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"Role of Innovation and Research for Designing Sales Promotion Strategies of Bhat-Bhateni Supermarket"

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ABSTRACT

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A study of sales promotion strategies of Bhat-Bhateni Supermarket & dept. Store Pvt. Ltd (BBSM), especially with its Butwal branch, within the scope of a changing retail industry in Nepal. Being the largest chain in Nepal since 1984, the Bhat-Bhateni Supermarkets still rely on traditional promotional techniques like seasonal discounts and price-oriented incentives. The study aims to analyze the effectiveness of such existing strategies and look into how new-age, data-driven marketing consisting of AI personalization and digital engagement can improve consumer interaction and contribute to better sales. This builds a conceptual framework that ties innovation and research with promotional strategy evaluation to explore into the emotional appeal and regret anticipation, as psychological

drivers of consumer behavior and decision-making approaches in strategic marketing.

The study has four specific questions: current promotional practices, impacts of innovations, consumer research, and new strategies for growth identification. Mixed methods were employed, including a quantitative survey using stratified random customer sampling and qualitative interviews by purposively sampling BBSM marketing personnel. Internal records and industry reports create richness for analysis. The findings show that although festive promotions, BOGO offers, and digital campaigns (especially mobile apps and social media) work best, they lack personalization. While BBSM has increased interaction on digital platforms, the absence of AI-powered promotional tools has minimized the benefits. The study concludes that the BBSM must combine technological innovations with personalized marketing strategies to create customer loyalty and competitive advantage. These findings are not only relevant to the forthcoming marketing campaigns of BBSM but are also a set of recommendations for other retailers in navigating Nepal's dynamic retail.

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1. INTRODUCTION

In a world of changing retail practices, innovators have continued to change things for the establishment of new competitive advantages against rivals, the most established being Bhat-Bhateni Supermarket & Departmental Store Pvt. Ltd. In Nepal. Changes in consumer habits, newer technology, and evolving promotional strategies primarily drive these innovations. As the retail sector becomes increasingly complex, implementing data and technology has proven to be the difference between growth and competition (Shankar et al., 2021). The bottom line is that retailers who do not keep pace with such changing practices will fall behind, while the rest will be miles ahead in terms of competitiveness and consumer loyalty.

Sales promotion activity will significantly include discounts, time offers, and exclusive schemes that act on consumer buying behaviors. Studies show how emotional constructs like regret anticipation strongly impact individual purchasing decisions. Psychologically, this part is important in the field where a special time-limited offer can quickly move consumer action (Shih & Schau, 2011). A promotional strategy must take into account the psychological drivers influencing consumer behavior so that it can deliver the optimal effect.

Bhat-Bhateni has been active in new marketing strategies with a special concentration on AI-enabled personal promotion and dynamic pricing in the business. These innovations enable the company to tailor its products and services in line with the changing tastes of individual consumers, thus enhancing engagement and retention (Grewal, et al., 2011). Further, under open innovation, Bhat-Bhateni has been good at partnerships with external stakeholders to improve and bring new facets to its marketing campaigns (Siqueira et al., 2021). That way, this continuous innovation helps to ensure that all these promotion strategies match well with the dynamics of the market and the expectations of the customers.

Another crucial strategy for retailers would be to change prices dynamically in real time based on consumer preferences, competition, and the general market scenario. This provides the optimum pricing strategies that are flexible enough to maximize profit from operations and respond much faster to changes in market conditions (Osuna et al., 2016). Further, with personalized promotions and loyalty programs, dynamic pricing enhances immediate sales and generates long-term customer value, thus ensuring many more years of business growth.

Constant innovation has become a requirement and continues, coupled with the shifting demands of consumers about promotion, thus ensuring coordination of newer tools available for modern consumers in technologies and the market scenario (Shankar et al., 2021) at which the promotional strategies of t as consumers increasingly become more artificial in behavior and competitive with retailers. The company will need to be harmonized continuously to bring about transformation.

1.1 Background of the study

The study firstly aims to examine Bhat-Bhateni's strategies for sales promotion, especially in the Butwal branch, from a national perspective of its retail activities. This study examined how Bhat-Bhateni engages with customers through various promotional schemes and the effectiveness of these strategies in achieving sales and market success.

Bhat-Bhateni was started in 1984 as a tiny grocery near the Bhat-Bhateni temple in Kathmandu by Mr. Min Bahadur Gurung with an investment of 35,000 Nepali rupees. It has grown into Bhat-Bhateni since then as Nepal's largest retail chain, today running 28 outlets across the country. Currently, about 4,500 employees work in the supermarket as full-time employees and 900 as part-time employees. Out of these, 95% of the total employees are females. According to reports, the daily sales are more than 55 million Nepali rupees, and the company holds the

largest taxpayer position in the Nepali retail industry (Bhat-Bhateni supermarket & dept. store Pvt. Ltd.)

With social and technological developments picking up steam, the competition in the retail environment has been intensified, thus making it harder for businesses to adjust their promotional strategies. Modern-day sales performance and consumer engagement strategies operate through new trends and innovations powered by AI-enhanced pricing models, personalized promotions, and consumer data analytics, all adapting towards increasing market competitiveness (Al-Nimer et al., 2021). Global studies suggest that technologies of this nature have improved sales performance (Sikdar & Vel, 2010); conversely, hardly any work has surfaced that fully investigates tailoring innovations for retailers like Bhat-Bhateni. Filling this knowledge gap creates room for further research to implement AI-based promotion strategies in Nepal's retail sector in practice.

1.2 Research Purpose, Objectives, and Questions

Research Purpose and Objectives

This research shall be directed towards understanding the way innovation and research can be applied systematically in enhancing sales promotion strategies for Bhat-Bhateni. The supermarket is one of the leading retail entities in the country, yet its promotional tactics are not very distinct, and data-driven improvements could be made. While Bhat-Bhateni has been able to establish itself as a market leader, its promotional strategies remain chiefly traditional, relying mainly on seasonal discounts and price incentives. These strategies have remained stagnant and have not shifted in tune with changing market dynamics and customer expectations.

The research focuses on bridging the traditional promotion techniques and advanced approaches with a touch of recent technological innovations such as AI-based promotions, personalized offers, and predictive analytics. This will examine

their capacity to enhance customer engagement and sales performance towards sustainable growth for Bhat-Bhateni. The study will therefore assess the usage of innovative promotional strategies to enhance customer concern as well as asset growth. The objectives of this research are:

- Analyzing the current sales promotion strategy of Bhat-Bhateni.
- Identifying the impacts of innovation on the promotion methods of Bhat-Bhateni.
- Analyzing the influence of consumer research on potential sales promotions.
- Identifying gaps or inadequacies in existing strategies.
- To develop research-based and innovative advertising strategies that relate to current consumer behavior and market trends.

Research Questions:

Bhat-Bhateni Supermarket is the largest retailer in the country with an established presence. However, it has been unable to establish uniqueness in its promotional activities. The supermarkets mostly offer seasonal discounts and price-based incentives for their products as traditional promotional practices. As the competition among local and international retailers rises, there should be more innovative and research-oriented approaches to maintain customers' interest and involvement.

Further, while there is widespread acceptance of the importance of research and innovation in establishing effective sales promotion strategies, not much has been done to examine these two concepts in terms of Bhat-Bhateni Supermarket, especially. The lack of systematic research poses a barrier to supermarkets in exercising data-backed decision-making to design promotions with variations toward the modernizing patterns of preferences and market trends.

The following questions are the research questions:

1. What type of sales promotion is used by Bhat-Bhateni Supermarket at present?
2. How does this innovation play a role in streamlining the methods of the above strategies?
3. How does consumer research impact the conception of sales promotions?
4. What new and scientifically proven growth levers should be offered to bring incremental changes in the effect of sales promotions for Bhat-Bhateni?

1.3 Key Concepts and Framework

The present study encompasses three interrelated components that form the conceptual underpinning of the study: innovation, research work, and sales promotion strategies. Innovation involves in new technology and modernization approaches or techniques in marketing. Research is gathering relevant data among consumer insights with market analysis that feeds into decisions driven by empirical evidence. These constitute effective sales promotion strategies, including dynamic pricing, personalized discounts, and digital engagement strategies in interacting with consumers. The research, in contrast, bases itself on finding solutions to informed decision-making through the assessment of consumer behavior, trends in the market, and competitive dynamics.

From this, the study deals with psychological perspectives on customer behavior, such as anticipated regret and emotional appeal, which play a role in deciding to purchase. The corporation of technology will also hold an important place through AI recommendations, analytics, and digital platforms integrated into enhancing promotion effectiveness. Sales promotion strategies, from discounts to loyalty programs and interactive marketing campaigns, are the primary methods for acquiring and retaining customers. Significantly, the combined influences of the results create a greater customer share of minds for and within a competitive market, as Bhat-Bhateni enjoys brand loyalty.

The study intends to combine these three to enhance the effectiveness of the supermarket's promotional efforts, stimulate sales, and give a stronger competitive advantage. These goals would help create a study that could be relevant to retail managers, marketers, and business strategists for the desired fine-tuning of such promotional campaigns into those that ultimately achieve and maintain success.

The conceptual framework, as illustrated in the diagram, shows how innovation and research inform effective selling and promotional strategies in the retail industry, such as Bhat-Bhateni Supermarket.

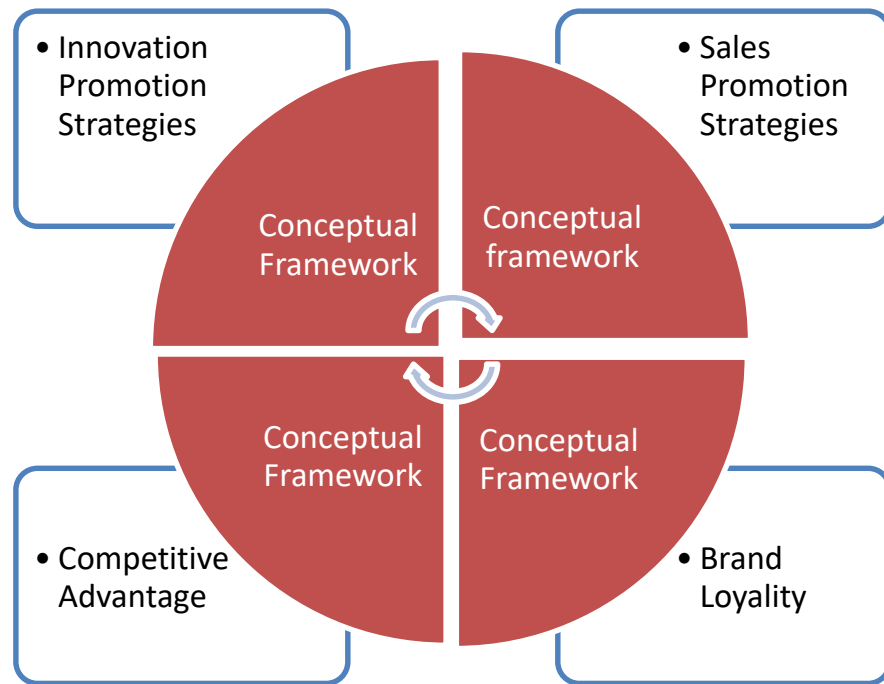


Figure 1

Figure 1 signifies that there exists an interrelationship between innovation strategies, research strategy, and sales promotion strategy in leading to brand loyalty and competitive advantage at BBSM. It shows that research-based innovation directly feeds into sales promotion strategies, which in turn create consumer involvement and brand loyalty; the collective outcome of all this is competitive advantage in the retail industry of Nepal. Such a framework shall

enable retail managers, marketers, and business strategists to exploit promotional campaigns well for further success.

