTER 1

INTRODUCTION

INTRODUCTION TO RETAIL

The retail industry is a diverse and dynamic sector of the economy that involves the sale of goods and services to consumers. It encompasses a wide range of businesses, from small local shops to large multinational chains. Retailers act as intermediaries between manufacturers or suppliers and consumers, providing a crucial link in the distribution and supply chain.

Types of Retailers:

There are various types of retailers including:

- Brick-and-mortar stores
- E-commerce platforms
- Department stores
- Supermarkets
- Convenience stores
- Specialty shops

I. Brick-and-mortar stores:

The term "brick-and-mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents.



Note: Reference Image supporting example.

Types of Brick-and-Mortar Stores

- **Convenience Stores**
- **Groceries**
- **Specialty Stores**
- **Department Stores**

II. E-commerce platforms:

- An ecommerce platform is the content management system (CMS) and commerce engine websites use to manage catalogued products, register.
- Purchases and manage a user's relationship with an online retailer. It doesn't matter if your business is large or small, B2B or B2C, selling tangible goods or providing remote services.



III. Department stores:

A large retail store carrying a wide variety of merchandise and organized into various departments for sales and administrative purposes.



Note: Reference image supporting examples.

IV. Supermarkets:

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections.



V. Convenience stores:

A convenience store, bodega, convenience shop, corner store or corner shop is a small retail store that stocks a range of everyday items such as Coffee, groceries, fruits, vegetables, snacks, confectionery, soft drinks, ice creams, tobacco products, lottery tickets, over-the-counter drugs, toiletries, newspapers and magazines

VI. Specialty shops:

A specialty store is a shop/store that carries a deep assortment of brands, styles, or models within a relatively narrow category of goods. Furniture stores, florists, sporting goods stores, and bookstores are all specialty stores. Specialty stores compete with other types of retailers such as department stores, big box stores, general stores, supermarkets and variety stores.

RETAIL INDUSTRY ANALYSIS:

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment.

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India.

The Indian retail sector can be broadly classified into:

A)FOOD RETAILERS:

There are large number and variety of retailers in the food-retailing sector. Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector. In comparison, super markets account for a small proportion of food sales in India. However the growth rate of super market sales has been significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

B. HEALTH & BEAUTY PRODUCTS:

Its growth in income levels, Indians have started spending more on health and beauty products. Here also small, single-outlet retailers dominate the market. However, in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products.

C. CLOTHING & FOOTWEAR:

Numerous clothing and footwear shops in shopping centers and markets operate all over India. Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

D.HOME FURNITURE & HOUSEHOLD GOODS:

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products.

However, there is considerable potential for the entry or expansion of specialized retail chains in the country.

E. DURABLE GOODS:

The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

F. LEISURE & PERSONAL GOODS:

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.

PLAYERS OF RETAIL INDUSTRY:

Some of the leading players in organised retail market:

1. Pantaloon Retail.
2. K Raheja Group.
3. Tata group.
4. Reliance.

1. PANTALOON RETAIL:



The flagship company of Future Group, Pantaloon Retail operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India and employs over 30,000 people. It can boast of launching the first hypermarket Big Bazaar in India in 2001. The company also operates in other retail segments such as - Food & grocery (*Big bazaar, Food bazaar*), Home solutions (*Hometown, furniture bazaar, collection-i*), consumer electronics (*e- zone*), shoes (*shoe factory*), Books: music & gifts (*Depot*), Health & Beauty care services (*Star, Sitara* and *Health village* in the pipeline), e-tailing (*Futurbazaar.com*), entertainment (*Bowling co.*) The turnover this year was 12500 crores.

2. K RAHEJA GROUP:



They forayed into retail with Shopper's Stop, India's first departmental store in 2001. It is the only retailer from India to become a member of the prestigious Intercontinental Group of Departmental Stores (IGDS). They have signed a 50:50 joint venture with the Nuance Group for Airport Retailing. Shoppers Stop has a national presence, with over 2.05 million square feet area across 39 stores in 17 cities. It has also introduced new formats in the market viz HomeStop – the exclusive home furnishings, décor as well as furniture store and HyperCity– a premium shopping destination for Foods, Homeware, Home Entertainment, Hi-Tech Appliances, Furniture, Sports, Toys & Fashion. Other format of the company includes -- Crossword Book Store, Mothercare & Early Learning Centre (ELC), Estee Lauder group , Airport Retailing, TimeZone Entertainment. The turnover this year was 1570 crores.

3. TATA GROUP:



Established in 1998, Trent - one of the subsidiaries of Tata Group - operates Westside, a lifestyle retail chain and Star India Bazaar - a hypermarket with a large assortment of products at the lowest prices. In 2005, it acquired Landmark, India's largest book and music retailer. Tata's has also formed a subsidiary named Infiniti retail which consists of Croma, a consumer electronics chain. Another subsidiary, Titan Industries, owns brands like "Titan", the watch of India and Tanishq, the jewellery brand. Sales turnover was 197.13 crore in December 2010.

4 RELIANCE:



The company owns more than 560 Reliance Fresh stores and recently it has also launched Reliance Mart Hypermart. The company further plans to launch its hypermart in Delhi / NCR, Hyderabad, Vijayawada, Pune and Ludhiana region. The turnover was 4500 crores for this year.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Over 200 stores across 15 countries. In India the brand in the next 2 year, will take its current store count of 100 MAX offers fashion clothing, footwear, accessories and household products at amazing value, all under one roof. Launched in UAE in May 2004, max is today the largest value fashion retail chain in the Middle East. Max caters to the mid-market section of the population. With 150 stores across UAE, KSA, Jordan, Kuwait, Bahrain, Qatar, Turkey, Egypt, Yemen & India, MAX plans to expand its network in more potential markets within the Middle East & Beyond. With stores that typically measure 18,000 30,000 sq. ft. MAX retails private label clothing for men, women, and children as well as footwear and home accessories. A great shopping experience with fashionable product at superb value is an assurance that makes MAX customers "LOOK GOOD. FEEL GOOD".

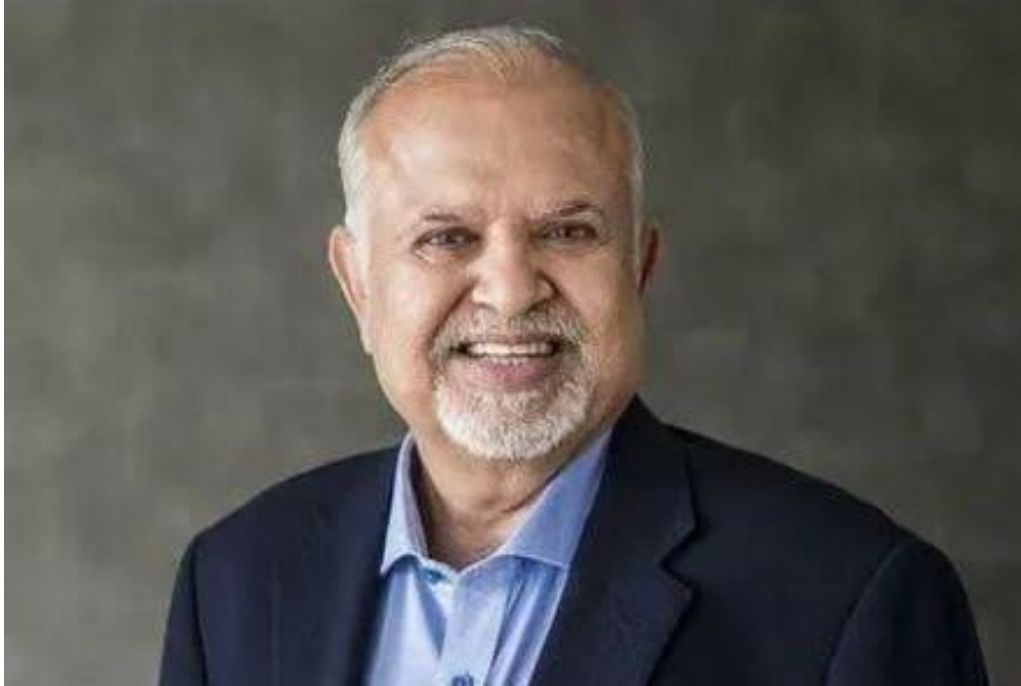
Leadership Of The Group

A visionary, dynamic and hands-on leadership guides Landmark every step of the way



Always look ahead, build today to achieve tomorrow

For over 20 years, Renuka has guided the Group's corporate strategy and grown our fashion and hospitality businesses. She led our strategic expansion into new countries, launched the Landmark International franchise division, initiated our E-commerce platform and driven the Group's CSR initiative.



Mickey Jagtiani

Founder Chairman of Landmark Group

"Carefully listen, constantly adapt and always deliver. Mickey Jagtiani A constant innovator, Micky has created and led more than 27 diverse brand concepts. He has spearheaded the growth of the Landmark Group across different regions, with insight, conviction and a passion for excellence. Micky leads by example and inspires a culture of integrity

Leadership Team

Some more important members who are in the Landmark Group



Manu Jeswani

Group Director-Landmark Group Since 1978 Manu has built the Middle East's largest footwear brand portfolio, while spearheading Centre point and the Property Division.



