

“Analysis of Effectiveness of Sales Promotional Strategies Opted By Westside in Nagpur”.

Javeriya Kewal, Ketan Ojha

(Master of Business Administration, Jhulelal Institute of Technology/ RTMNU, India)

(Master of Business Administration, Jhulelal Institute of Technology/ RTMNU, India)

Abstract : WESTSIDE PVT LTD offers 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 main objective of the company is to provide best quality product at the affordable rate we can also say their mission is quality first cost second. The market of the product is large and comprehensive. Obviously primary objective of any company is to profit maximization but in present competitive marketing approach profit maximization should not be one and only goal but it is a short term goal every company wants to increase prestige market share etc so wealth maximization becomes important goal of company which is also long term goal of the company. The present paper, thus, aims at examining the impact of sales promotional strategies opted by westside and to study the target market. The paper also identifies whether people are aware about products offered by westside and the effect of sales promotion on the flow of customers at westside. The objectives of present research are based on Primary data collected from customers, Nagpur. A survey was conducted, questionnaire was distributed to 100 customers and response was collected to depict the information. Data has been presented in the form of MS-Excel graphs and charts. Study is also conducted to find out the preferences of the customers and their expectation from the products. Study is also conducted to find out the sales of in-house brands of westside brands as compared to their brands sold at westside outlet, Nagpur.

Keywords: Westside, Impact of sales promotional strategies, Product Awareness, price, quality & brand

I. Introduction

Evolution is a rare constant in the fashion business; success comes from staying on top of fashion trends and satisfying the savvy, discerning (and sometimes fickle) customer. There is plenty to choose from in the market and customers have a wide range to sample. Retailers need to cater to different requirements at different price points. Modern retailing has entered into the Retail market in India as is observed in the form of bustling shopping centers, multi – storied malls and the huge complexes that offer shopping, entertainment and food all under one roof.

Established in 1998 as a part of Tata group. Trent ltd. operated Westside, one of the India’s largest & fastest growing chains of retail. 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 52 Westside departmental stores.

Westside have enabled Trent to establish itself in a rapidly transforming retail landscape that has seen a number of Indian and foreign brands jostling for customers and their loyalty. Consequently, Trent now has a footprint in the retail fashion and apparel across India, from metros to small towns, offering customers a unique shopping experience and an extensive spread of products.

Westside has continued to build on this lesson by staying in touch with fashion trends, architecting a distinct store identity, understanding the inclinations of its customers, and continually enhancing their shopping experience.

1. Importance and Significance of the Study.

The Research has lot of applied aspects. It may be useful to the companies and local shops for necessary implementations. This will also help them for promoting their sales by using different Marketing Strategies.

What I could learn from this Project is that, a good sales promotion plays an important part in boosting up sales with a positive impact on market and understanding customers buying behaviour towards apparel.

2. Scope

- 2.1 It applies to the buying behavior of customer in the Apparel market as compared to other apparel stores.
- 2.2 It applies to all the Apparel Stores who look forward to maximizing their sales for attempt to maximize sales.
- 2.3 This project is applicable to the Nagpur city only.
- 2.4 This project is applicable to Westside Customers only.

3. Objective

- 3.1 To study the target market of Westside in Nagpur city.
- 3.2 To study the different sales promotional strategies used by Westside, Nagpur.
- 3.3 To study the effect of sales promotion on the flow of customers at Westside.
- 3.4 To study the sales of in- house brands of Westside brand as compared to other brands sold at Westside outlet in Nagpur.

II. Indentations And Equations

1. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

1.1 Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation, interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal, articles etc.

1.2 Sampling Framework

i. Population Definition:

The population for the research includes customers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time, the researcher has taken the sample of 100 Westside customers in Nagpur city.

iii. Sampling technique:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conducts with consumers.

