

## **A Comprehensive Study on Marketing Practices at Retail Hypermarket**

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### **Abstract**

During our digital marketing course, we got to know that digital marketing is now a necessity tool to retailers who seek to attract customers and increase foot traffic. Hypermarkets, or, the massive stores that have to compete directly, are resorting to social media, e-mailers, online advertisements, and promotional campaigns to influence what customers will do. In this paper, the author evaluates the effect of these digital promos on the number of individuals who eventually enter a Hypermarket.

To calculate this, we targeted on how online marketing may generate buzz, store traffic, and more interaction with shoppers. I collected data by use of a structured questionnaire that I distributed to customers at hypermarket. Altogether, I have gathered 117 responses and processed them using simplified descriptive statistics frequency and percentage analysis to obtain an impression of the tendencies.

The findings indicate that online advertising actually assists in enhancing brand awareness and making individuals visit the physical store. Social media posts, and any online offers, and general digital campaigns also ensure that customers are not left out of the loop regarding offers, discounts, which involve an increase in

foot traffic. The takeaway? An equal combination of online marketing and conventional strategies can increase the engagement of shoppers and enhance the store performance.

**Keywords:** Customer footfall, SPAR, Digital Marketing, Hypermarkets, Retail Marketing.

## I. INTRODUCTION

Promotion is simply the task of linking the company to the consumer and ensuring that products and services receive the push that they require. Good marketing maneuvers are critical in the retail market particularly in hypermarkets to attract shoppers, increase sales and establish a lasting relationship between customers and suppliers.

Digital marketing is now one of the strongest retailer tools with technology being added into the equation. The promotion of goods and services online through social networks, web tools, email newsletters, search engines and mobile applications gives stores a chance to contact a bigger number of people and communicate better with their customers.

Hypermarkets are running a highly competitive environment where clients preferences keep changing. That is why retailers need to implement the innovative strategies to remain competitive and retain the customers interested. Electronic advertisements keep customers informed about offers, discounts, and new products and also, product awareness is created through digital advertisement.

The hypermarket employs numerous marketing strategies through digital marketing which includes social media advertisements, promotions, and communicating through the internet. Those online adverts are vital towards motivating customers to come to the actual store and purchase.

### **Background of the Study**

The digital technology has completely transformed the retail market and today consumers do their shopping via the Internet, collect information, check prices, and sniff out deals before they make a purchase.

Hypermarkets are actually attempting to cash in on the digital tide. They are brainstorming online advertisements, email drives and Facebook offers to keep the customer coming back, basically putting their name right into the feed of the consumer.

See SPAR as an example- this international chain has entered the sphere of digital marketing. They are spamming email about flash sales, sharing facts about seasonal deals, and hyping a new product release to keep their fan base active. Those minimal nudges contribute to securing loyalty.

Nevertheless, it is essential to smell whether all these Web-based pep talkers actually get people into the full Father. Through sifting answers and reviews, brands could determine the level to which the digital hype will translate into foot traffic, and adjust the game plan.

### **Objective of the Study**

#### Primary Objective

- To analyses the impact of marketing strategies on attracting customers and increasing the presence of customers in Hypermarket.

#### Secondary Objectives

- To find out what exactly customers like the most about various online promotional offers such as discounts, cash back, coupons, and personalized deals.
- To study how much digital platforms like social media, WhatsApp or SMS, email and even mobile apps play a role in shaping customer's buying behavior.
- To prove that involving digital promotions with in-store experiences improves customer satisfaction and loyalty.

### **Research Methodology**

Research methodology is the process involved in the collection, analysis and interpretation of data to be used in a research study.

#### **Research Design**

The research design used falls under descriptive research that will assist the researcher in the description of customer opinions and perceptions about digital marketing strategies employed by SPAR.

#### **Data Collection Method**

The study involved two kinds of data:

##### **Primary Data:**

The data that was gathered were based on primary data using a structured questionnaire administered to clientele that visited SPAR Hypermarket.

##### **Secondary Data:**

The secondary sources consisted of books, journals, research articles, websites and company reports on the topic of digital marketing and retail management.

##### **Sample Size**

The research gathered the opinions of 117 consumers who shop in SPAR Hypermarket.

### **Sampling Method**

The respondents were identified to the study by convenience sampling method.