Kabir Lumba, the new CEO for Landmark Retail

Kabir Lumba

Chief Executive Officer - Landmark Retail Since 2004

Kabir leads the Max business and is based in Dubai. He also supports the group across a broad portfolio of responsibilities.



Aarti Jagtiani

Group Director - Landmark Group Since 2005

Aarti Jagtiani leads the direction and corporate strategy for Landmark Group as a Board member. As Group Director for Home Centre, Home Box and Babyshop, Aarti plays a key role in driving growth and innovation across the brands.



Nisha Jagtiani

Group Director - Landmark Group Since 2005 Nisha serves on the Board of the Landmark Group overseeing the strategic vision for the Group's people agenda. Nisha launched the Landmark Happiness Movement in 2017 and drives Beat Diabetes, the Group's flagship CSR initiative.



Rahul Jagtiani

Group Director- Landmark Group Since 2012

Rahul is closely involved in the strategic development of the Group's retail digital business in the Middle East and India. As Group Director for Digital, he leads the Group's ecommerce business and digital functions including Technology, Analytics and Loyalty.

KEY FACTS ABOUT MAX INDIA

1. Landmark Group (Dubai) launched the first Max store Indore in March 2006.
2. Contemporary fashion at affordable price.
3. International design & ambience.
4. Average store size 18,000 sq. ft.
5. Family store with core Target audience between 18-35 years.
6. 111 stores functional by the company.

MILESTONE OF COMPANY

- In year 06-07 MAX started and in that year we did 27 cr. From then to now in year 13-14 the sales are estimated to be Rs. 2000 cr.
- More than 100 Location.
- One million sq.ft (Retail space)

DETAILS OF ORGANISATION:



INTRODUCTION:

Max is a fashion brand offering customers a one stop shop for clothing, accessories and footwear needs for the entire family. Max, a part of \$5 billion Dubai based Landmark Group, has pioneered the concept of value fashion in India. In 2014 it was India's fastest growing fashion brand and in terms of size, it contributed one fourth of the Landmark Group's revenue as of 2014. Max Fashion currently operates around 145 stores in the country and it plans to open 50 more stores in 2016-17.

HISTORY:

Max was launched in early 2004 in the Middle East. Over the past 11 years the brand has grown to become the largest value fashion brand in the region. It currently has more than 300 stores across the across 16 countries viz. India, UAE, Saudi Arabia, Kuwait, Jordan, Bahrain, Qatar, Oman, Turkey, Lebanon, Egypt, Yemen, Sudan, Nigeria, Libya and Tanzania. Max inaugurated its first store in India in 2006. The business model includes a very strong in-house private label working with an in-house team of designers. It plans to open 30 new outlets in India annually.

THE ORGANISATION:



Founded in 1973 with a single store in Bahrain the Landmark Group has successfully grown into one of the largest and most successful retail and hospitality conglomerates in the Middle East, Africa and India. Consistently striving to deliver exceptional value, Landmark Group has over 55,000 employees, operates over 2,200 outlets, occupying over 30 million sq. ft. across 21 countries. The Group provides a value-driven product range for the entire family through a diverse portfolio of 57 brands - constituting 27 own brands and 30 franchise brands.



Landmark Retail Portfolio Landmark Retail operates several home-grown and franchise brands, across diverse categories.

Categories: Fashion, Footwear, Home décor, Lifestyle, Electronics, Sporting Goods, Beauty. **Centrepoint** a destination bringing together the Group's four core retail brands),

Babyshop (one-stop destination for kids between 0-16 years), **Splash** (multi-brand fashion retailer), **Lifestyle** (home décor, fashion accessories, beauty products, gifts and much more) **ShoeMart** (multi-brand footwear and accessories store) **Max** (value fashion and footwear store) **Iconic** (fashion, art, make up, and gadgets), **Sports One** (multi-brand, multi-category sporting goods retailer), **Shoexpress** (value footwear and accessories store) **Home Centre** (a complete home experience), **Home Box** (value furniture & home furnishings), **Emax** (large format electronics store) **Landmark International** (a division that includes international franchise brands – New Look, Koton, Reiss, Lipsy and Yours), and **Shoe Mart International Footwear Division** (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Dumond, Nose, Steve Madden, BLOCCO 31, Aerosoles and Carpisa).

In India, MAX was established in the year 2006 with its first store in Indore. Now, Max has around 105 stores across 45 cities with over 3500 employees. The store ambience offers an international shopping experience making shopping for the entire family an absolute delight. Max focuses on strong visual elements at the store for engaging customers while they are in store. The stores are designed for easy navigation with distinct category display to facilitate customers in easily locating product they are looking for. The target audience for Max India is primarily is contemporary middle class family and young working couples within the age group of 25 to 35 yrs. As Max has positioned itself as a youth brand, it also targets teenagers and college students within the age group of 18 to 24 years.

Max is reaching out to customers in Tier II towns through brand initiatives like Max Fashion Icon which addresses the aspirations of the stylish youth of the city and Max Little Icon which captures the interest of family oriented markets. 'Landmark Rewards' in a unique loyalty program, with current membership base of over 3.8 million customers, has emerged as one of India's leading loyalty programs offering customers rewards and exclusive benefits. It helps the loyal customers to get more value every time they shop at Landmark Group outlets.

Max has its footprints in Mumbai, Delhi/NCR, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Bhopal, Indore, Kochi, Lucknow, Bhubaneswar, Jaipur, Jabalpur, Nagpur, Raipur, Surat, Vadodara, Gangtok, Ranchi, Siliguri, Agra, Allahabad, Amritsar, Bareilly, Chandigarh, Dehradun, Varanasi, Calicut, Coimbatore, Hubli, Kannur, Madurai, Mangalore, Mysore, Pondicherry, Thrissur, Trichy, Trivandrum, Vizag, Jammu, Vijayawada, Kanpur & Udaipur.

OUR VISION:

To be among the top three retail players in three of the fastest growing retail market in the world (Middle East, India, China).

OUR MISSION:

- To carefully listen
- To constantly adapt
- To always deliver

OUR VALUES:

- Passion for excellence.
- Integrity in everything we do.
- Empowering people to strive and deliver.
- Adapting to changing market and customer needs

SWOT ANALYSIS OF MAX FASHION:

STRENGTHS

1. Strong on positioning.
2. Correctly identifying its target group and not veering from it is what worked in Max favour.
3. Globally Spread across in 17 countries.
4. 98% of private label enables Max to have better control over operation, planning and supply chain.
5. Being a private label, they can discount way they want. This helps them in liquidating on a monthly basis through mark down counters retail success story for over 40 years.
6. The systems and process are inherited.
7. The flexibility within the fixed framework is an advantage. Max has other foreign brands that have to follow Strictly international cuts, design protocol and norms
8. Max fashion India reports shrinkage of 0.3%, among the lowest in industry
9. Parent company supports them with design trends, this enables them to offer must wider and sharper range in terms of pricing
10. Development and Innovation are high at Max fashion with regard to its products and consumer preference and lifestyle change which keep it ahead of its direct competition
11. Reputation for value of money (competitive pricing), convenience and a wide range of product all in the single store

WEAKNESS:

1. Brand awareness- They have loyal customer but failing to attract new customer.
2. 30% (yearly) Attrition for the front end staff, which is an industry wide problem.
3. Not engaged in aggressive marketing
4. Max India has to catch up with the bench mark set by Max Dubai in terms of stock turns.
5. Compare to other competitor every day low pricing is not there.

OPPORTUNITIES:

1. Max has started increasing fashion quotient with an emphasis on fast fashion, it's something Max will be able to achieve with ease since it's already reputed for impressive stock turns.
2. Landmark Group is helping Max India to leverage its loyalty program for better understanding of customer needs and increasing the customer base.
3. Max has started with a new concept called- Easy Buy. They intend to penetrate rural market with this concept.

4. Their recent success has enable them to open more store in Orissa that would enable them to increase their footfall.
5. There still exist many commercial catchment areas in Odisha wherein they canopen new store.
6. Opening of many new malls with benefit them as they can open their store inmalls where they find most of their target customer.
7. Evolving consumer preference.

THREATS :

1. Being a number one retail in India means that Max fashion are the target of competition (extra competition and new competition entering the market could unsteady Max fashion).
2. Have to detail with Absconding cases.
3. Staff's moments- because of high attrition rate, new employees are recruited ona regular basis; they take time to adjust to store environment and understandingthe operations. This leads to discontinuity in the work flow.
4. The company has to regularly pour in money for the training of new employ

MAX BERHAMPUR



Max Berhampur is huge which includes entrance and exist of the store, the three windows and baggage counter. It is of three floors,

Ground Flour: Perfume and Cosmetics, Jewelry, Fashion Accessories, Women's Western Wear, Women's Footwear, Handbags, Tailor room, Trial room, Security point.

1st Flour: Women's Western Wear, Kids Wear, Kids Accessories, Kids Bag pack, Kids Footwear, Lingerie's, Trial room.