1.4 Justification, Relevance, Importance, and Significance of the Study

Changing winds in retail will be rapidly assisted by technology, changing consumer behavior, and competition. These are some of the elements that require fast adaptation from the business, or they will end up possibly market opportunities. Technological innovations have, over the years, become mandatory for retailers to be competitive, and companies that integrate new technologies, especially in terms of data-driven sales promotion, will gain an edge over others (Shankar et al., 2021). The retailer must find ways in which technology will enable him to engage the consumers better, optimize promotional expenditures, and profit from the efforts undertaken.

This study is of great relevance in the context of technological innovations impacting the design and production of data-driven sales promotion in Nepalese retail. It provides the vendor the power to become increasingly individualized or data-driven, allowing them to segment their customer even further and customize the offer based on the individual's preferences and behaviors (Osuna et al., 2016). The study will also prove highly useful to retailers in Nepal, especially Bhat-Bhateni Supermarket (BBSM), because it will enable them to harmonize their promotional strategies more effectively with the changing demands of the tech-savvy consumer. Such relevance is highlighted further as digital transformation gains worldwide and local traction in retail practices (Shankar et al., 2021).

This study's importance lies in the fact that it offers several benefits to the different stakeholders. This will also help retail businesses know how to apply consumer psychology and technology in the areas of their promotional strategies to make them more efficient. They generally understand the behavior of consumers when it comes to promotion. This understanding enables promotions

are appeal to consumers and helps them gain more engagement and eventually brand loyalty.

Marketing experts would find themselves getting a little deeper into executing better campaigns based on measurable data. This would probably yield positive outcomes by identifying the most effective and personalized strategy for the consumer (Shih & Schau, 2011). This research is for scholars and researchers as it provides insights into professional academic literature on marketing innovation, consumer behavior, and retail management.

These findings are bound to narrow the gap between theory and practice by applying the components of innovation and technology in practical, real-life retail applications in Nepal. It adds to the vast number of studies that have sought to address how innovation impacts the effectiveness of sales promotion and consumer engagement. Besides, understanding how innovation and consumer research contribute to the effectiveness of promotions is key to keeping marketing strategies relevant to customers. This is essential in keeping the retailers in tune with the changed consumer needs and preferences. Ultimately, such a study would build on the capabilities of retailers in loyalty retention and profitability by creating more focused promotions as the demands of the market keep varying.

1.5 Research Problem, Research Gap, and Development Task

Research Problem:

All the phenomena are due to technological innovations, changing behavior, and competition inside retail (Grewal et al., 2017). Continuous changes in emerging technologies will be important for retailers to keep their hands firmly on top of the competition, failing which they will lose their market opportunity (Xu et al., 2024). Previous studies have defined the very complex role of digital transformation in improving innovation and enhancing consumer engagement in firms (Verhoef & Inman, 2015). However, much still needs to be done

experimentally to verify how far technological innovations, promotional tactics, and brand attachments affect consumers' actions, performance of retailers, and competition within the business (Lokuge et al., 2020).

Although customized pricing models, sophisticated promotional systems, and open innovation are regarded as promising drivers for retail success (Grewal et al., 2012), they have theoretically been under-explored in terms of their interaction with consumers' behavior and brand loyalty (Lemon & Verhoef, 2016). Similarly, another gap that needs to be filled is whether innovative technologies in retail market operations lead to better financial performance (Rust & Huang, 2014).

This research targets filling this gap by investigating how technological innovations, promotional tools, and customer loyalty interact to influence the consumer purchase behavior and performance of the retailer. It analyzes these interactions toward a more profound understanding of strategically embedding technology and marketing innovations in sustainable retail growth (Rust & Huang, 2014).

Research Gap:

There has been enormous scholarship on sales promotion and retail innovation worldwide, but it lacks considerable space specifically for the Nepali retail industry, especially concerning Bhat-Bhateni Supermarket (BBSM). There is a massive amount of evidence from literature regarding international retailers as huge as Walmart and Tesco, there are hardly any indications regarding how Nepalese supermarkets adopt the research-based innovation in sales promotions (Smith & Colgate, 2007). It is worth noting that there are also fewer studies focusing on AI-driven big-data-based personalized marketing strategy implementation in the Nepalese setting (Moustapha, 2024).

Likewise, research on the traditional and digital promotional strategies in Nepal's retail industry is generally scant. Given the lower levels of digital adoption in Nepal

compared to developed markets, there is a critical need for research regarding the blending of conventional and digital advertisement strategies (Verhoef et al., 2015). Cultural and economic aspects as key shopping seasons, with particular regard to festivals like Dashain and Tihar, have not received adequate examination in their influence on purchasing behavior during such seasons (Grewal et al., 2012).

This study addresses these gaps to contribute to knowledge in retail management through an integrated, holistic framework of technological innovation with promotional approaches and consumer psychologies increased up to resulting in brand loyalty and better success in business.

Table 1: Research Gaps in Existing Literature

Research Area	Identified Gaps	References	Implications
Sales Promotion in Nepali Retail	Limited research on how Nepali supermarkets, particularly BBSM, implement sales promotions based on research-driven strategies.	(Smith & Colgate, 2007)	Requires a study focusing on BBSM's approach to integrating modern sales promotion techniques.
Application of AI and Big Data in Sales Promotions	Most studies focus on retailers like Walmart and Tesco, with minimal insights into how Nepali retailers utilize AI for their promotions.	(Moustapha, 2024)	Investigating AI-driven that are personalized promotions and their effectiveness in the Nepal retail sector.
Integration of Traditional and Digital Strategies	Due to the Lack of research between conventional and digital sales promotions in Nepal.	(Verhoef & Inman, 2015)	Understanding how these promotional strategies can optimize consumer engagement.

Research Area	Identified Gaps	References	Implications
Cultural and Economic Influences on Promotions	Limited and fewer studies on how cultural factors (festivals, shopping traditions) influence retail promotions in Nepal.	(Grewal et al., 2012)	Researching how seasonality affects sales promotions and consumer buying behavior is one.
Customer Loyalty and Personalized Marketing	The least little research on loyalty programs and targeted promotions in the Nepalese retail context.	(Rust & Huang, 2014)	Exploring personalized marketing and how it would motivate customers to come back.

Table 1 demonstrates the most relevant gaps in the research about sales promotion in Nepal and highlights areas under Bhat-Bhateni Supermarkets (BBSM) for further inquiry. Most existing research revolves around sales promotions in large retail organizations such as Walmart and Tesco, the majority of gaps are bridged with reference to understanding research-based strategies for supermarket use in Nepal. Therefore, the research really needs to study on how Nepali customers, particularly BBSM, use the sales promotion strategy with research roots and local practice.

The retail scenario in Nepal, especially concerning Bhat-Bhateni Supermarket (BBSM), contains very few studies that talk about the application of research-based strategies for planning and implementing sales promotions. Most of the studies regarding sales promotions are focused mainly on global retailers, with little emphasis on the extent to which Nepali Supermarkets rely on data-driven methods to formulate and execute their promotional campaigns (Smith & Colgate, 2007). Bhat-Bhateni has established itself as the largest supermarket chain in Nepal; promotional activities within its premises are typically governed by

conventional methodologies featuring the likes of seasonal discounts or price-led incentives.

In an entirely different context, AI and big data are considered another area of space in sales promotions. These technologies are offering a new set of impacts and opportunities for sales promotions, and have hardly been explored in Nepal. This offers a potential area for research, and these would be AI personalized promotions for the Nepali retail markets (Moustapha, 2024). Additionally, combining customary and online promotional strategies continues to remain unexplored. In addition, digital adoption rates are below those of advanced economies; thus, the research community has not yet put sufficient work into exploring how a mix of traditional and digital methods can improve engagement (Verhoef & Inman, 2015).

Culturally and economically influenced, such as through festivals like Dashain and Tihar, the research gap sheds light on buying behavior. The significance of the cultural factor makes studying the impact of seasonality and consumption patterns on sales promotions essential (Grewal et al., 2012).

The vast majority of research is to understanding loyalty programs and personalized marketing famous worldwide, but there seems to be very little done in the context of retailing in Nepal. There lies a gap in knowledge about how supermarkets like BBSM can exploit personalized marketing and loyalty programs to improve customer retention (Rust & Huang, 2014).

Covering these gaps would yield findings that would contribute to understanding the evolution of sales promotion strategies in Nepal, particularly for BBSM, while developing recommendations for improving marketing strategies in the larger picture of the Nepalese retail environment.

Development Task:

This research works in the guiding framework of strategically embedding technological innovations, promotional mechanisms, and brand loyalty strategies for sustainable retail growth. It also opens important insights for several stakeholders, retailers, and business practitioners can rely on the findings to optimize technology, consumer engagement, and marketing strategies for better business performance (Anderson & Billou, 2007). This study will prove advantageous for marketing professionals designing data-driven promotional campaigns to encourage maximum consumer engagement and brand loyalty (Grewal et al., 2012). Academics and researchers can build on the findings from this study for subsequent inquiries on the intersections of digital transformations and the customer experience within the scope of retail (Rust & Huang, 2014). Through better research in innovation and consumer studies, a new knowledge paradigm in retail is often said that the industry would benefit from consumer experience, brand loyalty, and profitability, as successful marketing strategies would generate (Lemon & Verhoef, 2016).

CHAPTER 2**2. LITERATURE REVIEW****2.1 Key Theories and Studies**

The retail marketing design concept of sales promotion has been built as underpinned by certain established consumer behavior theories and innovations in marketing strategy. This section discusses the key theoretical frameworks and the relevant literature that are applied to conceptualizations and applications of

sales promotion strategies, especially in the Bhat-Bhateni supermarket (BBSM). It will identify the research gaps and thus, show the need for localized studies in the Nepalese retail market by setting up the urgent need.

2.1.1 Consumer Behavior Theories and Their Applications in Sales Promotions

Consumer behavior theories give the researcher psychological and behavioral insights into the broad fundamentals of designing successful sales promotion strategies. The two theories relevant to the current study analysis are theories of Maslow's Hierarchy of Needs and the Theory of Planned Behavior.

Maslow argues that consumers are motivated by various needs, depending on whether the related need is at the highest level of fulfillment or the lowest level of survival. At BBSM, one might structure the sales promotions based on those needs. Discounting essential items meets physiological needs; BOGO on household products meets security and social needs (Grewal et al., 2011). Grewal et al. firmly stated that promotions should focus on consumer needs so that they can be effective promotional strategies; a principle that BBSM should adopt in its marketing strategy.