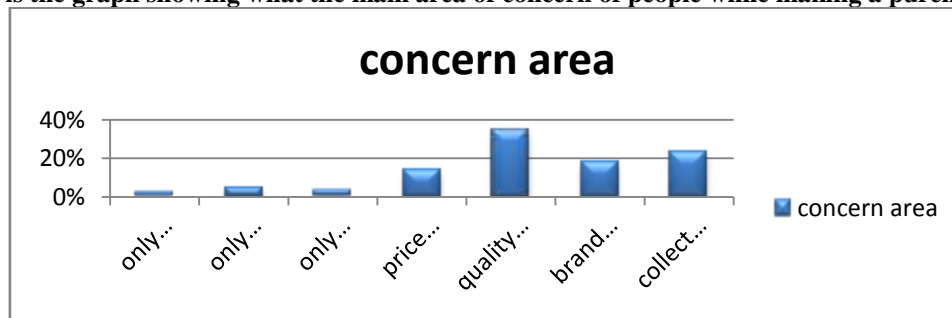
III. Figures And Tables

1.1. Data Analysis and Interpretation

The data analysis and interpretation mainly concerns primary data collected in the form of questionnaire distributed among customer in Nagpur city. The response of data is shown with the help of graphs and charts prepared using MS-Excel software.

Q.1. What is the main area of concern while making a purchase?

Following is the graph showing what the main area of concern of people while making a purchase.



INFERENCE/ INTERPRETATION

The above graph is showing that 35% people are concern about Quality & Brand both. 23% about Collection of Apparels 18% about Brand & Price, 14% about Price & Quality, 5% about Only Quality, 3% about Only Brand and 2% about Only Price.

The main area of concern of people purchasing at Westside is Quality and Brand both. Then comes the Collection of Apparels and then there are people who concentrate more on Brand and Price both. The numbers of people are very few whose main concern in Westside while making a purchase is Only Quality, Brand and Price.

Q.2. Are you aware of promotions done by Westside?

Following is the graph showing how many people are aware of the sale promotion done by Westside.

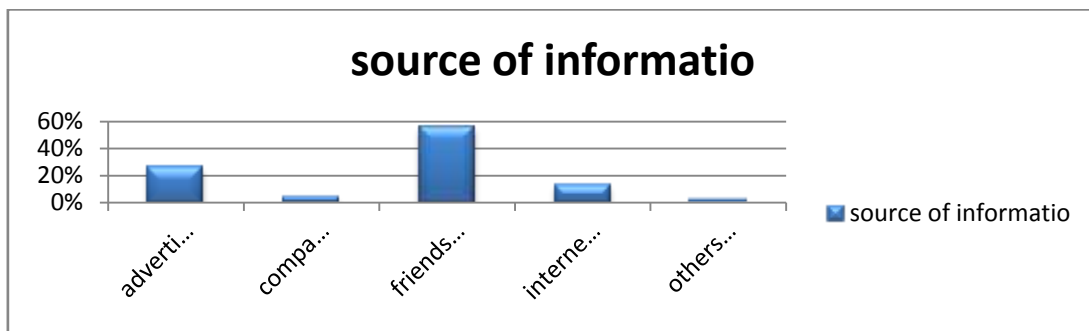


INFERENCE / INTERPRETATION

The above graph is showing that 56% of people who visit Westside are aware of the sales promotions done by Westside and 44% of people are not aware of promotions done by Westside

Q3. Through which sources do you come to know about WESTSIDE’S collection/festive offers?

Following is the graph showing through which source people come to know about WESTSIDE’S collection or new launches/ festive offers.



INFERENCE/ INTERPRETATION

The above graph is showing that 26% of people came to know about the new launches and collection through advertisement, 4% through company outlet 56% through friends/ relatives, 13% through Internet and 2% through other sources.

Q4. Are you a Membership card holder of Westside?

Following is the graph showing how many people shopping in Westside are membership card holders of CLUBWEST



INFERENCE/INTERPRETATION: The above graph is showing that 36% of people shopping from Westside have membership card and 64% people do not have membership card.

Q5. If yes, what type of membership card do you have?

Following is the graph showing how many membership card holders have CLUBWEST CLASSIC or CLUBWEST GOLD.