2nd Flour: Men's Formal Wear, Men's Casual Wear, Men's Accessories, Men's Innerwear, Bag pack, Men's Footwear, Warehouse, Fun zone, Trial room, Washroomand Brands Products.

CHAPTER 3

COMPETITOR

ANALYSIS

COMPETITION ANALYSIS:

1. SHOPPERS STOP:

Shoppers Stop began by operating a chain of department stores under the name—Shoppers‘ Stop in India. Shoppers Stop has 74 stores across 35 cities in India. Specifically, Shoppers Stop stores retails clothing, accessories, handbags, shoes, jewelery, fragrances, cosmetics, health and beauty products, home furnishing and decor products. Shoppers Stop launched its e-store with delivery across major cities in India in 2008. The website retails all the products available at Shoppers Stop stores, including apparel, cosmetics and accessories. Shoppers Stop opened stores in Amritsar, Bhopal and Aurangabad.

2. TRENT GROUP- WESTSIDE:

The Westside stores have numerous departments to meet the varied shopping needs of customers. These include Menswear, Women ‘s wear, Kid ‘s wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, lingerie, and Gifts. The company has already established 36 Westside departmental stores (measuring 15,000-30,000 square feet each) in Ahmedabad, Bangalore, Chennai, Delhi, Gurgaon, Ghaziabad & Noida(to be considered as 1 city), Hyderabad, Indore, Jaipur, Kolkata, Ludhiana, Lucknow, Mumbai, Mysore, Nagpur, Pune, Rajkot, Surat, Vadodara and Jammu. The company hopes to expand rapidly with similar format stores that offer a fine balance between style and price retailing.

3. PANTALOONS FASHION RETAIL:

Pantaloon was previously controlled by the Future Group, but has now been taken over by Aditya Birla Nuvo Limited (ABNL). According to the Brand Trust Report 2014, a study conducted by Trust Research Advisory, Pantaloon featured among 100 most trusted brands in India. With a chain of 121 fashion stores across 40 cities and towns, Pantaloon is constantly extending its footprint into the rest of modern India. It spans a retail space of 1.7 million square feet which is amongst the largest in India. Pantaloon retail approximately 200 brands which comprise a mix of private labels, licensed brands and more in apparel and accessories. Pantaloon offer a wide range of exclusive brands that cater to different occasions for men, women and kids. These include Agile, Chalk, Akkriti, Trishaa, Honey, Annabelle, SF Jeans, Bare Denim, Bare Leisure and JM Sports etc.

COMPARISION OF THESE COMPETITIORS

Store Name	<u>PANTALOONS</u>	<u>WESTSIDE</u>	<u>MAX</u>	<u>SHOPPERS STOP</u>
Format Type	Multibrand (Aditya Birla Group)	Multibrand (Tata group)	Multibrand(Landmark group)	Multibrand(K Rahega)
Positioning	Family Store	Style and affordability	Value pricing retailer	Premium Brands retailer for entire family
Categories	Apparelsand accessories for entire family	Apparels, footwear, accessories and home décor	Apparels, footwear and accessories for entire family	Premium brands for entire family range
Average Footfall	500-1000	500-750	1000-2000	1000-2000
Material Used	Polyester, polyviscose , gorget	Polyester, polyviscose, gorget	Polyester, polyviscose, Cotton, gorget	Polyester, polyviscose, gorget
Brand Available	Bare Denim, ummagile, Honey, Akkriti, Annabelle, etc	Westport, Wrangler, etc	Bossini, Max private, JP, Peter England Etc	Aditya Birla Brand, Stop, Crocs, Red tape and Premium international brands.

Chapter-4

Theoretical background

THEORETICAL BACKGROUND OF THE STUDY ADVERTISEMENT

Advertisement as a tool of communication, but mostly as a marketing tool is subject to many theories and explanatory and normative models. The word 'Advertisement comes from the Latin word of Advert ere "which helps to understand minds of people towards product. Advertisement is helps to transfer the business promotional information to present and prospective customer. It generally provides information about firm, place of availability and quality of product. Advertisement is more important for seller in modern and large-scale production, without advertisement and promotional activity they cannot push product for sales effectively in competitive marketing. Advertisements and promotional activity break for personal selling. Advertisement and promotional activity is concentrating on modern world and considering competition and adopt modern technology through find customer fashion and taste and promote product effectively in retail market.

FEATURE OF ADVERTISEMENT AND PROMOTIONAL OFFERS

Advertisement reach the information to masses through mass communication. Advertisement and promotional offers are a non-personal communication because it is concentrating on targeted audience not only individually.

Information:

Advertisement provides details information about the product and benefits to the buyers.

Suggestive :

The Advertisement should be capable to provide proper suggestions to customers.

Profit maximization:

Advertisement is indirect income to the organization.

Non-personal presentation: Advertisement is not going to meet in individually goal of the employee but it can observe the customers personal appeal.

Consumer choice:

Advertisement is totally based on consumer choice. It is also influence the customers for buying goods as per consumer preference like budget and choice. Right choice of product makes happy to customers.

Art, science and profession:

Advertisement is based on the creativity of the art and science.

Element of marketing mix:

Advertisement is a one of the major tools of four promotional mix. Advertisements is indirectly contributing to sell goods and services.

OBJECTIVES OF ADVERTISEMENT

- To new product in marketing among the customers.
- To helpful in personal selling and it can use as sales man.
- To create awareness of new product.
- To face the competition in very effectively.
- To entering in to new market or concentrate on targeted audience.
- To increase the sale revenue in the competition market.
- To attract and retain the customer.

IMPORTANCE OF ADVERTISEMENT**Promotion of sales:**

Advertisement is promoting the sale of goods and services through informing people about particular product details. Advertisement is helpful to earn new customers in national and international level.

Introduction of new product:

Advertising helpful to introduce new product, whoever introduce new product in market they need to aware about product to people. Without advertisement nobody cannot introduce new product. Advertisements are quickly aware particular product.

Creation of public image:

Advertisement is building the value of the advertiser. It is trying to fulfill customer needs through informing character of product. In This way it increases this values and goodwill. It is necessary to every business for fight against competitor

Mass production:

Advertisement providing large scale production. It supports to promote large scale production. Because business organization knows, with help of advertisement easily promote large-scale business. Mass production is helpful to reduce the cost of production of product.

Research:

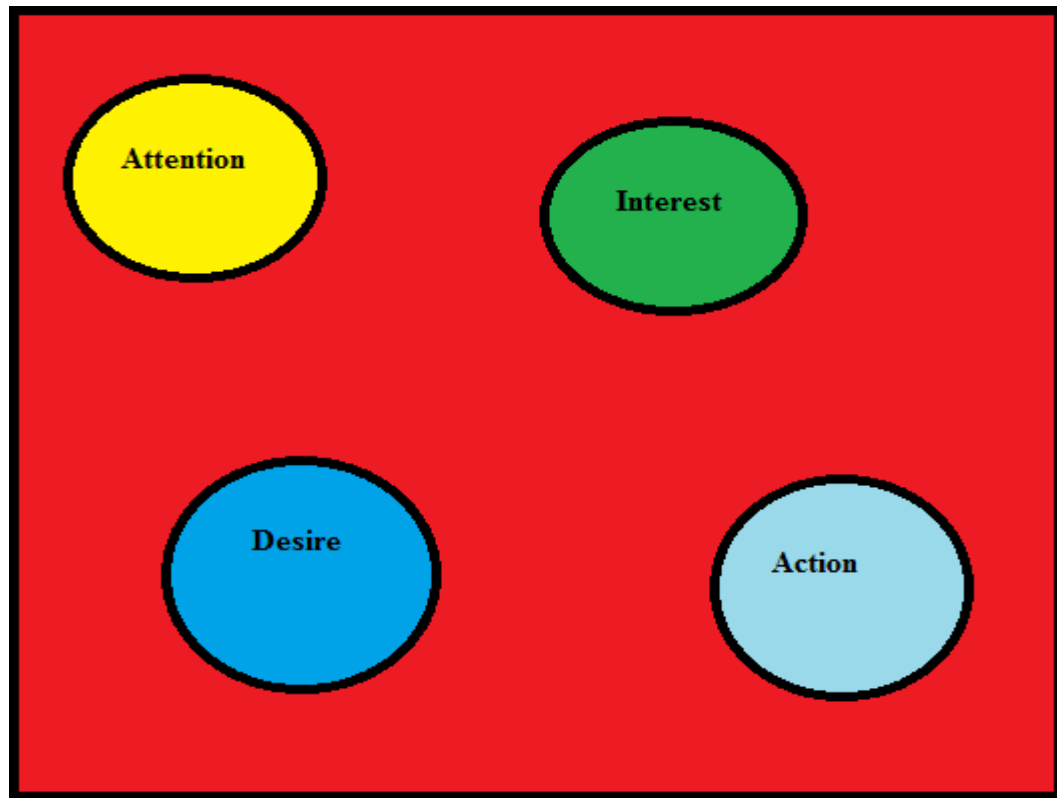
Advertisement is involving for development and research activity. Advertising had the competitive activity in marketing. Every business tried to differentiate of it is product compare to competitors and tried to give substitution in product though advertisement these are all possible. Every business needed to conduct research and development in market. If it is not conduct it will go out from the market.