### **Statistical Tools Used**

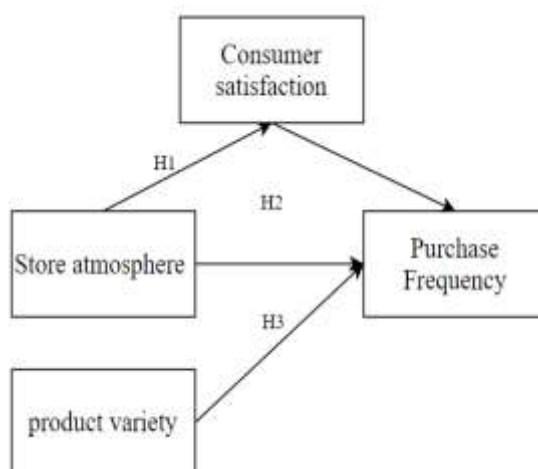
The data obtained was analyzed with descriptive statistical tools, such as:

- Frequency distribution
- Percentage analysis

The answers were summarized and interpreted using these tools to identify customer views on digital promotions.

### **Conceptual Framework**

(Essardi et al. 2024)



### **Data Analysis and Interpretation.**

Analysis of data is used to transform raw data into insights. We conducted frequency and percentage analysis on answers to questionnaire.

### **Age Distribution of Respondents.**

The findings indicate that the majority of the respondents belong to the 31-40 age range (31.6%), followed closely by 21-30 and 41-50. This indicates that the primary target market of Hypermarket consists of working age individuals.

### **Gender Distribution**

Reactions have shown a relatively balanced distribution of both male and female respondents, but a bit more females have responded. This indicates that women also play a primary role in shopping decisions of households.

### **Occupation of Respondents**

Major majority of the respondents are employed professionals, then there are students and business proprietors. Apparently, hypermarkets has a diversity of people occupying various jobs.

### **Monthly Income**

The majority of interviewees make between 40,001 and 60,000. This means that hypermarkets will be attracting middle-income customers primarily.

### **Knowledge of the Digital Marketing at Hypermarkets.**

The majority indicated that the advertisements of hypermarkets can be found on significant online channels, meaning that the brand image online is successfully reaching target audiences.

### **Online Marketing and Brand Recognition.**

Many of the respondents affirmed that digital marketing keeps them abreast with product offers and discounts. This explains the power of online promos in disseminating information.

### **Online advertisements and visits to the shop.**

Statistics indicate that a large number of customers visit the store following online promotions or advertisements. This implies that digital campaigns directly increase the in-store footfall.

### **Findings**

The study also shows that digital promotions are great in making people aware of the products and deals in Hypermarket. The majority of the respondents described that they frequently encounter promotions in the digital platform such as Internet campaigns and social media. Through these marketing initiatives, the customers would be informed about current promotions, specials, and emerging products, thereby increasing their interest to visit the store.

The paper also reveals that the use of digital marketing techniques has a positive impact on customer engagement and shopping behavior. Various respondents reported that they visit the store when they come across a catchy online post or advertisement. This shows that digital promos are a powerful communication tool between the retailer and customers to stimulate the customers to visit the physical store and see what it has to offer. Consequently, online marketing contributes to the foot traffic, as well as enhancing market presence of the store.

Lastly, the review demonstrates that online promotions are convenient and informative to customers. By informing their customers on a regular basis about deals and offers, Hypermarket develops stronger relations and keeps their interest towards the brand. In general, the results indicate that integration of digital

promotes with the traditional retail techniques can be very effective in increasing customer experience and frontline store traffic.

## **II. CONCLUSION**

It is concluded that digital promos is a significant contribution towards directing customer behavior and boosting store foot fall in hypermarkets. Using social media advertisements, promotional campaigns, and internet interaction, Hypermarkets utilizes the internet in a good way to attract customers to the physical store.

Findings indicate that customers rely on online platforms to research on deals prior to visiting them, which highlights the importance of integrating online marketing with more traditional retail strategies.

With even more work on its online appearance and advertising, Hypermarkets will be able to increase interaction with customers and the overall performance of the stores. Through the research, it has been established that online marketing is an effective means of getting foot traffic and making retail successful in the long term.

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