The Theory of Planned Behavior (Ajzen, 1991) is concerned with customers' purchase intentions, as it summarizes three constructs that affect it: attitude (perceived positive effects of the promotion), subjective norms (friends' influences and word-of-mouth advertising), and perceived behavioral control (easy access, low-priced goods, and easy payment methods). So retailers base their promotion designs on the fact that they can create urgency, use social proof, or give financial access. For example, limited-time offers and flash sales trigger expected regret in shoppers, causing them to make hurried purchases (Shih & Schau, 2011). BBSM can borrow and apply this strategy, for instance, influencer endorsements, time-bound discounts, and flexible payment process-enabled sales closed.

2.1.2 Sales Promotion Strategies

Sales promotions are an important instrument in retail for generating customer participation, sales, and visibility. To meet its objectives, Bhat-Bhateni uses sales promotion tools. With modern and optimal media strategies, Bhat-Bhateni has provided the avenue for promotions to nurture customer loyalty and support its overall business objectives. Insights from (Laurent, 1993) and (Fareniuk & Chornous, 2023) can be used to understand the sales promotion strategies of Bhat-Bhateni, and they offer valuable frameworks and perspectives on promotion techniques and media strategy optimization.

a. Sales Promotion Technique at Bhat-Bhateni

Discounts and Price Promotions: Discounts are one of the most efficient methods adopted by Bhat-Bhateni. These can either apply to the entire store or be product-specific. (Laurent, 1993) Price reduction methods are one of the considerations often used in sales promotion. One of the basic beliefs of sales promotion is providing incentives to customers. Promotion programs regularly employ seasonal discounts with Bhat-Bhateni during major festivals such as Dashain and Tihar. Price promotions will boost sales greatly during the short run when competitors are selling similar products. For instance, a 10%-30% discount on almost every product, from groceries to household items, will create a sense of urgency for consumers to buy the items before the promotion runs out.

Bundling and Cross-Promotion: Bundling is a strategic weapon in the arsenal of Bhat-Bhateni. Bhat-Bhateni packages complementary products such as detergents, soap, and cleaners together. This form of selling technique is well-known (Laurent, 1993) since it provides more value-added services to customers while making them purchase multiple products technique is well-known (Laurent, 1993), since it provides more value-added services to customers while making them purchase multiple products for example, a bundle would consist of

dishwashing liquid, sponges, and cleaning detergents at a cheaper price compared to buying each product separately.

b. Optimize Media Strategic Promotion

Digital media and advertisement: As (Fareniuk & Chornous, 2023) indicate, the importance of optimizing media strategy for sales promotion is extremely important. Bhat-Bhateni combines traditional and digital media in the promotion of their products. Traditional media, from television to newspapers, is still very effective for reaching wider demographics while using digital channels such as social media (Facebook, Instagram) and mobile apps to focus on a specific customer segment. For example:- during festivals, Bhat-Bhateni runs TV for limited-period discounts and simultaneously promotes social media advertising for the same offers, targeting the younger market. The cross-channel approach increases overall efficiency.

Media Strategy Optimization through Data Analytics

Their work (Fareniuk & Chornous, 2023) stresses that marketing mix modeling has become a great tool for optimizing media strategies. It collects data from different media platforms, allowing Bhat-Bhateni to assess which of its channels contributes the most to sales and customer engagement. It should be able to track sales of Bhat-Bhateni before promotion as well as post promotion across all the media, and then adjust media spending accordingly. In other words, if the data were to show Max had rather comparable conversions on a product promotion through Instagram versus conversions on an ad on TV, then the retailer could include digital campaigns in his further budget provisions for promotions. This would mean that he would be able to simply and systematically optimize media expenditure and convey the story to the right audience at the right time.

Innovative Promotions for Building Customer Loyalty

Programs for Loyalty: At Bhat-Bhateni customers are never tempted to shop elsewhere because the companies lure them with loyalty points. Loyalty becomes attached to travel in few points and getting them redeemed for discounts or special prices. According to (Laurent, 1993), true bond customer retention accounts for much of a sales promotion, Bhat-Bhateni's loyalty program finds the customers incentivized to keep coming to the store just for that reason. For example, Customers earn points for every purchase made, which can be redeemed on subsequent visits for discounts or free products. This motivates customers to buy repeatedly and instills a sense of belonging, which is one of the reasons they are most likely to remain loyal to a brand.

Event-Based Promotion: Event-based promotion is another means of encouraging footfall and sales. With promotions tied to specific events (New Year, Festival discounts), Bhat-Bhateni builds a sense of urgency so customers are more inclined to purchase such limited-time promotional opportunities. For example, on the big festival holidays, Bhat-Bhateni might run a flash sale and offer discount coupons to its customers to entice them to buy in bulk, especially food and beverages. The associated urgency of such time-related events correlates with the (Laurent, 1993) argument that event-based promotions provide a tool for maximizing sales during peak seasons.

a. Innovative Partnership Promotions

Another aspect of sales promotion adopted by Bhat-Bhateni entails innovative partnerships together with famous brands like Unilever or Coca-Cola, which create attractive joint offers for their customers. (Laurent, 1993) Point out each other's brands, extend their reach to more customers, and provide added value for the retailer and the brand involved. For example, customers get something free or discounted from the brand partner, such as a Coca-Cola bottle, if a specific packaged food item is purchased. Such promotions help attract shoppers and

boost sales not only for Bhat-Bhateni but also for the partner brand. These kinds of co-branded promotions increase brand visibility, move products off the shelves, and further engage customers in conversations, and on their part, the outcome is good.

2.1.3 Innovation in Sales Promotions

Technological Innovation: Bhat-Bhateni's drive to adopt the online platform and study various technologies such as Artificial Intelligence and the Internet of Things is quite in line with service innovation's recent developments (Rust & Huang, 2014), where technological advances underpin the enhancement of customer experiences. They view the services revolution, which determines how services become digitized, operationally efficient, and customer-centric. For Bhat-Bhateni, online shopping platforms reflect that change and allow shoppers to interact with the supermarket apart from the traditional in-store visits, increasing convenience as well as loyalty.

In addition, the use of AI in conjunction with other technologies to ensure shopping is personalized and transparent in the supply chain would also contextualize with the benefit congruency framework by (Chandon & Laurent, 2000), which indicated that a sales promotion is more effective when promotion is congruent with the benefits it establishes. Bhat-Bhateni's technology is personalized offers and transparent supply chains create a clear value proposition for the customer, therefore likely increasing the effectiveness of their promotions.

Current Promotional Activities: Festival discounts and loyalty programs by Bhat-Bhateni respect (Chandon et al., 2000) perspective on the sales promotion effect. In their benefit congruency framework, it is asserted that sales promotions that respond to the needs and expectations of customers themselves stand a higher chance of being matched by customer engagement and sales. The supermarket's logic for providing heavy discounts during the festival period coincides with consumer expectations from Nepalese culture, an aspect mentioned by (Shrestha

& Ghimire, 2019), who notes that the Nepalese people act variable in viewing festivals and seasonality to their purchasing behavior. These promotions by Bhat-Bhateni are cultured in a way to compliment consumers in their purchasing behavior during the festivals of Dashain and Tihar, among others.

The Bhat-Bhateni Club Card constitutes a loyalty program in which repeat patrons are rewarded and speaks to the analysis by (Cardoso et al, 2022) on trust and loyalty in retail relationships. Bhat-Bhateni creates a stronger brand relationship with its customers by rewarding loyalty through special promotions and personalized offers, thereby building trust in the long term and improving retention.

Collaborative Promotions: The findings of (Sheppard et al, 2020) the authors highlight examples of collaboration also having prizes such as LG washing machines for the purchase of selected items that are a part of strategic partnership and promotions in urban studies and retail evolution. Such collaborations ensure engagement by the customer and added value that are very important for sustaining competitive advantage within the retail industry. On the other hand, promotions also benefit the retailer and the brand by increasing their customer reach and establishing opportunities for cross-marketing.

2.1.4 Consumer Research in Sales Promotion

Bhat-Bhateni supermarket has applied straightforward sales promotion strategies to attract and retain customers. Consumer research has been an essential strategy that analyzes purchasing behavior, preferences, and attitudes toward promotions. The sales promotions designed by Bhat-Bhateni through research and innovation are up to consumers' needs while they remain profit and customer-satisfaction-oriented.

a. Identifying Consumer Behavior

Consumer research under Bhat-Bhateni observes customer preferences and shopping habits. (Dhakal & Siwakoti, 2020) The preference to shop is on product variety, competitive pricing, and frequent promotions. It helps identify the types of promotional tools that will sell most to shoppers: discounts versus loyalty-type programs or bundled offers.

b. Measuring Consumer Response to Promotions

In reducing the options for optimizing sales approaches and customer engagement, consumer reaction to promotions can be assessed at Bhat-Bhateni Supermarket. The methods that are applied to study the diverse promotional methods include the analysis of customer feedback and sales data, as well as AI modules. Survey data substantiate that discount sales in seasonal price reduction-slash-discount promo mechanism and discounts for bulk purchases are still the most favored among shoppers (Devkota, 2025); sales data analysis indicates that festival discounts and limited-time offers significantly boost sales (Dhakal & Siwakoti, 2020).

c. Challenges and Future Directions

From inventory management and customer experiences to pricing strategies, cross-cutting issues affect various areas. These are the initial set of challenges for Bhat-Bhateni supermarkets. Coordination for product availability and price consistency across each outlet of the country becomes very challenging. Ultimately, effective inventory management needs to be dynamic based on different demands that need to be forecasted, restocked, and coordinated with suppliers (Moreira et al., 2007). Furthermore, deploying digital solutions for payments, loyalty programs, and customer suggestions through AI while ensuring smooth execution on the shop floor presents its challenges. The traceability mechanism, which helps ensure restrictions and promotional discounts are cross-

accounted for all physical stores and online platforms, must be strong as well. In the future, Bhat-Bhateni will be in a position to automate and apply artificial intelligence associated with inventory tracking along the supply chain operations and give personalized customer service. Standard analytics for demand prediction and customer insight will enhance efficiency and competitiveness. It will also entail agile business models such as dynamic pricing and quick response logistics that will best serve for adaptive selling to trends in the market. All these challenges can be tackled, by enhancing technology and optimizing the steps, which will be for its continuous leadership in the retail sector in Nepal, while delivering an equally smooth shopping experience for its consumers, (Moreira et al., 2007).

2.1.5 Competitive Advantage through Sales Promotion

Sales Promotion is an important strategy for Bhat-Bhateni Supermarket to retain its competitive edge in Nepal's retail industry based on its interaction with consumers and building brand engagement. According to (Chandon & Laurent, 2000), effective sales promotions shall be in line with consumer motivations to project both effective benefits (e.g., discounts, cashback) and technical ones (example, contests, and exclusive rewards) to impact purchase decisions. On its part, Bhat-Bhateni has strategically used these promotional tactics to attract and retain customers.