Education to people:

Advertisement is improving knowledge of people about new products, uses and conditions. Advertisement helpful to change people lifestyle, attitude, and buying behaviors and help to give it up old habits and it is increasing standard of living of society.

AIDA MODEL

AIDI is a tool for ensuring the writing, copy and grabs attention. The four steps of tools are needed to attract the consumers, visit the website and buy the product.



AIDA Model

Attention:

In a media need to attract filled world and grab the attention of people through a power fullworlds and power full picture catch readers and influence to read and wait for what say next.

Interest:

It is one of the challenging levels in AIDI model. After got the attention of readers we should engage more with the readers and try to understand to them of particular message. Taking the benefit of readers and catching reader's attention.

Desire:

In AIDA model interest and desire is a hand in hand after building the readers interest, there need to help them for better understand and how you help them in better way as per the readers personal needs and wants.

Action:

Finally it should be clear about readers what action should take for readers and make a request tothem for getting action.

ACTIVE PARTICIPANT IN ADVERTISEMENT

- Advertiser
- Advertisement agencies
- Mass media.
- Advertisement production firms
- Target audience
- Advertisement production artist
- Government authorities

AREAS OF CONDUCTING ADVERTISEMENT

- Outdoor advertisement
- Mobile advertisement
- Television advertisement
- Newspaper advertisement
- Radio advertisement
- Online advertisement
- Cinema advertisement
- Magazines advertisement

PROMOTION

Sales promotion is mainly based on discounts. It is directly impacting on consumer buying behavior. In discount most popular ways are one is price discount on product other one is bonus packs. In these two ways consumers receive extra than original price. In this way promotion offers are given extra achievement on product sale. Promotion offers are comparing to advertisement it is most important to improving product sales. Promotion offers we can carry as short term and as long-term period of activity.

TYPES OF SALES PROMOTION

Free trial sample: Before purchase of product consumers are get one free sample and after that trial that product then they will decide to buy or not.

Price deal: Price deal is a short term reduces on price like given 50% offer.

Loyal reward program: It means consumer can have point in every purchase of total amount and also have facility of credit purchase.

Price pack: In price pack offered to customers more quality of product at the same value of price or decreasing price for some quality of product.

Free trials: Given opportunity to customers for free trial offers without any charges for that.

Mobile couponing: Mobile couponing is available on mobile only. Consumer just shows the mobile phone to salesman and they will reduce in main balance of purchase.

FACTORS INFLUENCING PROMOTION MIX

Type of product:

Product can divided as branded product, necessity product, non-branded product, luxury products and new products there all product is necessity of verity of promotional tool.

Use of product:

Product are using for industries, necessity product and luxurious product these are all different promotional tool. These are all effect on media and promotional tool.

Purchase quantity:

Company is considering the purchase quantity for promotes the product. It conducting personal selling for heavy users and conduct advertising for small sellers these way we can handled product very easily.

Fund available:

Financial strength is very important to every company for conduct promotional offers because television, newspaper, radio, online advertisement and magazines these are all heavy costly expenses for promote product.

Type of market:

Market is divided on human characteristics like education, income, knowledge, location, profession, sex these are very important factor for conduct promotional offers.

Size of market:

In a business four stages are there like new brand, growing brand, stable brand, and decline brand each stage of brands have different promotional strategies.

REVIEW OF LITERATURE

Vecchio, Devon, Del (2006) In this report the result of the study, which examined the effective of sales promotional offers and advertisement is creating a huge range of difference in retail marketing business. Promotion can also increase or decrease the preference for a brand.

Laroche and Michel (2005) Examined the effect of coupons on brand selection and categorization of consumers. As on study there both direct advertising and cross advertising effect, it is presence coupon to people about particular brand. It will effect on attitude and buying intentions of consumers towards particular brand.

Anderson (2004) Examined how the present price promotional offers impact in future purchasing. As reported the higher price discount in present period will increase future purchase by fresh purchaser. But it will reduce future purchases by regular purchaser.

Mela, F. Carl (1997) Reviewed the long-term impact of advertising and promotion on brand choice of consumer's behavior. As the study it will possible when change in promotional policies of retailers and advertising concept of manufacturers. When the advertising will reduce and promotional offers will increase then only customer attract through more price and promotion over long time and easily pick the same brand.

Sethuraman, Ray (1996) Examined the discount effect between high priced and low-priced brands. The finding as the major national brand can sale the product without any reduce in its price compare to other competitor brands.

Alvarez and Rodolfo (2005) Studied the effectiveness of sales promotion on selecting brand. As a report promotion is helpful to manufacturer and retailer for fulfilling their objectives. Immediate reduction of price is major technique for influence to select brand. Which promotions is based on price it become have more effectiveness.

Vyas, H. Preeta (2005) Examined the consumer preferences with effect of sales promotion. As on study the promotional offers which is better, which promotional offers immediate incentive offering of price-cut nature and it is likely available to all consumer segment.

Janiszewski, Cunha, Chris and Mcrus (2004) Studied the effectiveness of the price discount on the attractiveness of the product. The price discounts are effective that only when the customer will receive the most weight of product discount. Price discount is depending upon each different product.

Kureshi, Sonal and Vyas, Preetha (2002) Examined the impact of sales promotion offers on toilet soaps in retail. As this study free gifts are most of the retailer using in premium scheme and also popular toilets soap segments are conducting price-off. The price-off is the most popular and attractive tool for promoting sales of toilet soaps.

Priya, Corfman and Ragubir, Kim (1999) Examined the effectiveness of price promotions on pre-trial brand. Reported as price promotions are affecting on pre-trial brand with some unfavorable conditions these are, when brand earlier was not promoted. When promotions were used more information about particular that product. When the analyzer was not more expert and when the promotion was different compare to other.

S. Manjith and Kent, Yadav, B. Monroe (1993) Studied the effectiveness of bundle offers on consumer perception. As their results bundle offers including more additional saving offers also it is more impact on customer perception. This transaction is saving more than offered individual items.

Raghubir, Priya (2005) Examined the consumers response for the promotional offers of “free gift with purchase” as the study this joint bundle offer compared with „buy one get one free” promotional offers, consumers are very less to pay for free product offer. In this same way when given free product on purchase of bundle product. Consumers are very less to pay for purchase of alone product.

Shor, L. Oliver and Mikhael, Richard (2003) Examined the effectiveness of digital coupons on customer perception. As results providing a digital coupons and it is price reduction given more positive effect on consumer perception than traditional couponing.

Jacob, Alain, D. Astous and Isabelle (2002) Examined the consumer reaction for premium used sales promotional offers. According to study consumer level will appreciation, when there is relatively available lower quality of goods for purchase. When the value of offer specified. When the interest in buying in premium.

Huber, Orlmeyer and Joel, Gwen (1991) Examined negative impact of promotional offers on brand experience. As on study when consumer had negative impact on purchased brands on discount offers than customers go to buy brands on regular price.

Jan-Benedict (2002) Examined the competitor react to others advertising attacks and price promotional offers. As on study competitors react to others it is a nature of business. The competitors actually react to other competitors in same way. If given promotional offers from one side and competitors also gives promotional offers to customers. If attack with advertising from one side and competitors also attack with advertising. Whatever argues is there that will carry some few long-run of reaction.

Mary, P. Conchar (2005) Studied the effect of promotional and advertising spending on firm. As on study there is a going positive relationship between promotional and advertising spending on firm. It is expected to rising shareholder wealth and earning future cash flows.

Batra (1995) Examined the effectiveness of advertisement on sale. As on study advertisement influence on short term sales and also market share.

Ryan, Smith, Elder (2008) Examined the effectiveness of advertisement on consumer perception. as on study in food court the advertisement effect on taste of the food then customer necessarily come for buy that and suggesting about food. It helps to improve in taste as this taste of the food helps to increase sales.

Lefferly and Goldsmith (2002) Examined the effectiveness of websites advertisement on consumer response. As on study the website advertising is helpful to create understanding, Product selection, reviving and changing customer attitude and influence the customer perception towards particular brand.

Adelaar (2003) Examined the effectiveness of advertising on emotion and impulse purchase behavior. As a study the environment provides more experience to consumer these types of experiences used for promote a product and selling a product. These environmental experiences of advertising directly impact on consumer and influence to buy the product

Chapter- 5

Research Design

RESEARCH DESIGN

TOPIC CHOSEN FOR THE STUDY

“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT AND PROMOTIONAL OFFERS AT MAX FASHION”

PERIOD OF RESEARCH

In the Period of four weeks all the research data is collected.

STATEMENT OF PROBLEM

In current scenario the advertisement and promotional offers are the major problems to all the retail industry. So, it is very difficult to identify the customer needs and wants, and serving to customers. It is also very difficult for the marketers to retain current customers and attract the future customers. In a retail store, advertisement and promotional offers are required to attract current customers.

NEED FOR THE STUDY

- The companies always trying to win the customers heart, as customer is a king and king is not bargained.
- The Max fashion comes out with different promotional offers to fulfil the customer needs and wants.
- Promotional offers play important role to in creating awareness about the market, to sell the product, to attract the customers and to increase the profit margin.

