

PROJECT REPORT ON

“A Study on the Effectiveness of Promotional Loyalty Programmes in Enhancing Retail Footfall and its Impact on Customer Purchase Pattern with Reference to Spar Hypermarket Shimoga.”

SUBMITTED BY

AISIRI N R

4AL21BA001



**VISWESVARAYA TECHNOLOGICAL UNIVERSITY,
BELGAVI**

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

MRS. PRIYA SEQUEIRA

HOD PG DEPARTMENT OF

BUSINESS ADMINISTRATION

AIET, MIJAR

EXTERNAL GUIDE

MR. HARSHA

HR MANAGER

SPAR HYPER MARKET

SHIMOGA



PG DEPARTMENT OF BUSINESS ADMINISTRATION

ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

SHOBHAVANA CAMPUS MIJAR, MOODBIDRI

2022-2023

CERTIFICATE

Date : 27-05-2023

This is to certify that **Ms. Aisiri N R (USN-4AL21BA001)** bearing studying in IV semester MBA at the Dept. Of management Studies, Alvas Institute Of Engineering And Technology, Moodbidri (Karnataka) had undertaken a Project work in our organisation in the area of marketing on the topic of **"Effectiveness of Promotional loyalty programmes in enhancing retail footfall and its impact on customer purchase pattern: A study with reference to SPAR HYPERMARKET Shivamogga"** under the guidance of **Mrs. Priya Sequeira, HOD PG Dept of Business Administration, AIET, Moodbidri.**

During the period: **17.04.2023 to 27.05.2023.**

Student conduct and performance during this project work were found satisfactory.


Branch Manager

SPAR HYPERMARKET



Beary's City Centre shopping Ma
Ground Floor, BEARY'S City Centre Ma
BH Road Shivappa Nayaka Market
Ameer Ahmed Circle,
Nehru Rd,
Shivamogga, Karnataka 577201



ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Accredited by NAAC with A+ Grade and NBA (CSE & ECE)

Date: 01-09-2023

CERTIFICATE

This is to certify that **AISIRI N R** bearing **USN 4AL21BA001** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled **"A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL LOYALTY PROGRAMMES IN ENHANCING RETAIL FOOTFALL AND ITS IMPACT ON CUSTOMER PURCHASE PATTERN WITH REFERENCE TO SPAR HYPERMARKET SHIMOGA"** is prepared by her under the guidance of **Mrs. Priya Sequeira, Senior Assistant Professor**, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

Mrs. Priya Sequeira

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Signature of Principal

PRINCIPAL

Alva's Institute of Engg. & Technology,
MIJAR, MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

☎ 08258-26272+ (O), 262725 (P)

✉ principalaiet08@gmail.com

🌐 www.aiet.org.in

DECLARATION

I, Aisiri, hereby declare that the project report entitled "A Study on the Effectiveness of Promotional Loyalty Programmes in Enhancing Retail Footfall and its Impact on Customer Purchase Pattern". Is prepared by me under the guidance of **MRS. PRIYA SEQUEIRA HOD, PG DEPARTMENT OF BUSINESS ADMINISTRATION,** Alva's Institute of Engineering and Technology. I also declare that this project work is towards the partial fulfillment of the university regulation for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other university /Institution.

Place: Mijar

Date: 02/09/2023



Signature of the Student

ACKNOWLEDGEMENT

I wish to convey my gratitude to my internal guide Mrs. Priya Sequeira HOD, PG Department of Business Administration, for having guided me on every aspect right from the beginning of the project report. For giving resources and information about the topic which is very crucial to study and prepare the project report.

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I express my deepest gratitude to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

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EXECUTIVE SUMMARY

The Project work “A Study on Effectiveness of Promotional Loyalty Programmes Enhancing Retail Footfall and its Impact on Customer Purchase Pattern”, as required by the Alva’s Institute of Engineering and Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belgavi.

Objectives of the Study:

1. To get an understanding of the retailing business and loyalty programmes in India's organised retail outlets.
2. To prove that the SPAR India Limited's loyalty programme in Shivamogga has impact on high sales.
3. Determine the effect of the promotional programme on footfall and client purchase habits.

This report is divided in to five chapters. First chapter is about Introduction and History of Spar Hyper Market. Second Chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research Design which contains statement of the problem, need for the study, objectives of the study, scope of the study, Research methodology, Hypotheses and limitations of the study. Fourth chapter is about Analysis and Interpretation of the data which is collected by the Loyalty Programmes benefits of the Questionnaire by using tables. Fifth chapter is about Findings, Conclusion and Suggestions based on the study. Then it contains Bibliography which is about the various websites used to collect the Literature Review and Secondary Data for the Project. Annexure contains the Questionnaire.