(Grewal et al., 2012) Argue that modern retail combines value-based pricing with targeted promotions to build perceived value for customers so that brands can converse with them more than their competitors. Through seasonal discounts, loyalty rewards, and bundles, Bhat-Bhateni has flown up with competitive pricing at the same time, ensuring customers' high satisfaction levels. Furthermore, as (Lemon & Verhoef, 2016) emphasize, the need to comprehend customer experience during the shopping journey, since well-structured promotions provide engagement at the key touch points. Bhat-Bhateni tactfully utilizes promotional

displays, digital marketing, and exclusive in-store offers to increase foot traffic and sales.

The retail sector is in the process of reformation with the paradigm shift brought by AI promotions, personalized offers, and dynamic pricing creating new expectations for consumers (Rust & Huang, 2014). Entering this digital transformation, Bhat-Bhateni has opted for digital payments, in membership price deductions, and promotions through social platforms, thereby making the marketing strategies relevant in the rapidly changing retailing environment. The historical background suggests that department stores and supermarkets that carry on innovating their promotional strategies maintain a strong hold on the market (McArthur, 2013). Thus, evolutionarily adaptive strategies push Bhat-Bhateni to the best status in the supermarket industry.

Trust and loyalty are significant to sustaining competitive advantage. (Cardoso et al, 2022) stated the argument that promotions toward trust-building create long-term brand relations instead of short-term sales in the retail markets. The study (Dhakal & Siwakoti, 2020) revealed that Nepalese customers have a positive perception of promotions at Bhat-Bhateni, thus emphasizing the necessity for localized and culturally relevant promotional strategies. Bhat-Bhateni enhances consumer trust and brand loyalty by providing transparent prices, consistent discounts, and festival promotions.

2.1.6 Competitive Advantage Rationale for Sales Promotion:

Sales promotions provide a source for sustainable competitive advantage. From these, it is possible to follow the following strategies:

- **Brand Differentiation:** Artificial intelligence-based promotional offers, such as discounts or membership awards, will make BBSM different from its peer brands (Shankar et al., 2021).

- **Customer Retention:** Loyalty programs and personalized promotions improve retention rates (Chandon et al., 2000). BBSM can set up a loyalty system that has the function of rewarding repeat customers with exclusive promotions.
- **Market Positioning:** Competitive pricing, festival discounts, and innovative methods of selling keep strong market positions for retailers (Osuna et al., 2016). BBSM thus has to keep on changing its strike strategies for long-lasting credibility.

2.1.7 Modernization in Retail Marketing and Sales Promotions

The impact of technology on such changes in retail marketing strategies and sales promotions cannot be overemphasized. Retailers are employing innovations in artificial intelligence (AI), omnichannel marketing, and special coupon techniques to engage customers across the globe in retention efforts at the retail end.

AI-oriented personalized promotions, which are used by Tesco and Walmart, exploit predictive analytics to customize the discounting offer to individual shopping behavior (Shankar et al., 2021).

Digital loyalty programs capture purchase history to urge personalized offers, which is a model BBSM can adopt to retain its customer base. Omni-channel marketing, such as that involving Tesco's Club card system, combines online and offline promotions, allowing customers to redeem offers via mobile app purchases or in-store purchases (Osuna et al., 2016). Therefore, BBSM could think of some mobile discounting schemes to get the customers more involved. Targeted couponing strategies have also been shown to work in segmenting consumers based on shopping frequencies and purchasing habits (Osuna et al., 2016). By targeting frequent shoppers with special discounts and first-time buyers with promotional deals, BBSM can ensure customer retention while attracting new clients.

2.1.8 Cultural and Economic Factors that Influence Retail Sales Promotions

The effectiveness of sales promotions is usually affected by the cultural and economic determinants that influence consumer buying behavior. Consumer spending behavior in Nepal is increasing rapidly during festivals like Dashain and Tihar (Nepal's biggest festival), and other festivals like Teej, New Year offer, Father's Day, Mother's Day, and other seasonal offers. Cultural studies on consumption patterns advocate for the coherence of retail advertising with culturally conditioned shopping behaviors. Therefore, BBSM would optimize sales promotions through festival discounts, family pack bundling, and culturally considered product varieties.

Consumer response to sales promotions is affected by economic conditions (Al-Nimer et al., 2021), emphasizing that price sensitivity affects the effectiveness of promotions, particularly in developing economies. Affordability is still a significant variable in promotional strategies in Nepal. BBSM must consider profitability and affordability in a way where discount offers, cashback offers, and flexible payment schemes for different economic segments.

2.1.9 Connection to Past Research

The study is based on previous research gaps concerning BBSM retailing in Nepal and this research effort builds on other existing studies in areas such as retail marketing, AI-based promotions, and consumer loyalty to fill the vacuum in BBSM retailing in Nepal.

a. Translating Global Research to Local Context:

It is a study done by Tunner on the impact of the Tesco Club card on the loyalty of their customers. The findings were piece of customer database insights into the behavior of purchasing that adds value to loyalty programs. Such insights always

need crafting a loyalty program that has the customer as its core design. However, there are no AI-enabled loyalty programs in supermarkets in Nepal, with this study being directed at bridging that gap. Informing our research from James (2023), in *Smart Retail: Revolutionizing the Shopping Experience with AI*, the research proposes to adapt AI-enabled promotional strategies for the Nepalese retail setup. In terms of innovation diffusion, it is here that, Rogers' (1995) *Diffusion of Innovations theory* comes into play. *The adoption of AI-enabled loyalty programs in Nepal is in tune with the innovation-decision process, which indicates how innovations in different retail technologies diffuse into diverse markets. Hence, from the application of this framework, the study examines what factors influence consumers' acceptance of AI-backed loyalty programs in Nepal.*

b. Industry Reports and Market Analysis:

To supplement the academic inquiry further, this research undertook an appraisal of industry reports, internal documentation, and market analysis, aiming to develop an experiential grasp of the retail scenario in Nepal. Records from the official website of Bhat-Bhateni (<https://www.bbsm.com.np>), internal sales reports, and industry-wide retail literature (Grewal et al., 2017) provided insights on competitive strategies and market positioning of BBSM. Mention had been made of consumer purchasing pattern trends, the effectiveness of promotions, and digital marketing tool adoption across the industry.

In addition, empirical studies on retail consumer behavior, customer value creation, and omnichannel marketing strategies were reviewed. Some of the (Rust & Huang, 2014) work on omnichannel retailing transformations has further clarified how such digital strategies can enhance the effectiveness of promotions in Nepal. (Cardoso et al, 2022) Provide empirical support for building customer trust and loyalty in retail chains, which further informs the study in assessing promotional activities at BBSM.

c. Framework for the Promotion of BBSM:

While these data were drawn from all of the more recent and systematic review works up to Araf (2024) that focused on linking AI and predictive analytics to consumer engagement or collectivity, it is inconsistent with Kotler's (1991) *Consumer Decision Model*, which at best explains how consumers then respond to various marketing stimuli, including everything mentioned above in stimulus, which also includes digital promotions and loyalty program schemes.

It also incorporates Ajzen (1991) on *Theory of Planned Behavior* (TPB), which states that consumer purchase decisions are made with attitudes, subjective norms, as well as perceived behavioral control. Using TPB, hence, the research seeks to study the impact of AI-empowered loyalty programs on shopping behavior in the context of Nepal, which would be helpful for retailers developing effective promotional strategies.

This study proposes a structured framework that combines psycho-behavioral insights on consumer behavior with AI-supported marketing strategies. This framework is to be formed into an appropriate template that BBSM retailers are to begin work on to develop data-driven promotional campaigns consistent with their customer preferences.

d. Insights to Other Emerging Markets:

Nepal contains characteristics of economy and retail in common with South Asia with other developing economies; hence, the study findings would be widely applied. According to Araf (2024), data-based retail strategies should achieve a judicious balance between traditional and digital customer promotions. The framework of this study can be replicated by similar economies in advancing their retail strategy through AI.

Schumpeter's (1934) *Innovation Theory* indicates how innovations possibly give historical and market turns, made possible by the progress in technology. From this

perspective, the study exposes how AI-based promotions can be instrumental in growing the retail business in Nepal as well as in other developing economies.

This research brings together these theoretical foundations and strengthens the case of AI, consumer behavior, and retail innovation; it addresses existing gaps given Nepalese BBSM retailing and also promises a good base for some of the other developing economies wishing to modernize their retail industries.

2.2 Theoretical Framework

This theoretical framework identifies critical concepts and theories for understanding how innovation and research influence sales promotion strategies of Bhat-Bhateni Supermarket; the theories being innovation on retail price, integration of technology, dynamic pricing models, customer-centric promotions, push and pull strategy, diffusion of innovation, and practical models such as AIDA, SWOT, and targeted segmentation. These theories help to understand how promotional strategies are modeled in the supermarket industry.

1. Innovation in Retail Pricing and Promotions: (Grewal, et al., 2011)

This theory concerns the dynamics of how technology and dynamic pricing impact consumer behaviors in purchasing. In the Bhat-Bhateni Supermarket, this is crucial in adapting the AI-driven dynamic pricing, real-time digital promotions, and personalized offers in BBSM. AI and machine learning algorithms to all behaviors of consumers and allow BBSM to change price and promotions strategies to maximize sales with high consumer interaction.

2. Technology Integration (Shankar et al., 2021):

Competitive data technology plays an important role in contemporary retail space by allowing improved collection and formatting of data. To initiate such technologies is to collect consumer data; to provide BBSM's market strategy-creating performance, this would include mobile applications, AI-powered loyalty

programs, digital price tags, and last but not least, real-time inventory management systems. These technological integrators would now allow BBSM the attributes of targeted marketing while being agile at fulfilling market demand, compared to the spectrum of increasing sales performance and improving customer retention.

3. Dynamic Pricing Models (Grewal, et al., 2011):

Dynamic pricing refers to changes in prices depending on demand, the availability of stocks, and competitive pricing. The dynamic pricing model fits BBSM in flexibility such as flash sales, promotional discounts, and predictive analytics for buyer trend forecasts to take place. Dynamic prices allow for maximizing profit margins, improving inventory management, and keeping BBSM competitive in the retail market.

4. Customer-Centric Promotions (Osuna et al., 2016):

The application in which data has to be used for personalized promotions in detail has been described. The customer segmentation BBSM is expected to provide offers according to the shopping history, preferences, and geographic data of each individual with effective loyalty programs, targeted discounts, and custom offers, which can ultimately improve customer satisfaction and customer engagement, leading to higher brand loyalty and repeat purchases.

5. Push and Pull Strategies (Sikdar & Vel, 2010):

Push and pull strategies are an essential component for any effective sales promotion. The push strategy is more retail-oriented, where the retailer pushes the product to the consumer through awareness campaigns; discounting; or offers an incentive to sell the product. Conversely, the pull strategy generally encourages the customer to locate the product for his use, through frequent loyalty rewards exclusive offers, or even digital promotions. A combination of both types of strategies by BBSM could generate consumer interest to influence them to

immediate purchases as well as create a lasting legacy in the mind of the consumer.