OBJECTIVES

- To study the effectiveness of advertising on sales.
- To know the media effectiveness and efficiency.
- To understand schemes and offers provided by Max Fashion.

SCOPE OF THE STUDY

- This study helps to the retailers to devise market and make the strategies for target market.
- It helps to collect information about customers' needs and wants, lifestyle and attitude towards shopping.
- It helps to know how much the consumers are attracted towards advertisement and promotional offers.
- It helps to resolve which media is more effectively suitable for advertising.

RESEARCH METHODOLOGY

Research is based on logical and systematic way. The study of overall question explains with the help of scientific technique and specific procedure and getting data from customer and analyzing these on logical and scientific tools. The appropriate information is important to conduct this research so that information collected from customers and some information collected from online relevant websites.

▪ **RESEARCH DESIGN**

Type of Methodology: Descriptive research.

The Analytical Research methodology adopted for carrying out the study was at the first stage theoretical study is attempted and the second stage observed customer behaviour on Max fashion advertisement and promotion activity inside the retail store.

▪ **SAMPLE DESIGN**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non-probability sampling is used.

▪ **SAMPLING**

Sampling design	: Non-probability sampling
Sampling technique	: Random sampling
Sample unit	: Store visitor
Sample size	: 100 respondents
Area of study	: Max Fashion, Janata city center, Berhampur, Odisha
Data analysis method	: Tables and graphical method

❖ **DATA COLLECTION METHOD**

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types-

▪ **PRIMARY DATA**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

▪ **SECONDARY DATA**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

RESEARCH INSTRUMENT

In this, primary method of questionnaire is used for collecting data.

HYPOTHESIS TESTING

❖ NULL HYPOTHESIS

Ho. There is no significant relationship between attractiveness of the Advertisement and type of offers in Max Fashion.

❖ ALTERNATIVE HYPOTHESIS

H1: There is a significant relationship between attractiveness of the Advertisement and type of offers in Max Fashion.

LIMITATION OF THE STUDY

- A period of 4 weeks was not sufficient to cover our internship and not possible to collect large number of respondents and cannot able to study in depth of the subject.
- Consumers in the stores busy with shopping, so it was very difficult to collect answer to questionnaire.
- People have shown negative attitude while filling personal details in questionnaire. It might be possible that the answers given by the customer are biasness.

TABLE NO-01: Respondents divided on gender

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	67	67%
2	Female	33	33%
3	Total	100	100%

Analysis: As per survey out of 100 Respondents, there are 67 Male responders and 33 Female Responders.

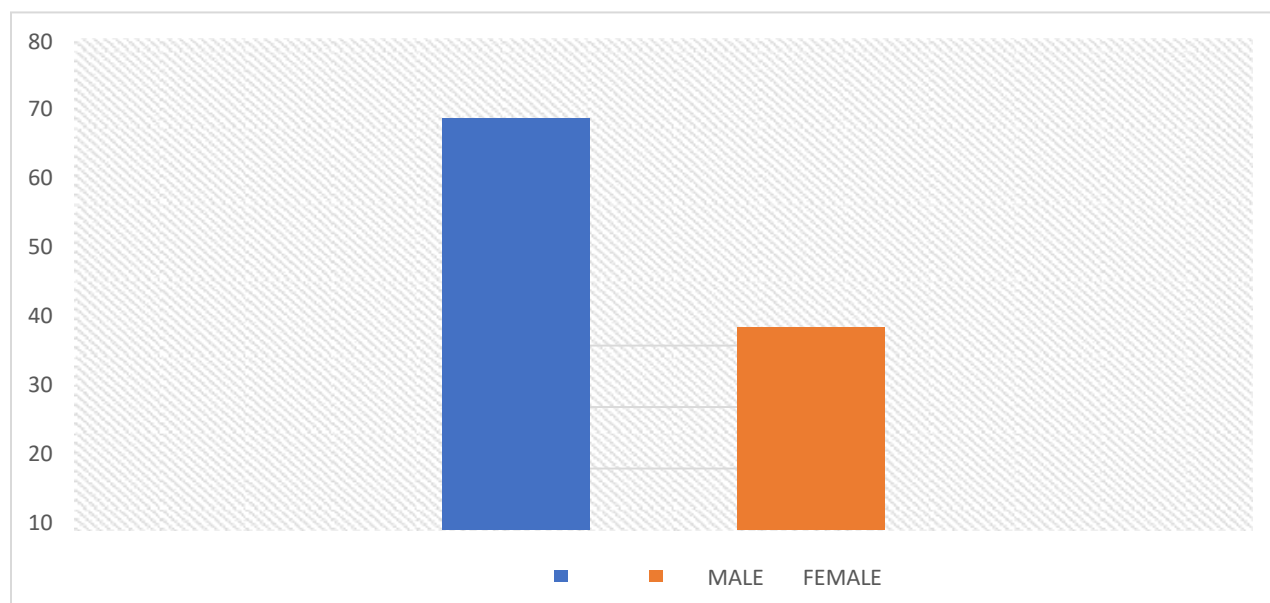


CHART NO-01: Graph showing Respondents divided on gender.

Interpretation: For this survey among 100 respondents both male and female are equally respondent.

TABLE NO -2: Respondents divided on age group

SI NO	PARTICULARS	NO OF RESPONDENT S	PERCENTAGE OF RESPONDENTS
1	Within 25	30	30%
2	25 to 40	42	42%
3	40 to 50	19	19%
4	Above 50	9	9%
5	TOTAL	100	100%

Analysis: As on survey 30 percent of the responders are within 25-year age group, 42 percent of the responders are between 25-40 age group, 19 percent of the responders are between 40-50 age group and 9 percent of the responders are above 50 age group.

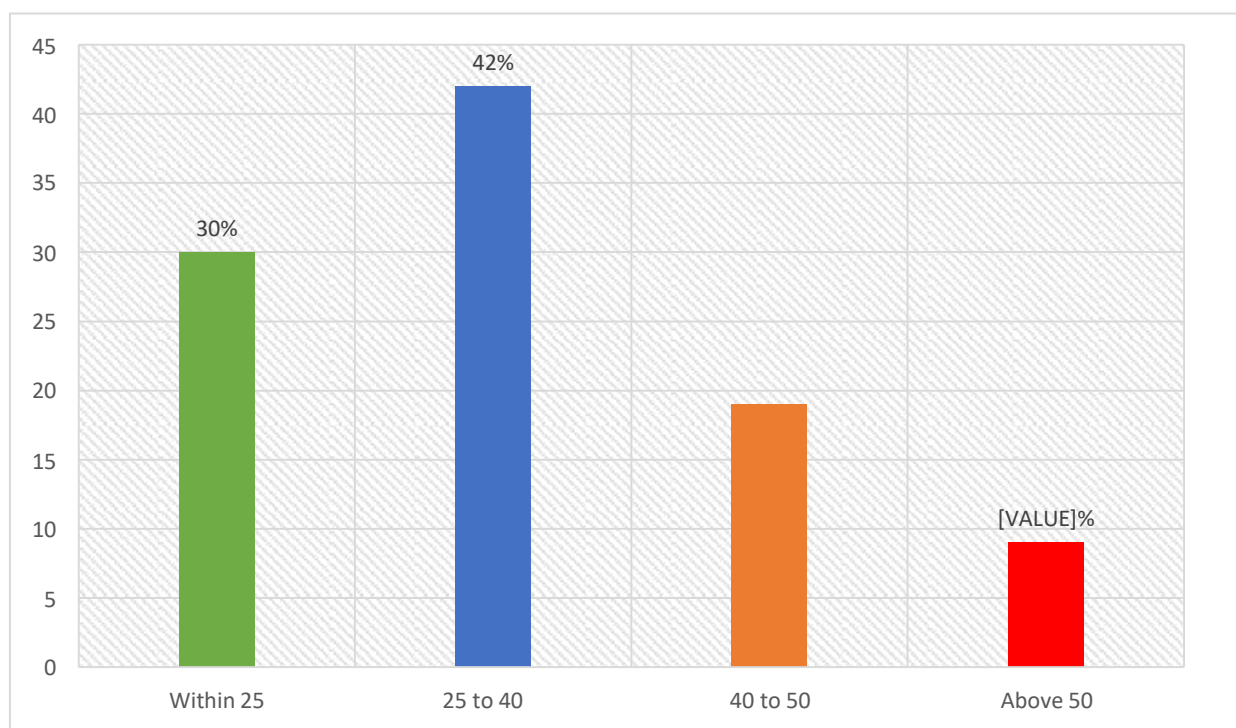


CHART NO-02: Graph showing respondents divided on age group

Interpretation: The survey taken from different age group of customers, most of the customer come for shop between 25-40 age group.

TABLE NO -3: Respondents come to know about Max Fashion

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Through Advertisement	40	40%
2	Through Friends & Relatives	28	28%
3	Through Hoardings / Newspaper	22	22%
5	Others	10	10%
6	TOTAL	100	100%

Analysis: From this survey out of 100 percent respondents there are 40 percent customers come to Max fashion influenced through advertisement, 28 percent through friends & relatives, 22 percent through hoardings /newspaper and 10 percent of customer come to Max fashion influencedby others media.

