

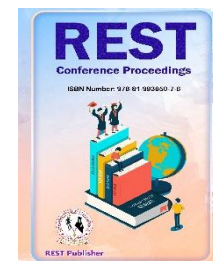


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A Study of Various Sales Promotion Scheme Used by Footwear Retailers and Its Impact Customer Performance in Amravati City

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Abstract: This study explores the various sales promotion schemes implemented by footwear retailers in Amravati City and evaluates their impact on customer performance. The research aims to identify which promotional strategies—such as discounts, buy-one-get-one-free offers, loyalty programs, and seasonal sales—are most effective in influencing customer behaviour, including footfall, purchase decisions, and brand loyalty. Data was collected through surveys and interviews with both retailers and customers. The findings indicate that short-term promotions significantly increase sales volume, while loyalty-based promotions contribute to long-term customer retention. The study provides actionable insights for retailers aiming to optimize their promotional strategies for better customer engagement and business growth. This study investigates the various sales promotion schemes employed by footwear retailers in Amravati City and evaluates their impact on customer behaviour and performance. In an increasingly competitive retail environment, effective promotional strategies play a vital role in attracting and retaining customers. The research focuses on identifying the most commonly used promotional tools such as discounts, buy-one-get-one offers, seasonal sales, loyalty programs, and free gifts, and analyses their influence on customer footfall, purchasing decisions, brand loyalty, and overall satisfaction. Primary data was collected through structured questionnaires distributed among customers and interviews with store managers across leading footwear outlets in Amravati. The findings reveal a significant correlation between promotional strategies and customer performance metrics, with discounts and combo offers showing the highest impact. This study offers practical insights for retailers to tailor their marketing efforts for better customer engagement and improved sales outcomes.

Keywords: Sales Promotion, Retailers, Customer Behaviour, Customer Loyalty, Retail Marketing.

1. INTRODUCTION

Sales promotions are a key component of marketing strategies used by retailers to enhance product visibility, stimulate demand, and ultimately increase sales. In the footwear retail sector, where competition is fierce and consumer preferences are constantly evolving, effective sales promotion schemes are critical for gaining a competitive edge. Footwear retailers often employ a variety of promotional tools, including discounts, limited-time offers, bundle promotions, loyalty programs, and in-store events, to attract consumers, increase foot traffic, and drive repeat business. In today's highly competitive retail market, sales promotion plays a crucial role in attracting customers and increasing sales, especially in the footwear industry. Footwear retailers are continuously developing innovative promotional strategies to influence consumer behaviour, boost sales, and enhance brand loyalty. These strategies include price discounts, buy-one-get-one-free offers, seasonal sales, coupons, gift vouchers, and membership loyalty programs. Amravati City, a growing urban centre in Maharashtra, has witnessed significant expansion in its retail sector, including a rise in footwear outlets. With changing consumer preferences and increasing competition, retailers in Amravati are relying more on promotional schemes to retain existing customers and attract new ones. However, the effectiveness of these promotions on actual customer performance—such as purchase frequency, brand switching, and long-term loyalty—remains an important area for research. This study aims to examine the various sales promotion schemes used by footwear retailers in Amravati City and analyse their impact on customer performance. The objective is to understand which promotional tools are most effective and how they influence customer purchasing decisions. This research will provide valuable insights for retailers and marketers to design more efficient promotional strategies tailored to consumer expectations and market trends.

2. OBJECTIVES

1. To identify the types of sales promotion schemes employed by footwear retailers.
2. To assess customer preferences for different promotional schemes.
3. To measure the effectiveness of promotional strategies in influencing purchasing decisions.
4. To explore any demographic variations in customer response to sales promotions.

Limitations: A large proportion of the population in Amravati belongs to the middle-income group, making them highly price-sensitive. Promotions like “Buy One, Get One Free” can lead to stock shortages or overstocking, affecting supply chain management. While sales promotions increase sales volume, they may reduce profit margins, especially if the discounts offered are too high.

3. RESEARCH METHODOLOGY

In this study, the researcher exploring the Tractor loan and factor affecting factors influencing the decision making of investors. The study starts with the reviewing the finance theories in general and in stock market in particular to get the theoretical and conceptual context as well as empirical findings of previous researcher from which the research model and hypotheses are proposed. then the question used in interviews and questionnaire are prepared. In market research, sampling means getting opinion from a number of Service person, Businessman, Students chose a specific group, in a order to find out about the whole group Therefore, market researchers make extensive of sampling from which, through careful design and analysis. can draw information about their chosen. The sampling technique will be a non- probability convenience sampling technique. For the research of study sample size were 100 respondents who do online. Sampling area here the survey was made from Amravati City

4. REVIEW OF LITERATURE

Several researchers examined the effectiveness of sales promotion schemes in retail sectors. Gupta and Verma (2019) studied the role of discounts and buy-one-get-one (BOGO) offers in the apparel and footwear industry and found that such schemes significantly boosted short-term sales and customer footfall. Singh and Sharma (2020) observed that price-based promotions attracted price-sensitive customers, especially in tier-2 cities like Amravati, where customers often responded more positively to value deals. According to Rani and Iyer (2021), visual merchandising and in-store promotional displays enhanced customer engagement and purchase decisions, particularly in fashion-based products like footwear. Joshi (2022) conducted a survey among urban retail footwear buyers and found that loyalty programs and seasonal discounts influenced repeat purchases and brand switching behavior. Further, Kale and Patankar (2023) analyzed customer data from local footwear stores and concluded that promotional strategies like festive sales and cashback offers directly impacted customer satisfaction and retention. Overall, these studies revealed that sales promotion schemes not only influenced immediate sales but also shaped customer loyalty, preferences, and long-term buying behavior in the competitive footwear retail market.