6. Diffusion of Innovation Theory (Shih & Schau, 2011):

This is a theory that discusses how new products or ideas spread through people. When it comes to the actions of BBSM, this model will help direct supermarkets in introducing new promotional strategies or products to markets. For instance, the supermarket may set a standard or influence later consumption through the identification of early adopters within the BBSM. This means that early adopters will, in some way, work as influencers in inducing new pricing models or techniques for promotion to late adopters, gradually changing a rosy picture of the consumer landscape.

2.2.1 Models and Theories Applied

1. AIDA Model (Attention, Interest, Desire, and Action):

The AIDA Model is the four stages through which a consumer passes while making a purchase. Attention, Interest, Desire, and Information are all included in the BBSM process to play an effective role in constructing well-built campaigns regarding promotional activities satisfactorily. The way consumers pay attention, the way they are interested, and the way they develop into desire make the last action they take into buying a product. On becoming aligned towards the AIDA stages in marketing strategies, promotional efforts can be optimized by BBSM in conversation results, ensuring much effectiveness in customer engagement (Hidayati, 2017).

2. SWOT Matrix Analysis:

SWOT analysis is a strategic tool utilized for assessing the strengths, weaknesses, opportunities, and threats of an organization. Thus, for BBSM, SWOT analysis will help in internal factors study, such as customer loyalty and brand reputation, and

shifts in consumer preferences and market competition are external factors that will be considered for SWOT analysis. This allows BBSM to refine its promotional strategies and direct attention to opportunities to increase the competitive advantage for the organization in the retail sector (Cusi et al., 2024).

3. Targeted Segmentation and Personalization:

Targeted segmentation and Personalization allow businesses to create marketing tactics about consumer behavior and preferences. For BBSM, performing segmentation models will let the supermarket formulate personalized promotions targeting specific consumer groups, such as income levels, geographic locations, and shopping behaviors. The association of promotions with targeted groups makes the promotional messages more relevant, thus generating higher customer engagement and conversion rates (Kotler et al., 2017).

4. Social Media and Digital Campaigns:

Social Media and Digital Campaigns represent a medium for keeping in touch with modern consumers. For BBSM, advanced AI tools can be leveraged to track in real-time and enable the supermarket to undertake targeted promotional campaigns. Using platforms such as Facebook, Instagram, and others will help BBSM spread promotions to particular consumer demographics that are reasonably timely and relevant in their communication to encourage engagement, thus improving sales both online and in physical stores (Sharma & Kumar, 2018).

5. Sustainability and Ethical Considerations:

With increasing consumer appetite for sustainable and ethical products, it will be imperative that BBSM begins to include these within its promotional strategies. The eco-friendly products can add to the other discount schemes for sustainable purchases or introduce a green loyalty program that promotes the benefits of these promotional offerings to customers with an eco-conscious approach. Such promotional appraising tactics from BBSM would also enhance the image of the

BBSM brand and attract and keep customers who value ethical business practices (Spence, 2005).

Hypotheses:

Hypothesis 1 (H1): Consumer engagement during promotional activities is greatly enhanced by innovative means. (Levy, Rook, & Rook, 1999) Promotions such as seasonal promotions and price discounts may not fully capture modern consumers, and more personalized and dynamic interaction with brands. As the consumer continues to demand more customized experiences, the supermarket, to remain competitive, will have to put more technological innovations into promotion activities, thereby helping to satisfy changing consumer preferences.

Hypothesis 2 (H2): Research-based strategies have a direct impact on improving sales performance. Personalized branding strategies built upon insights into Consumer behavior will lead to greater loyalty to consumers. Personalized promotions, along with technology such as predictive analytics and insights into consumer preferences, assist Bhat-Bhateni Supermarket in developing brand loyalty and enhancing retail performance. This technology provides consumer insight and allows supermarkets to build on their competitive advantage in the fast-changing retail market (Levy, Rook, & Rook, 1999).

CHAPTER 3

3. METHODOLOGY

This study adopts a mixed methodology, merging quantitative and qualitative research techniques on sales promotion effectiveness in the Bhat-Bhateni Supermarket. In those cases where mixed methods differentiate themselves is in the overlapping combinations of these techniques to understand complex

phenomena such as sales promotions from different angles (Newman & Project Muse, 2008).

3.1 Research Design

The study adopts a mixed-methods research design embracing qualitative and quantitative research for a more robust approach to sales promotion strategy at Bhat-Bhateni supermarket. The mixed-methods approach divides a close analysis conducted through numerical data and rich insights (Newman & Project Muse, 2008).

The quantitative phase of the study follows a survey methodology. The survey to be administered among customers will provide numerical data on their various sales promotion strategies, including digital marketing tools, discounts, and omnichannel approaches. This technique provides a clear understanding of the patterns, trends, and sales promotion strategies on consumer behavior and sales performance (Centers International Council of Shopping, 2006).

The qualitative side adopts the case study as the design for research, with marketing and sales managers of Bhat-Bhateni being interviewed in depth. The interview process aimed to obtain and explore how sales promotion strategies are conceived and executed through innovation and research. Making a place for qualitative methods, it would therefore be useful in gaining an understanding of how decisions are made, the problems faced in strategy development, and the incorporation of digital tools as a part of their promotion efforts (Merriam, 2009). Combining both methods, therefore, permits survey over the differing dimensions of sales promotions.

Qualitative methods focus on the in-depth understanding of customers' perceptions, i.e. against quantitative methods that generally give a wider scope of views and allow statistical treatments; a qualitative method reveals personal insights into the strategic thinking that underlies the promotional innovations. The

combination of both methods gives a much more comprehensive look into the problem researched because quantitative methods provide breadth whereas qualitative approaches give depth (Tashakkori et al., 2003).

By this, the mixed methods approach ensures that, besides measurement of the effects of promotional strategies, there is also a take on understanding the reasons for their implementation and how innovation plays a role in augmenting their effectiveness. Such processes are vital to ensuring complete reasoning in environments characterized by dynamic retailing, such as the case of Bhat-Bhateni Supermarket (Bryman, 2008).

The mixed methodology has been preferred to accommodate a more holistic picture of the sales promotion strategies adopted by Bhat-Bhateni. Quantitative methods mainly reveal trends and consumer behavior, whereas qualitative methods go into detail concerning decision-making, innovation processes, and strategy development. As (Tashakkori et al., 2003) notes, the integration of the two methods takes both breadth and depth into consideration and so enhances the credibility and insight gained from the results generated.

3.2 Data Collection Methods

Primary and secondary data collection methods will be used to understand the Role of Innovation and Research in Sales Promotion Strategies Designed for Bhat-Bhateni Supermarket. The result of this research will highlight the extent to which innovation has contributed to and improved sales promotion strategies with the use of both empirical insights and existing literature.

a. Primary Data Collection:

Primary data is collected using surveys, interviews, and case studies from customers, employees, and the management team of Bhat-Bhateni Supermarket.

Surveys: Structured questionnaires are designed to collect quantitative data on customer perceptions, preferences, and responsiveness to various sales promotion approaches. Surveys that are targeted to frequent shoppers and include closed-ended and Likert-scale questions to measure the effectiveness of different promotional tactics (Chandon & Laurent, 2000) would be composed of such elements. Statistical techniques, then, are applied to analyze the data in order to trace trends of customer behavior.

A total of 21 respondents in the survey represented a wide range of Bhat-Bhateni stores in Nepal. The survey was purely concerned with the customer view concerning the sales promotion practice, its effectiveness in carrying it out, and preference.

Interviews: Such semi-structured interviews, then, are conducted with Bhat-Bhateni's marketing and management teams to gain qualitative insights into how the company goes about making strategic decisions regarding its sales promotion strategy. Such interviews, then, capture roles in marketing campaigns (Lokuge et al., 2020).

In total, 10 in-depth interviews were conducted online with marketing and sales managers who had firsthand experience planning executing promotional campaigns in order to minimize time spent on interpreting the context of the interviewee and to maximize convenience and accessibility of respondents. These interviews were aimed at achieving a more in-depth understanding of the broader strategic decisions influencing the development and implementation of sales promotions, based on customer research.

Case Studies: Sales promotion campaigns to Bhat-Bhateni Supermarket are examined to assess past strategies' effectiveness and to identify areas for future innovation (Sheppard & Peck, 2020). Case studies enhance the evaluation of sales promotion techniques, how they differ in application in the real world, and the customer engagement and company performance that follow.

Study Group and Sampling Method

Target Population:

- Customer of Bhat-Bhateni Supermarket.
- Marketing and management professionals involved in sales promotion.

Sampling Method:

- Random sampling is applied to select customers, ensuring diverse representation based on factors such as shopping frequency and demographics.
- Purposive sampling is used to select marketing professionals, focusing on individuals with experience in designing and executing promotion strategies.

Sample size:

- **Surveys:** Conducted with 20-25 customers shopping at Bhat-Bhateni's main stores in Nepal.
- **Interviews:** Conducted with 10-15 marketing and sales professionals who have direct experience in sales promotion. Interviews were conducted online for accessibility and convenience.

a. Secondary Data Collection:

Secondary data was collected from internal records, industry reports, and empirical studies to provide a contextual basis to analyze the sales promotion strategies.

Internal Records & Industry Reports:

Market analysis and retail industry trends were obtained from internal company records, the official website of Bhat-Bhateni Supermarket

(<https://www.bbsm.com.np>), and published retail reports. These sources worked to shed light on competitive marketing strategies of Bhat-Bhateni and its positioning in the market (Grewal et al., 2017).

3.3 Ethical Considerations

To maintain the highest standards of ethics, the following procedures took place:

- **Informed Consent:** All participants were informed about the aim of the study, and their consent was obtained before entering into any survey or interview.
- **Confidentiality and Anonymity:** All participants' data remained confidential and were not attached in the final analysis.
- **Data Protection:** Data gathered was securely managed and used only for the academic field.

3.4 Challenges Faced During Data Collection

- **Survey Response Rate:** Some customers were not willing to participate, and this entailed making follow-ups or sending them reminders.
- **Interview Scheduling:** It was challenging to manage schedules in arranging interviews with marketing professionals on the go. There had to be some flexibility in preparing the schedules.
- **Interview Scheduling:** It was challenging to manage schedules in arranging interviews with marketing professionals on the go. There had to be some flexibility in preparing the schedules.
- **Access to Internal Data:** Some records of the company are treated as confidential, thus barring access to many report details in the area of promotion performance.

3.5 Justification for Data Collection Procedures

Through the combination of primary and secondary data collection methods, the study guarantees a comprehensive, data-driven analysis of the influence of innovation on sales promotion. Firsthand data yields direct information from the customers and other stakeholders. The backed theoretical considerations validate the process from an industry-wide perspective. Hence, the division of qualitative methods (interviews, case studies) and quantitative methods (surveys, industry reports) forms an approach that guarantees a credible assessment of Bhat-Bhateni's promotional strategy (Xu et al., 2024).