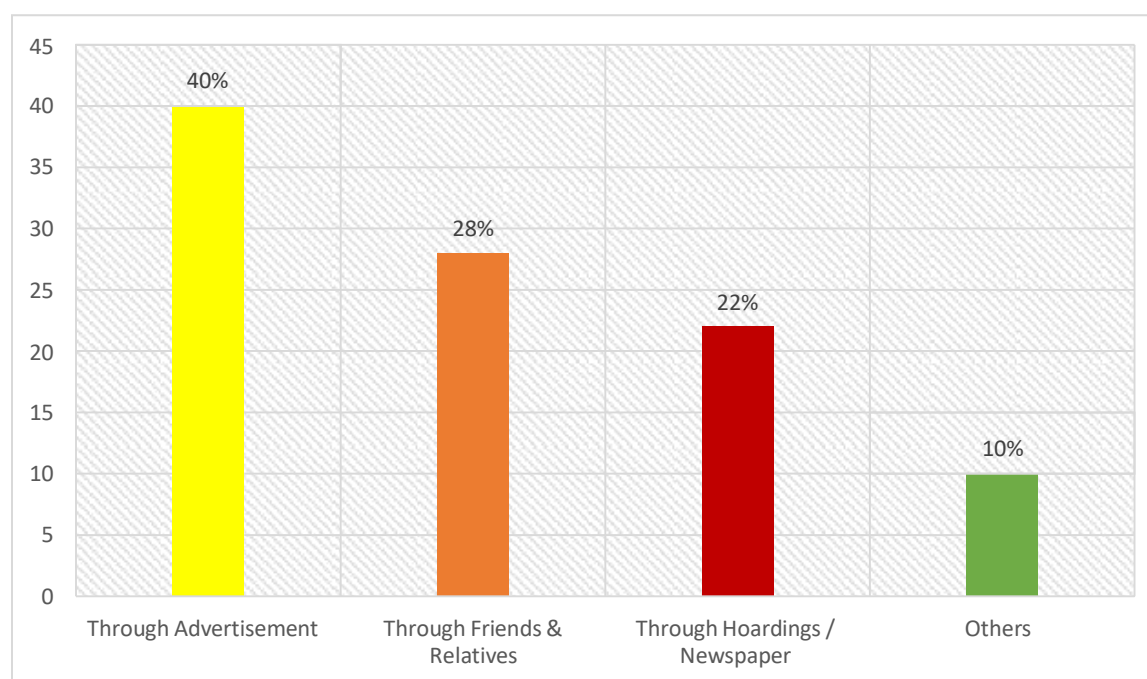


CHART NO-3: Graph showing the respondents come to know about Max fashion

Interpretation: As per survey more customer come to Max fashion influenced by advertisementand through friends & relatives than through hoarding/ newspaper and others.

TABLE NO -4: Rate the Attractiveness of the advertisement of Max Fashion

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Very Attractive	17	17%
2	Attractive	75	75%
3	Less Attractive	6	6%
4	Not at All Attractive	2	2%
5	TOTAL	100	100%

Analysis: Form this survey out of 100 percent respondents there are 17 percent customers are very attractive by the advertisement provided by Max fashion, 75 percent are attractive, 6 percentless attractive and 2 percent are not at all attractive.

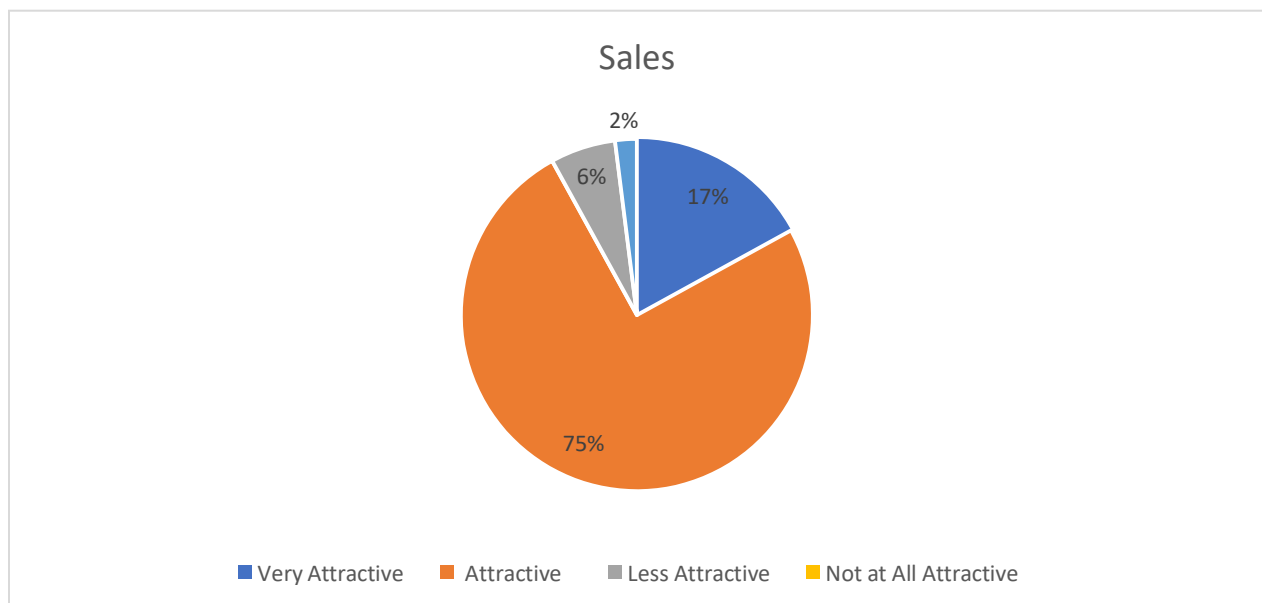


CHART NO-4: Graph showing the Attractiveness of the advertisement by Max fashion

Interpretation: As per survey we can understand most of the customer are attractive towards the advertisement provided by Max fashion.

TABLE NO -5: Advertisement of Max fashion attracts you to purchase items from Max fashion

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	70	70%
2	No	30	30%
3	TOTAL	100	100%

Analysis: From this survey out of 100 percent respondents the 70 percent of customer are attracts to purchase items from Max fashion influenced by advertisement and 30 percent of customer are not attracted by the advertisement.

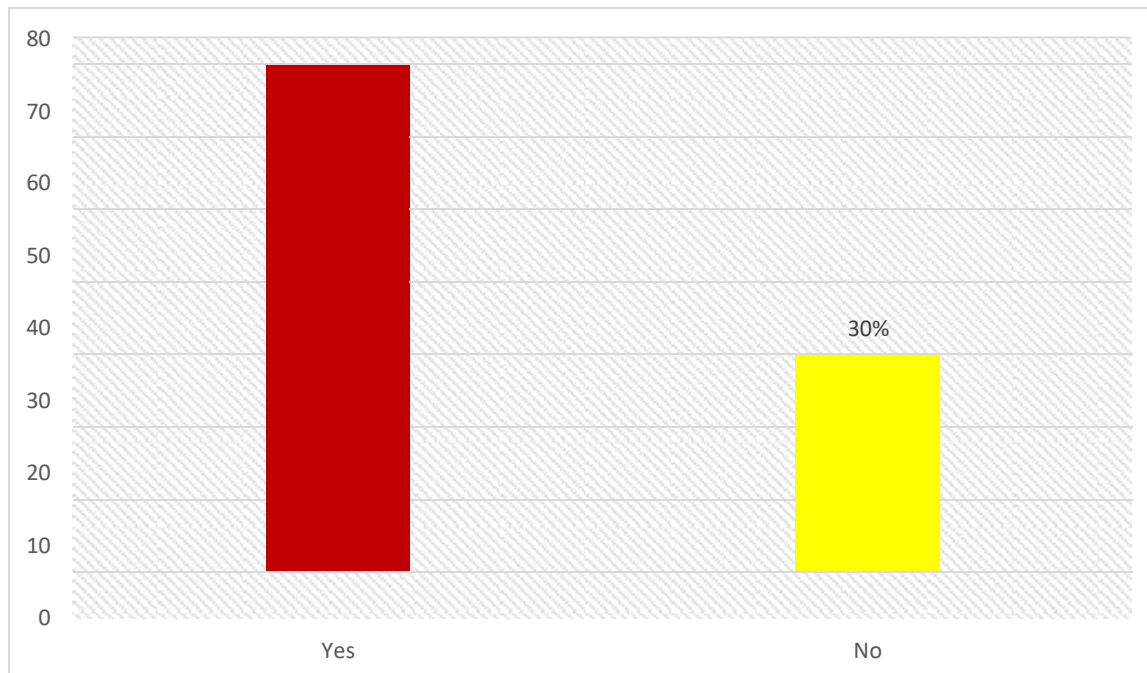


CHART NO-5: Graph showing Advertisement of Max fashion attracts you to purchase items from Max fashion

Interpretation: As on survey most of the customers are attracted by advertisement for purchasing item from the Max fashion.