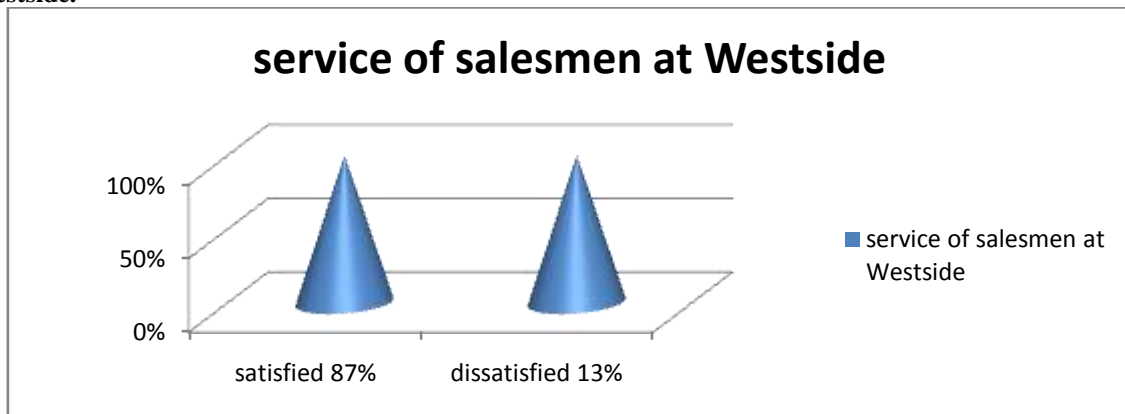


INFERENCE / INTERPRETATION

The above graph is showing that out of the total members of Westside 74% of people have CLUBWEST CLASSIC and 26% people have CLUBWEST GOLD

Q6. Are you satisfied with the services of salesmen at Westside?

Following is the graph showing how many customers are satisfied with the services of salesmen at Westside.

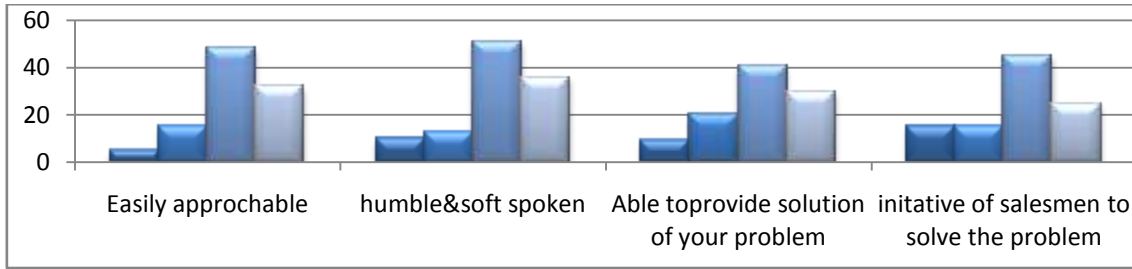


INFERENCE / INTERPRETATION

The above graph is showing that out of total, 87% people are satisfied with the services of salesmen at Westside and the rest 13% are dissatisfied.

Q7. Sales person services (rate the salesperson accordingly from 1-4, where 4 means extremely good and 1 means extremely bad).

Following is the graph showing the ratings given to sales person accordingly to the customers.



INTERENCE / INTERPRETATION

Easily approachable: 5% of people gave rating 1, 15% of the people gave rating 2, while 48% of them gave rating 3 and the rest 32% of them rated 4.

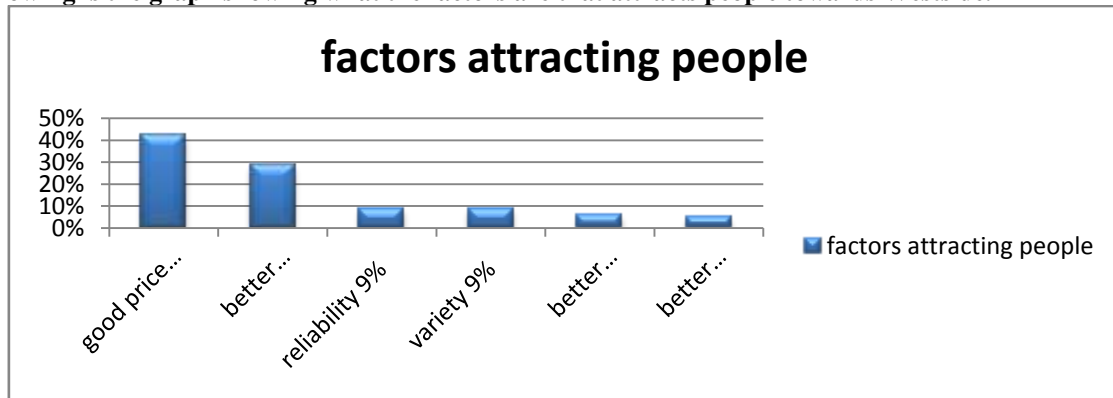
Humble & soft spoken: 10% of people gave rating 1, 13% of the people gave rating 2, while 51% of them gave rating 3 and the rest 36% of them rated 4.