3.6 Data Analysis Process & Interpretation

The data analysis process for this study was designed to facilitate the study of the role of innovation and research in formulating sales promotion strategies at Bhat-Bhateni Supermarket. Data that are qualitatively collected from interviews and surveys are thereafter analyzed using a coding scheme. The current study organizes data well and diagnoses the tested hypotheses through SPSS (Statistical Package for the Social Sciences) and Microsoft Excel to analyze survey data and report the relevant patterns of consumer behavior. That underpins a systematic recognition of current themes and patterns surrounding consumer behavior, the effect of promotion, and marketing strategy innovation. In this study, data are up-to-date, efficiently organized, and tested with hypothesis evidence in SPSS (Statistical Package for the Social Sciences) and Microsoft Excel for data survey analysis relevant to consumer behavior patterns.

Data Analysis Tools & Methods

In the present study, data have been organized efficiently, and hypotheses have been tested with the aid of SPSS (Statistical Package for the Social Sciences) and Microsoft Excel to analyze survey data and report relevant consumer behavior

patterns. SPSS has been used for statistical hypotheses for establishing relationships between promotion strategy and buying decision (Cusi et al., 2024). The package also helped in data validation and verification by identifying inconsistencies and having accuracy in responses to the questionnaire. Meanwhile, Microsoft Excel was also used for cleaning, categorizing, and thematic mapping data, allowing qualitative insights to be systematically organized and visualized trends (Kotler et al., 2017).

By leveraging a variety of social media tools such as WhatsApp, Instagram, Messenger, and email, the survey reached out to a diverse audience, further promoting accessibility. (Zhu & Chen, 2015) Admit that any social media platform can execute a survey since they are largely popular and can be used to pinpoint specific consumer segments. Further, the market and sales managers had interviews via WhatsApp, Messenger, Zoom, and Instagram to guarantee flexibility and comfort for participants. Digital tools of communication like Zoom and WhatsApp have been acknowledged as being the most efficient means of collecting qualitative data, especially in business and consumer research (Gray et al., 2020).

Purpose of Coding Scheme

The coding scheme provides a means of identifying and organizing identified themes from the data, presenting a more coherent account of understanding the findings. The primary aim of the coding process will be to profile consumer insights concerning consumer preferences, promotion effects, and more generally, the impact of innovation on consumer behavior. This gives scope for empirical analysis of the respondents' perceptions towards consumer research grounded in theory but representative of consumers' experience. Following the description of using Coding schemes (Shih & Schau, 2011) conceptualization of anticipated regret as playing a role in consumer decision-making comes into play because their studies suggest that emotional states may have a bearing on how promotions will be

perceived by the consumers. The actual application of this becomes significant in the context of investigating how Bhat-Bhateni's promotion strategies, which center on the enhancement of consumer experience, in turn, affect consumer behavior.

Steps in Coding

In coding there are three stages: Open Coding, Axial Coding, and Selective Coding. This analysis of data is done in-depth, common in qualitative studies, and identifies themes.

Open Coding

In open coding the data taken from interviews and surveys were reviewed, thereby recognizing preliminary categories. These categories are defined as broad themes that were considered to emerge from the data. For example, broad themes recognized during this phase include "consumer preferences," "promotion effects," and "price elasticity. This first pass is important to sketch an initial understanding of any patterns within data, as stated by (Siqueira et al., 2021), who commented on the influence of brand commitment and other such factors on consumers' decision-making in the retail sector.

Axial Coding

Axial coding aims to integrate closely related themes and sets the stage for creating connections between data. For example, themes such as "factors affecting buying decisions" and "consumer reactions to promotions" would fall under promotions affecting consumer behavior. (Shankar et al., 2021), discusses how technology is essential in influencing consumer behavior and retail promotions. This helps to understand how technology influences consumer decisions can analysis of how Bhat-Bhateni Supermarket uses technology in its promotional activities. Selective Coding significantly narrows the focus dimension

to address the core themes relevant to the research questions. In this last stage, key themes are singled out that give insight into “the perceived value of promotions” and hence “the role of loyalty programs” impacting consumer purchasing behavior. This will be very relevant to answering research questions on the effectiveness of sales promotions and innovation strategies at Bhat-Bhateni Supermarket. (Sikdar & Vel, 2010) Justifies support of this choice in demonstrating how distribution and promotion strategies play a role in attracting customers away from products to new ones, which this research primarily investigates.

Selective Coding

Selective coding focuses more on the theme pertinent to answering the research questions. This last stage, indeed, involves picking a few key themes that reflect valuable insights into the perceived value of promotions and the roles of loyalty programs in consumer purchasing decisions. It is important to answer the research questions on sale promotion effectiveness and innovation strategies at Bhat-Bhateni Supermarket. (Sikdar & Vel, 2010) Examines important roles distribution and promotion have to play in drawing customers into innovations; innovation being one of the key themes within this thesis, stands to gain from the fulfillment of this process.

Outcome of the Coding Process

However much time the coding process will take, the result will be a comprehensive and deep description of how consumers behave and the effectiveness of its promotional strategies at Bhat-Bhateni Supermarket. The study gives evidence for targeted promotions for supermarket customer loyalty. Coding systematically ensures that insights drawn from it would be accurate, reliable, and provide an empirical basis for future promotional decision-making.

3.7 Reliability and Validity of Findings

How the research findings may be considered reliable and valid is important for establishing credibility and accuracy. In this study dealing with the role of innovation and research in the formulation of sales promotion strategies employed at Bhat-Bhateni Supermarket, both reliability and validity were examined so as the credibility of the conclusions drawn.

Reliability:

Reliability is concerned with consistency and stability. Data and findings are said to be reliable if they continue to remain consistent over time.

1. Consistency of Data Collection:

Standardized surveys and interviews ensured that data were controlled in a way that minimized variability across all participants. (Bryman, 2008) Mentions that to ensure high reliability, data collection tools and procedures should be standardized so that considerations of uniformity concerning how data is collected would be taken into account.

The coding scheme comparing Open Coding, Axial Coding, and Selective Coding in the study was systematically applied for in-depth data analysis. Such an application contained every data aspect extensively but uniformly, thus minimizing the subjective bias within the analysis process (Merriam, 2009).

2. Inter-Coder Reliability:

This is how a systematic coding process would be implemented in ensuring that different researchers, if involved, would be given similar categories for the data they find. In any case, this is inter-coder dependence and an essential characteristic of measurement, keeping reliability in the analysis. (Tashakkori et

al., 2003), willingness to use clear coding guidelines means that more than one meets the terms for applying the same rules, providing similar results.

3. Statistical Consistency:

SPSS would deliver uniformity in testing of hypotheses and analyses around the patterns of behavior of consumers through the statistical operations it would conduct. SPSS's fame is producing reliable and precise statistical outputs (Cusi et al., 2024).

Moreover, Microsoft Excel was used for data cleaning categorizing, and visually representing. Its efficiency has been well-titled for large datasets and functioning data organization tasks (Kotler et al., 2017), ensuring that results were derived from precise manipulations.

Validity

Validity can be defined in terms of two aspects. Internal validity consults itself to internal validity as the extent to which this approach can be employed in testing causation in the manipulation of the independent variable.

1. Internal Validity:

The internal validity of the study design was achieved through a systematic and structured approach to the collection and analysis of data. The tested hypothesis with SPSS has a firm theoretical background which was the grounds for causality and correct interpretation of such relations between sales promotion strategies and consumer behavior. (Fareniuk & Chornous, 2023) Argue that internal validity is strengthened by clear well-defined research procedures and appropriate statistical tools, which were an integral part of this study.

The important part of the coding scheme is to organize the qualitative data and to reveal key systematic patterns for making an interpretation of consumer behavior comprehensive and accurate.

2. External Validity:

The particular investigation has generalized to Bhat-Bhateni Supermarket, its inputs shall be generalized to another similar case around the Nepalese retail market. Consumer behavior in Nepal is influenced by cultural and seasonal factors (Shrestha & Ghimire, 2019).

External validity could be improved by enlarging the sample size to include other supermarkets across Nepal or the wider region, as the findings from (Devkota, 2025) support the generalized of consumer insights regarding promotions.

1. Construct Validity:

The coding scheme was constructed in such a way as to correspond to some theoretical specifications concerning consumer preferences, the effects of promotions, and the role of innovation in marketing strategies, so that construct validity would be guaranteed. The coding process captured those constructs, thereby giving the assurance that the phenomena of interest were adequately represented in the data. According to (Moreira et al., 2007), a well-designed framework for coding allows data to be meaningful and linked to the theoretical constructs under investigation.

The combination of qualitative and quantitative research techniques using qualitative (interviewing and surveying) methodologies and quantitative methods enriched construct validity in that different data sources addressed the research questions comprehensively (Ridenour & Newman, 2008).

2. Content Validity:

Content validity was sufficiently ensured, as well as interview items in covering how comprehensive and fascinating such items are, given relevant consideration to consumer behavior and promotional effectiveness. (Dhakal & Siwakoti, 2020) Customer satisfaction at Bhat-Bhateni Supermarket, understanding the entire process of consumer experience and preferences, is crucial in judging how successful promotions are, and in this way, aligning the questions with the above concerns would ensure that the study covers both major dimensions relevant to researchers and consumers alike.

3.8 Challenges and Limitations

Some challenges and limitations were confronted in theory development and practical implementation in the research on sales promotion strategies at Bhat-Bhateni Supermarket (BBSM) served as significant determinants for data collection, research methodology, and application of findings. The section briefly summarizes the major challenges encountered and approaches taken to address them.

1. Theoretical Development Challenges

a. Retail Environment Specific to the Context:

A major challenge has been the absence of localized studies in the Nepali retail sector. Almost all consumer behavior theories, be they Maslow's Hierarchy of Needs (Grewal, et al., 2011) or the Theory of Planned Behavior (Ajzen, 1991), were being tested mostly in Western markets. To what extent these can be applicable in Nepal's retail landscape is still a question because cultural shopping behavior, tendencies to bargain, and cash dealings affect purchasing decisions.

b. Sales Promotion Strategy Complexity:

The complexity of marketing strategies concerning sales promotions encompasses myriad pricing orientations, digital marketing tools, consumer psychology, and omnichannel approaches (Shankar et al., 2021). This made the theoretical framework development considerably difficult since all of these factors are interdependent, especially for the fusion of the traditional marketing models with innovations such as AI-augmented dynamic pricing and personalized promotions (Grewal, et al., 2011)

Mitigation Measures for Challenges in Theory Development

Several challenges faced a solid theoretical framework for sales promotion strategy at Bhat-Bhateni Supermarket (BBSM). First, an intensive literature review was to be done on international and Nepalese retail evidence. It would help bridge theoretical gaps and relevance in the local market context. As most consumer behavior theories have mainly been tested in Western settings, it was necessary to load multiple theoretical lenses- Maslow's hierarchy of needs, the theory of planned behavior, push-pull strategy, and diffusion of innovations-to create a hybrid framework for capturing the dynamism of consumer behavior in Nepal's retail sector. In addition, to ensure that such theory findings translate into practice, case studies and extended interviews with BBSM marketing personnel were carried out. These qualitative insights enhanced the credibility and contextual relevance of the study by providing a much greater understanding of how sales promotion strategies form and function in the supermarket (Merriam, 2009). To further enhance the theoretical model, incorporating actual industry data, consumer trends, and advances in online marketing would fine-tune the adaptability of the theoretical model to the rapidly evolving market conditions. This series of methods, therefore, complements and prevents all challenges in developing theory to draw it into an effective and applicable framework under which sales promotion in these two regions can be discussed.