TABLE NO -6: Your overall shopping Experience due to offers and discounts in Max fashion.

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Good	60	60%
2	Average	30	30%
3	Poor	10	10%
4	TOTAL	100	100%

Analysis: Based on the survey there are 60 percent of the customer experienced good to shop at Max fashion due to offers and discounts, 30 percent of the customer felt average and 10 percent of the customer experienced poor.

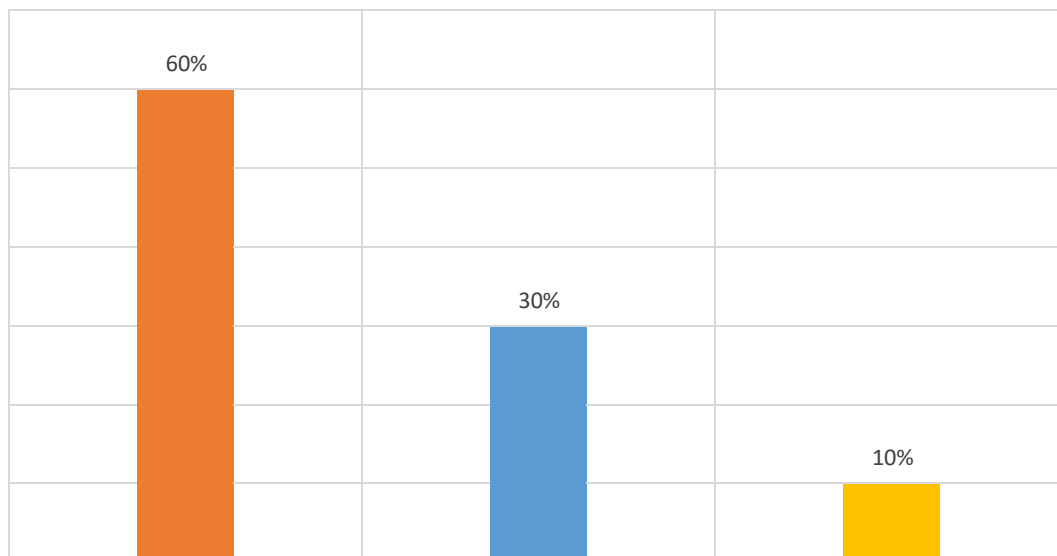


CHART NO-6: Graph showing the overall shopping Experience due to offers and discounts in Max fashion

Interpretation: As on survey more customer felt good and average to shop due to offers and discounts in Max fashion and less customer felt poor.

TABLE NO-7: Table showing whether the Displays and Promotional offers informed in the store attracts the customer.

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	75	100%
2	No	25	0%
3	TOTAL	100	100%

Analysis: From this survey out of 100 percent respondents, 75 percent of the customer are attracted by the displays and promotional offers informed in the store and 25 percent of customer are not attracted by the displays and promotional offers in the store.

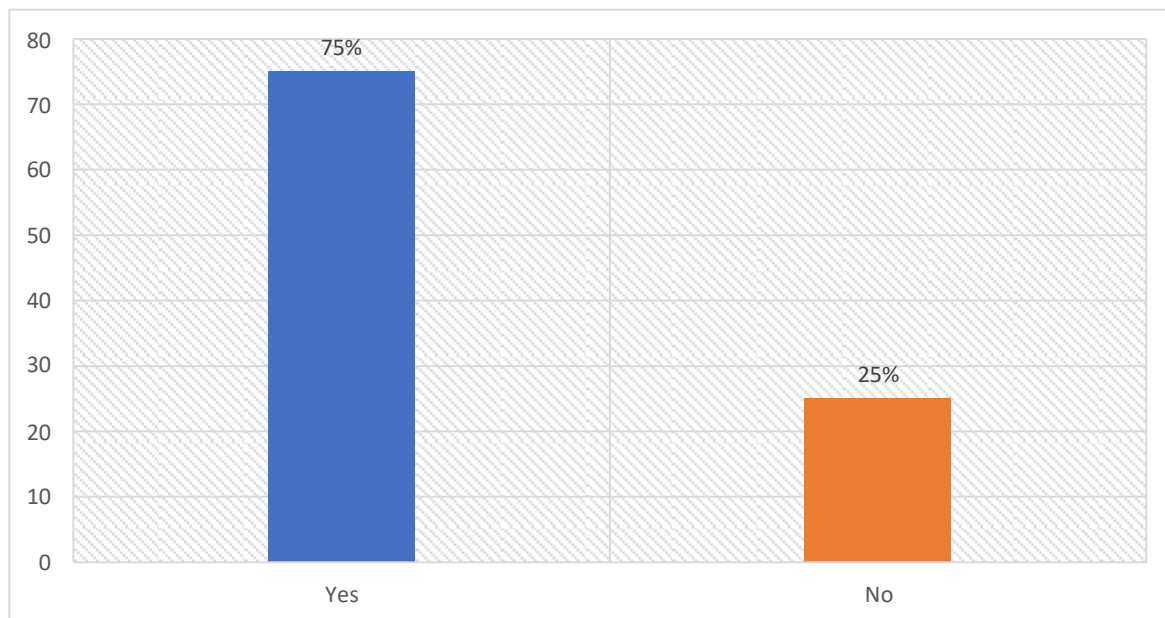


CHART NO-7: Graph showing whether the Displays and Promotional offers informed in the store attracts the customer.

Interpretation: As per survey it is found that most of the customer are attracted by the displays and promotional offers informed in the store.

TABLE NO-8: Table showing which type of promotional activities attract customers

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Discounts	15	15%
2	Extra offers	20	20%
3	1+1 offers	50	50%
4	coupon	15	15%
5	TOTAL	100	100%

Analysis: From this survey 15 percent respondents attract by the discount, 20 percent attracts by the extra offers, 50 percent attract by the 1+1 offers and 15 percent customer attract by the coupon, promotional activity



CHART NO-8: Graph showing type of promotional activities attract customers

Interpretation: as per survey we can understand that most of the customer attracted by 1+1 offers and extra offers than discounts and advertisements.

TABLE NO-9: rate the customer schemes of the company

SI NO	PARTICULARS	NO OF RESPONDENT S	PERCENTAGE OF RESPONDENTS
1	Good	60	60%
2	Average	30	30%
3	Poor	10	10%
4	TOTAL	100	100%

Analysis: Based on the survey among 100 respondents, 60 percent rate good about the customer schemes, 30 percent rate average and 10 percent rate poor about the customer schemes of the

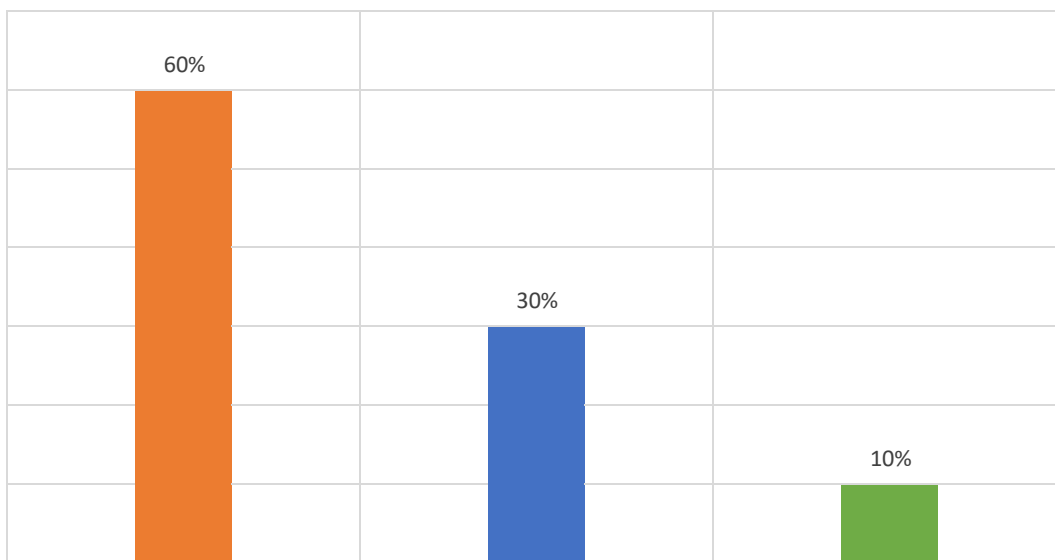


CHART NO-9: Graph showing rate of customer schemes of the company

Interpretation: As per survey it is found that more customer felt good about the customer schemes of the company.