Able to provide solution of your problem: 9% of people gave rating 1, 20% of the people gave rating 2, while 41% of them gave rating 3 and the rest 30% of them rated 4.

Initiative of salesperson to solve problem: 10% of people gave rating 1, 15% of the people gave rating 2, while 45% of them gave rating 3 and the rest 25% of them rated 4

Q8. What drives you to WESTSIDE?

Following is the graph showing what the factors are that attracts people towards Westside.

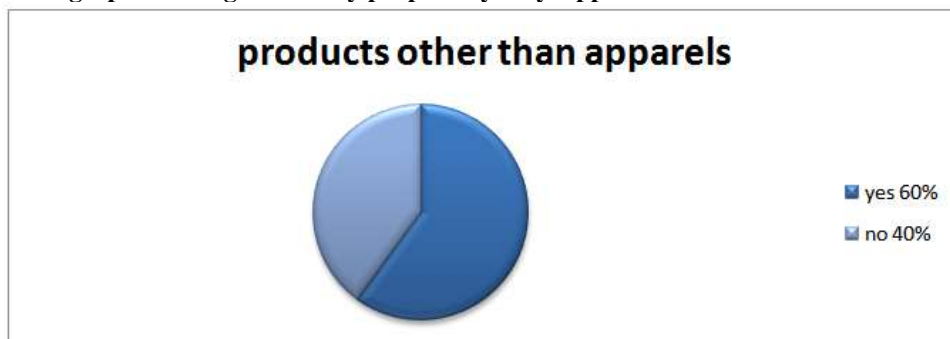


INFERENCE / INTERPRETATION

The above graph is showing that 9% of people are attached towards the Variety of Apparels 29% towards Quality of Apparels 6% towards Ambience of Store, 9% find Westside Reliable 5% find the service of Westside Better than Others, 42% people go to Westside for Good prices.

Q9. Do you buy products other than apparels (clothes) from Westside?

Following is the graph showing how many people Buy only Apparels from Westside.

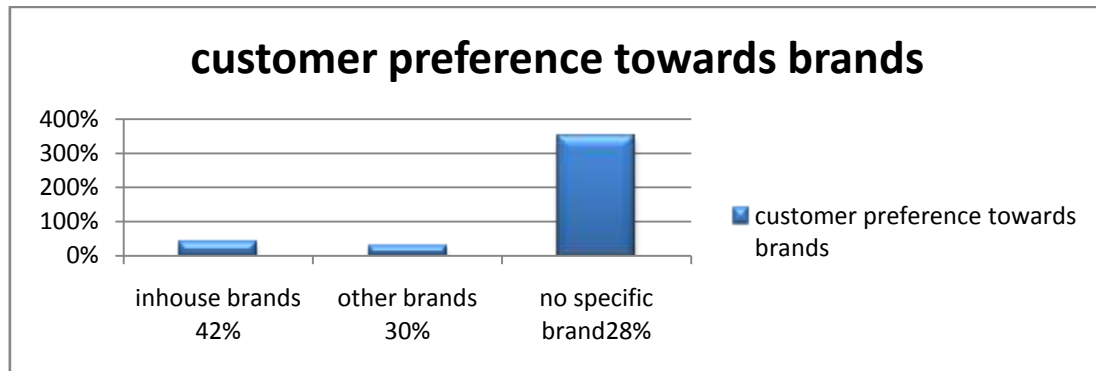


INTERENCE / INTERPRETATION

The above graph is showing that 73% of people who visit Westside are aware of the sales promotions done by Westside and 27% of people are not aware of promotions done by Westside

Q10. Which brands do you prefer buying from Westside?

Following graph shows the preference of people regarding brands while making a purchase at Westside.



INFERENCE / INTERPRETATION

The above graph is showing that 42% of customers prefer buying In- house Brands from Westside and 30% of customers prefer buying Other Brands from Westside. And there were also 28% customers who do not prefer any specific type of Brands.

IV. Conclusion

- 2.1 In a competitive industry, businesses need to use all the resources they have, including skills and knowledge.
- 2.2 Working in teams enables employees to share their ideas and expertise.
- 2.3 Proper promotion is must for significant sales of the product.
- 2.4 Hypothesis proved through the data analysis.

References.

BOOKS:

- [1]. Marketing Management by Philip Kotler

ONLINE:

- [2]. www.indiaretailing.com
- [3]. <https://www.mywestside.com/>