2. Challenges in Implementation

a. Limitations in data Collection

To further enhance the theoretical model, incorporating actual industry data, consumer trends, and advances in online marketing would fine-tune the adaptability of the theoretical model to the rapidly evolving market conditions. This series of methods, therefore, complements and prevents all challenges in developing theory to draw it into an effective and applicable framework under which sales promotion in these two regions can be discussed.

- **Customer reluctance to engage in surveys and interviews:** Many customers did not feel comfortable participating due to nervousness regarding privacy and due to survey fatigue. Similarly, interviews with BBSM marketing practitioners were hard to schedule due to conflicting appointments.

- **Constraints in Sampling:** Random sampling was used for customers and purposive sampling for marketing professionals. However, representing equally across demographic considerations was another tough challenge (Chandon & Laurent, 2000).

- **Access to Internal Data:** Secondary sources of data, like industry reports and internal documents (Grewal et al., 2017), may have proven beneficial, whereas gathering detailed financial and strategic insight from BBSM was curtailed owing to the policy of confidentiality.

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b. Limitations related to the market

Market-based Problems: Nepal's retail sphere is entirely different from that of the Western markets in that it is heavily dependent on the physical store setting, transactions are mainly cash-based, and marketing strategies are local. The findings of the BBSM may completely ignore small retailers and could also not be generalizable to international supermarket chains (Cardoso et al, 2022).

Differences between urban and rural consumers: The study targets urban consumers that may differ with their counterparts, where the bulk of shopping occurs traditionally and digital adaptation is poorer (Osuna et al., 2016).

c. Methodological Problems

Mixed-Method Complexities: A major challenges in this study was bringing up together qualitative and quantitative methods, which allow collected data from both sources complement each other like of overlapping. Whereas qualitative interviews explore information on the strategic considerations behind the sales promotion of the Bhat-Bhateni Supermarket (BBSM), the quantitative survey captured consumer behaviors and patterns. To minimize overlap, both the survey and interview questions had to be well-designed so that the two approaches addressed different aspects of the study without repeating the same information, (Tashakkori et al., 2003) asserted that, often, the balance is difficult to attain, especially when the qualitative data threaten to edge out the statistical breadth

that could have been gathered from the quantitative ones. Hence, a considerable effort was made to create a coherent framework through which both results could be analyzed across both methods in a manner that would enriched the ultimate findings.

Technological Constraints: A different challenge during the research was some respondents limited exposure to AI-based dynamic pricing and digital promotion. Many respondents, especially those from more traditional shopping backgrounds, had never interacted with these advanced technological tools, which now form an integral part of the marketing strategy of Bhat-Bhateni Supermarket. This unfamiliarity with AI-based features and digital promotion hindered their assessment of the effectiveness of these strategies. As shown in the (Shih & Schau, 2011) study, knowing how technology affects consumer behavior often depends on prior exposure. Thus, respondents who did not have previous exposure to these innovations would be limited in their capacity to express an opinion on the influence these have; this, in essence, reduced our capacity to appreciate the true effectiveness of the tech-driven strategy of Bhat-Bhateni. To reduce the effects of this limitation, therefore, in the survey and interview, the research offered extensive descriptions of the technologies involved, enabling the respondents to assess the promotional tools. This still posed limitations in that it was difficult to ascertain that every participant had the same knowledge about the technology involved in the promotional strategies during the questioning.

Mitigation Strategies for Implementation Challenges

Various strategies can be administered to mitigate the implementation challenges. Motivation for survey and interview participation is by small incentives like discount vouchers. Both online survey methods and online use can facilitate reach to a larger demographic, and schedule flexibility of conducting interviews enables BBSM professionals to attend as well. Broader data representation will also imply adding more sample size with a diversified client demographic and gathering

information using primary and secondary sources (Grewal et al., 2017). To solve issues of generalizability, one must consider the distinctive retail aspects of Nepal, indicating how the particular finding can be generalized to another setting. Such comparison can help in aligning results with emerging retail markets for even more widespread applicability (Rust & Huang, 2014). The method of methodological complexities by structuring both the quantitative and qualitative methods to complement rather than overlap each other helps in understanding a topic. The use of techniques enables cross-validation of survey, interview, and case study findings for robustness and reliability (Merriam, 2009). These strategies collectively increase the effectiveness and application of research findings in various retail contexts.

CHAPTER 4

4. Results & Findings

4.1 Introduction to the Results

The results and findings of Bhat-Bhateni Supermarket show that the data collected through various research methods that including surveys, interviews, and secondary data analysis. This chapter presents how innovation and research affect the development and effectiveness of sales promotion strategies within Bhat-Bhateni Supermarket. This chapter draws its findings from data specially collected from 21 customer survey responses, along with 10 interviews of marketing and sales managers, and secondary data helped to further understand trends in sales, customers' comments, and past promotional activities. The chapter is outlined as follows:

Section 4.2 gives a full report of findings and outcomes by focusing on some key trends and insights.

Section 4.3 entitles: Analysis and Interpretation of Results Concerning the Research Objectives, primarily spelling out how research innovation affects sales promotions.

4.2 Presentation of findings and outcomes

This section provides a neat and structured exposition of results using descriptive statistics and graphical representations, making it completely clear.

4.2.1 Customer Demographics and Shopping Behavior

This section includes the respondent visiting Bhat-Bhateni Supermarket as per their age group and shopping frequency, and digital engagement. It shows the level of satisfaction holds on age. The result of this section is presented below with the help of a table:

Age group	Percentage of Respondents	Number of Respondents
Below 18	10%	2
18-25	15%	3
26-35	60%	13
36-50	15%	3
Total	100%	21

Table 2: Percentage of Respondents by Age Group

Table 2 shows the percentage of respondents according to different age groups. Out of the total 21 respondents, 60% fall under the age group of 26-35 and respondents are 13, 15% fall under 18-25 and the respondents are 3, 15% fall

under the age group of 36-50 and the respondents are 3, and 10% fall below 18 and the respondents are 2. This shows that people in the age group 26-35 visit the BBSM more than people of any other age group.

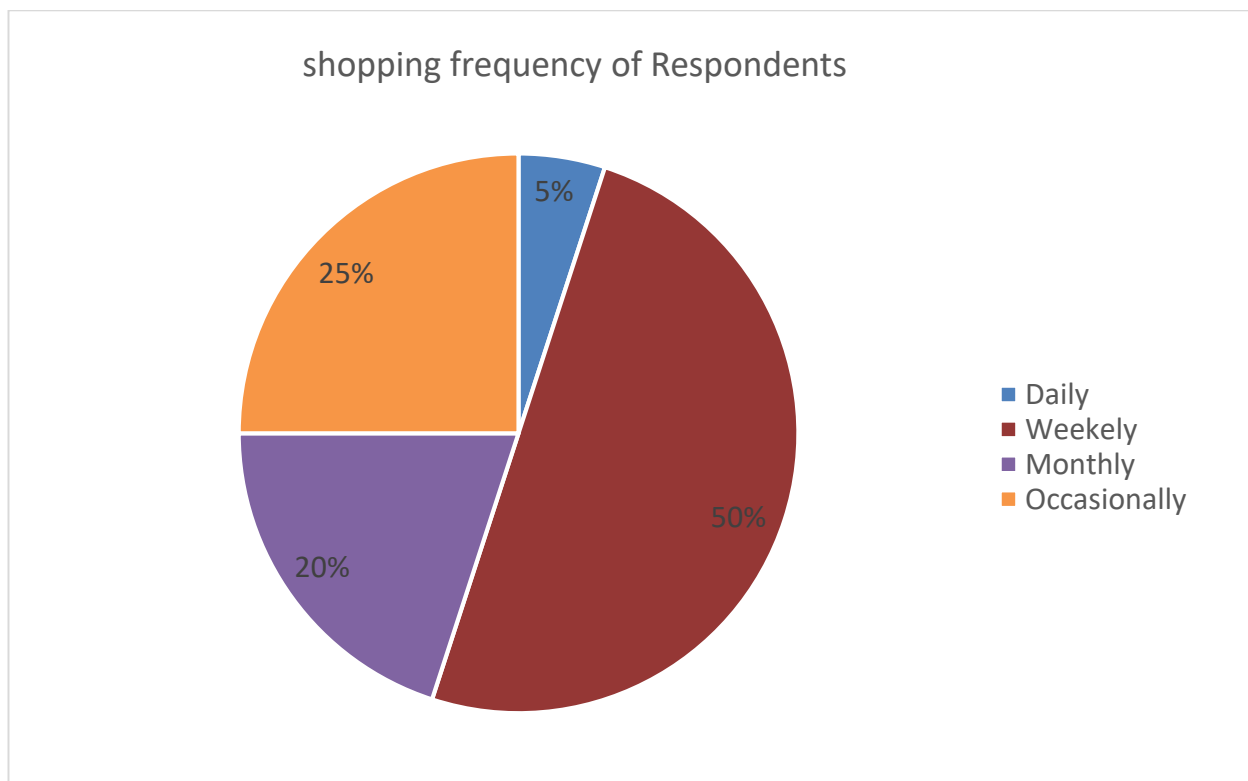


Figure 2: Shopping Frequency of Respondents

Figure 2 presents the percentage of respondents according to their frequency of visiting BBSM. 5% visit daily, while 50% visit weekly, 20% monthly, and the remaining 25% only occasionally. This means that the most significant number of visitors among the respondents to BBSM usually visit the site weekly.