TABLE NO-10: Table showing whether the Sales Promotion activities helps to visit Max fashion again

SL NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	100	100%
2	No	0	0%
3	TOTAL	100	100%

Analysis: Based on the survey out of 100 percent respondents, 100 percent replies yes that the sales promotion activities helps them to visit again in Max fashion

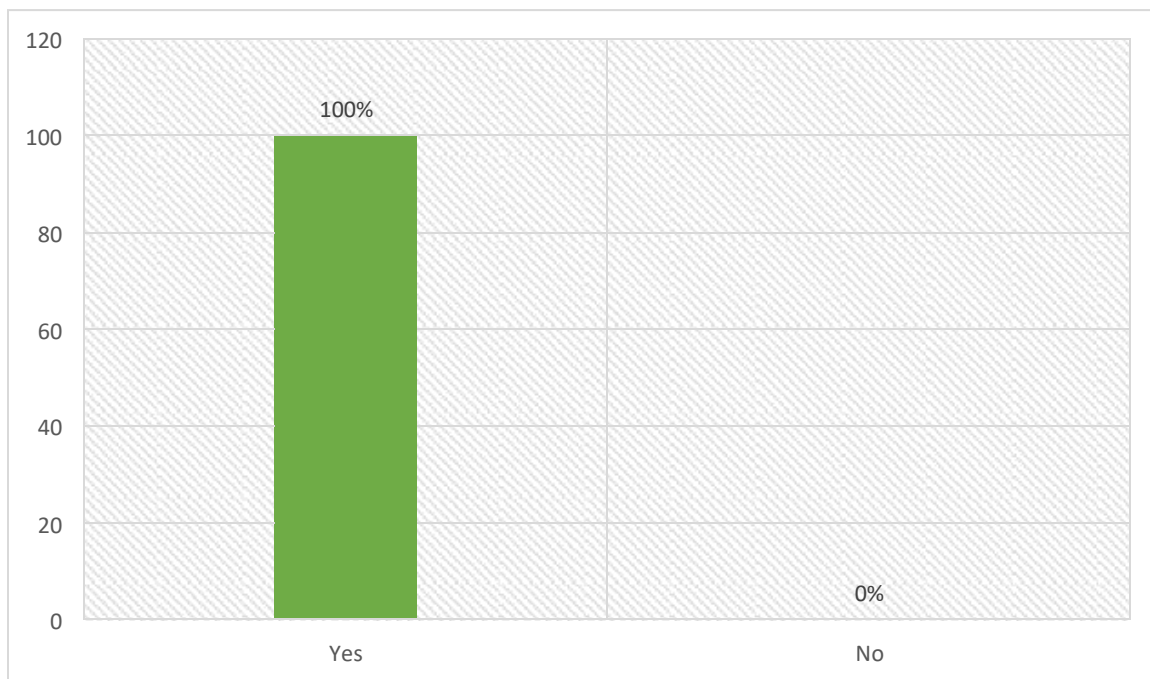


CHART NO-10: Graph showing whether the sales promotion activities helps to visit Max fashion

Interpretation: As on survey we understand that sales promotion activities helps all the customer to visit Max fashion again.

TABLE NO-11: Table showing whether you would like to recommend Max Fashion to your friends and relatives

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Definitely	94	94%
2	Not sure	6	6%
3	Definitely no	0	0%
4	TOTAL	100	100%

Analysis: Among the 100 respondents there are 94 percent customer recommend Max fashion to his friends and relatives and 6 percent of the customer not sure for recommend Max fashion to their friends and relatives.

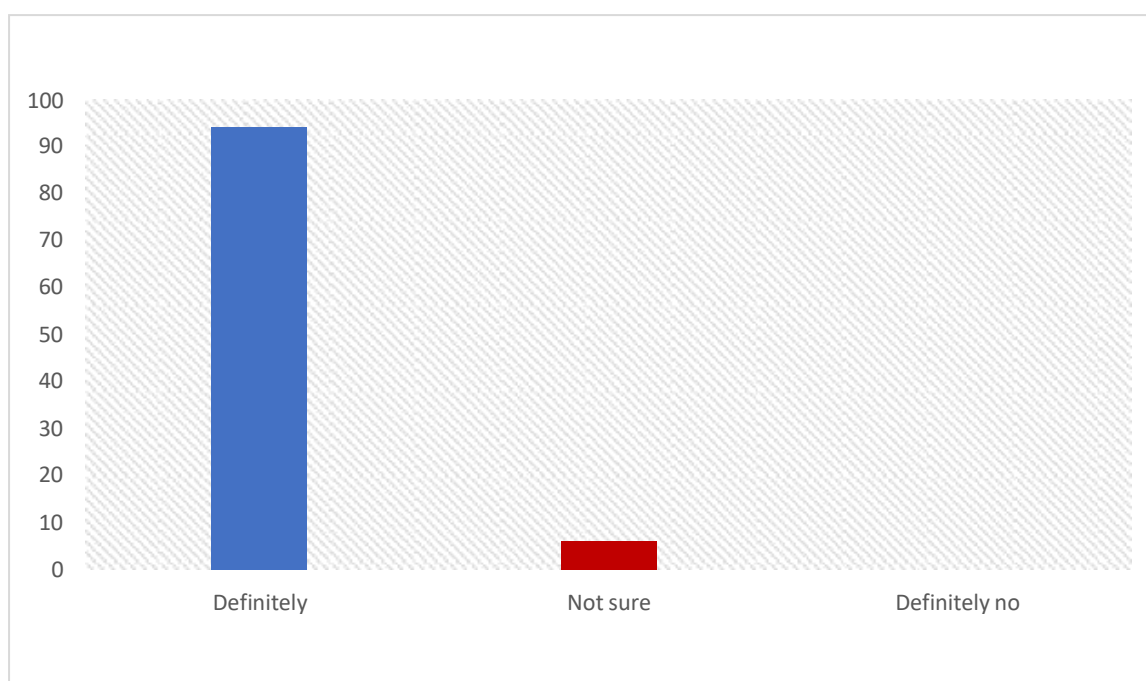


CHART NO-11: Graph showing whether you would like to recommend Max fashion to your friends and relatives.

Interpretation: As per survey maximum customer said definitely recommend Max fashion to his relatives and friends, because of the offers and quality of products provided by Max fashion.

CHAPTER-6

FINDING

&CONCLUSION

FINDING

- According to the survey it is found that male responded most queries than female.
- According to the survey most customer comes under the age of 25-40.
- From this survey we get to know that 40% of the customer comes to max fashion influenced through advertisement and through friends and families.
- From the survey we get to know that majority of the customer finds the advertisement of max fashion is attractive.
- As per the survey most customer are attracted for purchasing item from max fashion
- According to the survey most customer felt good and average to shop due to various offer provided in max fashion
- As per the survey it is found that most of the customer are attracted by the display and promotional offer available in the store.
- According to the survey it is found that more customer felt good about the customer schemes of the company
- According to the survey we came to know that promotional activities helps all the customer to visit max fashion again.
- According to the survey maximum customer said that they will definitely recommend max fashion to his/her friends and relatives, because of the various offer and quality products provided by max fashion.

SUGGESTIONS

- Max fashion should pay more attention into their internet advertisement.
- Max fashion should increase the duration of the promotional offer.
- Now competitor are also increasing and they are also providing promotional offer so Max fashion has also to provide better promotional offers.

CONCLUSION

The advertisement creates a great impact on customer mind about Max fashion. TV advertisements directly effects more on customers. Company generally conduct advertisement for facing the competition. The advertising activity is the one of the major leading activity compare to others. It is directly influence on customer. The promotional offers helpful to company for increasing the short-term sales and also customers walk towards Max fashion promotional offers because customers buying patterns is changing, customers comes to max stores and walk towards retail store to get to feel and experience the various garments available in the store.

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Book referred on retail management from Levy & Weitz.

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ANNEXURE

QUESTIONNAIRE

Dear respondents,

I Antaryami Brahma, student of MBA 2nd semester, BIITM, Bhubaneswar have undertaken a project titled “Study on effectiveness of advertisement and promotional offers” at max fashion Berhampur. Hence, I request your kind co-operation by sparing your precious time in answering the following questions and providing information.

This questionnaire totally regarding collection of data to come to conclusion that the advertisement given by max fashion and the sales of max fashion during sept-2023 are independent or dependent.

I Demographic Profile of the respondents:

1. Gender:

- a) Male () b) Female ()

2. Mention your age group.

- a) Within 25 () b) 40 to 50 ()
c) 25 to 40 () d) Above 50 ()

II OPINION OF THE RESPONDENTS

3. How do you come to know about max fashion?

- a) Through Advertisement () b) Through Friends & Relatives ()
c) Through Hoardings / Newspaper () d) Other ()

4. Rate the Attractiveness of the advertisement of max fashion?

- a) Very Attractive () b) attractive () c) Less Attractive () d) Not at All Attractive ()

5. Does the advertisement of max fashion attracts you to purchase items from max fashion?

- a) Yes () b) No ()

6. Your overall shopping Experience due to offers and discounts in max fashion?

- a) Good () b) Average () c) Poor ()

7. Does the Displays and Promotional offers informed in the store attracts you?

- a) Yes () b) No ()

8. Which type of promotional activities attract customers?

a) Discounts () b) Extra Offer () c) 1+1 Offer () d) Advertisements ()

9. How do you rate the customer schemes of the company?

a) Good () b) Average () c) Poor ()

10. Does the Sales Promotion activities of max fashion made you to visit max fashion again?

a) Yes () b) No ()

11. Would you like to recommend max fashion to your friends and relatives?

a) Definitely () b) Not sure () c) Definitely no ()