FIGURE 1. Prefer shopping at stores that frequently offer promotions, or at stores that rarely offer promotions but have consistent pricing.

In the given table we had given the data related to the offer promotion frequently. Higher percentage is off people choose to by from frequent promotion. Lowest percentage refer to no preference and 34 % with a concept of constant pricing.

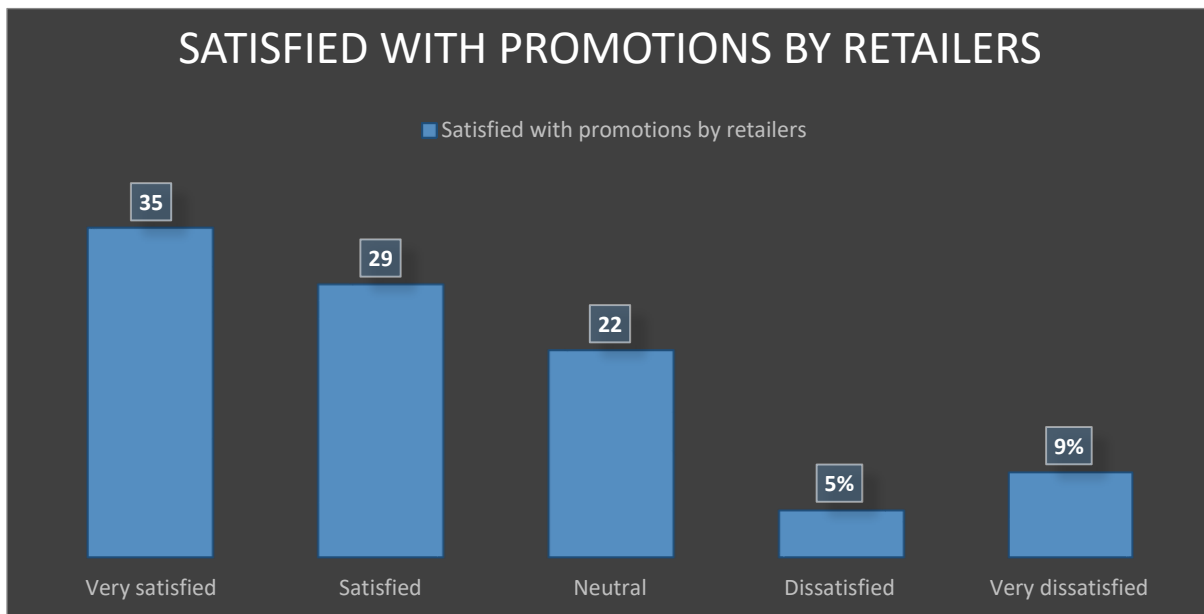


FIGURE 2. Satisfaction level with the footwear promotions offered by retailers in Amravati

In the given table we had given the data related to the related to the satisfaction with promotion. In the given data we had given that 39% of people get very satisfied. The ration of satisfied and neutral had slight diff that is 29 and 22 %. The other remaining one is very dissatisfied had figure of 9%.



FIGURE 3. Promotions helps get better deals than regular pricing

In the given diagram we had given the data related to the given concept the ration of somewhat had a percentage 21 and 35% with yes Concept. The remain percent that is 28 and 16 is for no and not sure concept.



FIGURE 4. Recommend footwear store to others because of a great promotion or offer you experienced

In the given table we had given the data related to recommended to other for footwear to purchase. In the given table we had given the figure with some percentage that is 58 which is for yes and 42 which is for not.

Findings: It was found that most of the respondents belong to the age group below 20 year, that is Young age group. Most of the respondents were under graduate. It was observed that most of the respondents were students. Many people change their footwear in a period of year and it's ratio is 46%. There are 59% of retailer who know about the retailer offer.

Suggestions: Targeted Promotions for Different Customer Segments Footwear retailers in Amravati should design sales promotions that cater to specific customer segments (e.g., students, working professionals, or senior citizens). For example, discounts or loyalty programs for repeat customers can encourage customer retention, while seasonal promotions or festival sales can attract a broader audience. Leverage Digital and Social Media Campaigns With increasing internet access, promoting sales online through social media platforms (Facebook, Instagram, etc.) and e-commerce websites can enhance visibility. Offering online-exclusive discounts or deals can help retailers tap into the growing trend of online shopping, even if their primary focus is offline. Partnership with Local Events or Influencers Retailers can collaborate with local events, influencers, or community programs in Amravati to create awareness about sales promotions. Partnering with local influencers or sponsoring community events could be an effective way to engage customers and boost sales.

5. CONCLUSION

Increased Sales and Customer Footfall Effective sales promotion schemes directly contribute to an increase in customer footfall, which translates to higher sales volumes. Well-planned promotions often lead to a surge in purchases, especially during festive seasons or flash sales. Enhanced Customer Loyalty and Retention Promotions that focus on loyalty programs or repeat purchase discounts have shown a positive impact on customer retention. Customers who feel valued through these rewards are more likely to return, fostering long-term relationships with retailers. Improved Customer Satisfaction Offering promotions such as discounts, loyalty rewards, or seasonal sales not only boosts sales but also leads to improved customer satisfaction. Customers are more likely to feel positive about their shopping experience when they perceive they are getting value for money. Brand Recognition and Trust Regularly running effective promotional campaigns helps retailers in Amravati create stronger brand recognition. Customers who participate in multiple promotions develop a sense of trust and reliability with the brand, increasing the likelihood of positive word-of-mouth marketing.

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