4.2.2 Awareness and Perceived Effectiveness of Sales Promotions

To ascertain the types of promotions that consumers normally saw and their power in influencing their purchasing behavior, a survey was conducted among customers at the BBSM. The result of this section is presented below:

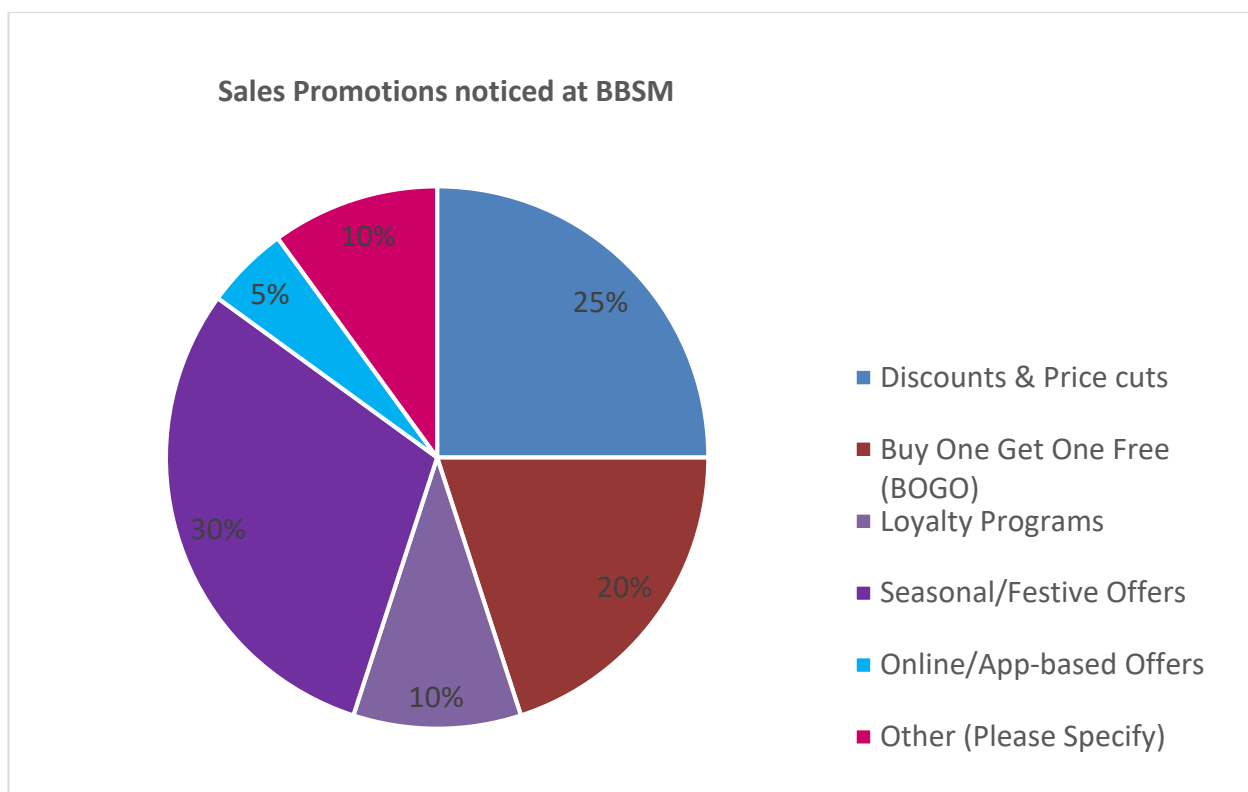


Figure 3: Sales Promotions Noticed at BBSM

Figure 3 shows the percentage of respondents according to their awareness and sales promotion noticed at BBSM. Among the total respondents, 30% consider seasonal/festive offers to be the most effective, 25% consider discounts and price cuts second in effectiveness, 20% consider BOGO deals next appealing, 10% value loyalty programs, 10% prefer other types of promotions, and only 5% consider online/app-based offers to be most effective. This indicates that among the respondents, seasonal and festive offers come out on top in appeal as a sales promotion method.

Perceived Effectiveness of Sales Promotion

The table provides clear data and results of the perceived effectiveness of respondents at the survey.

Perceived Effectiveness	Percentage	Respondents
Very Effective	30%	6
Effective	45%	9
Neutral	20%	4
Ineffective	5%	1
Very Ineffective	0%	0
Total		N=21

Table 3. Perceived Effectiveness of Sales Promotion

The various percentages of respondents based on their perceptions of a measure are presented in Figure 4. Of the total respondents, 30% believe it is very effective, 45% believe it is effective, 20% remain neutral, and 5% believe it is ineffective. None found it to be very ineffective. Therefore, it is clear that most respondents (75%) saw the measure from a positive perspective while only 5% saw it negatively.

4.2.3 Digital and Innovative Promotion Method

A digital marketing tool integrated interface has been provided to extend the visibility of BBSM promotions. Customers provided insights into the role of digital innovations.

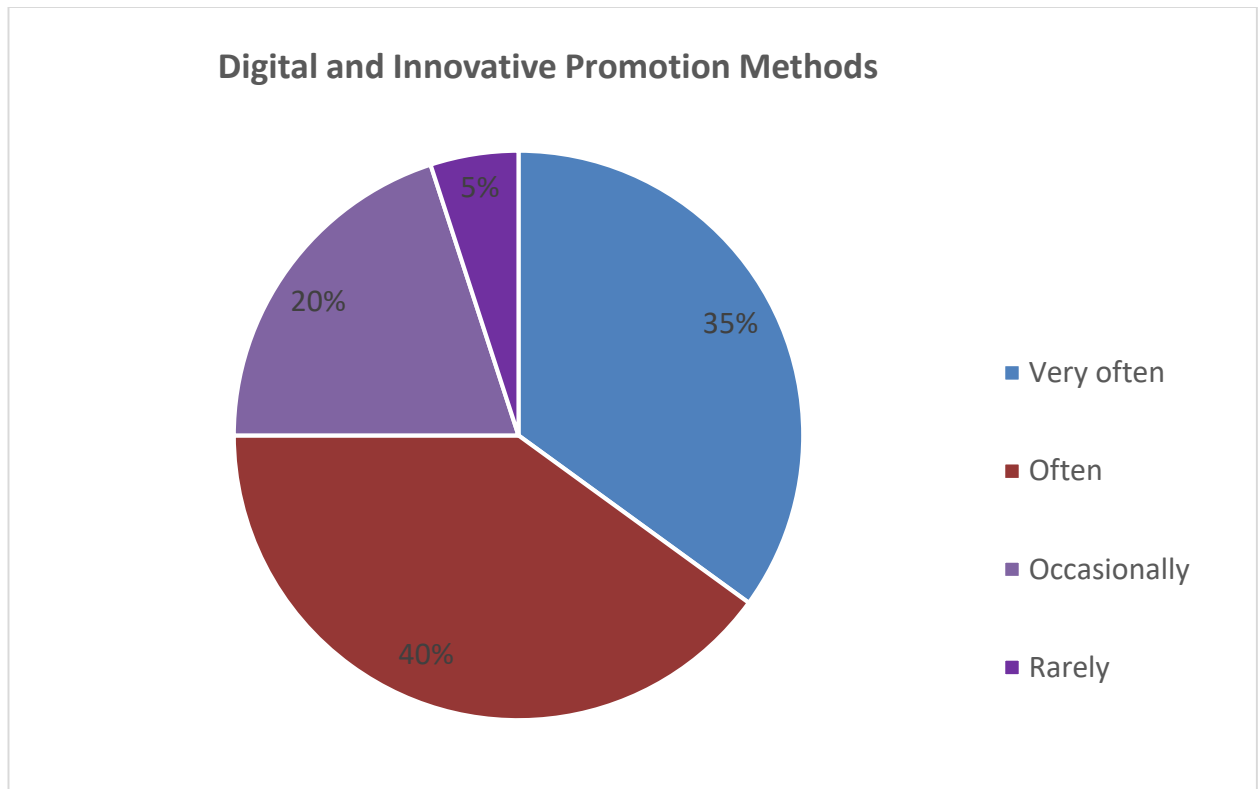


Figure 4: Digital and Innovative Promotion Methods

Figure 4 illustrates the percentage of respondents who interact with digital promotion. Of the respondents, 35% very frequently recognize promotions shown through social media, and 40% often engage with them on BBSM's mobile application. Seventy-five percent of the survey participants indicated that frequently used digital promotions are becoming increasingly more attractive in marketing strategy. Findings digital ads are occasionally more convenient than in-store advertisements, is 20% and just 5% for those who scarcely find digital ads better than the norm.

4.2.4 Customer Satisfaction and Loyalty Impact

The survey has also evaluated how the customers of BBSM perceive the impact of promotions on brand loyalty.

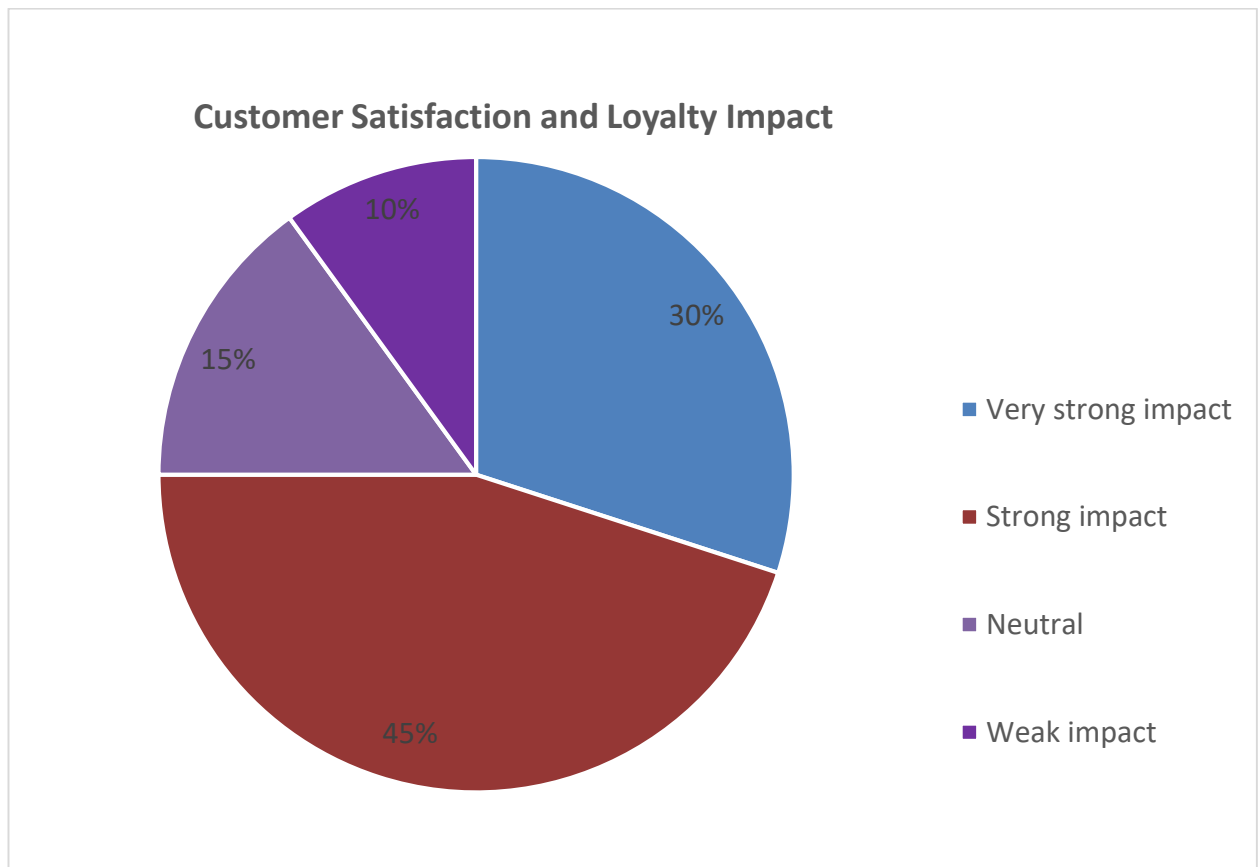


Figure 5: Customer Satisfaction and Loyalty Impact

Figure 5 suggests that respondents are satisfied with the variety of promotions that, in turn, have customer loyalty effects. Out of all respondents, while 30% reported very strong satisfaction, the majority, 45%, felt that the variety of promotions was strong. 15% remained neutral, and 10% reported that the variety of promotions weakly influenced loyalty.

4.2.5 Accessibility and Personalization of Promotions

This section measures the accessibility of BBSM's promotional offers and whether they meet customers' preferences.

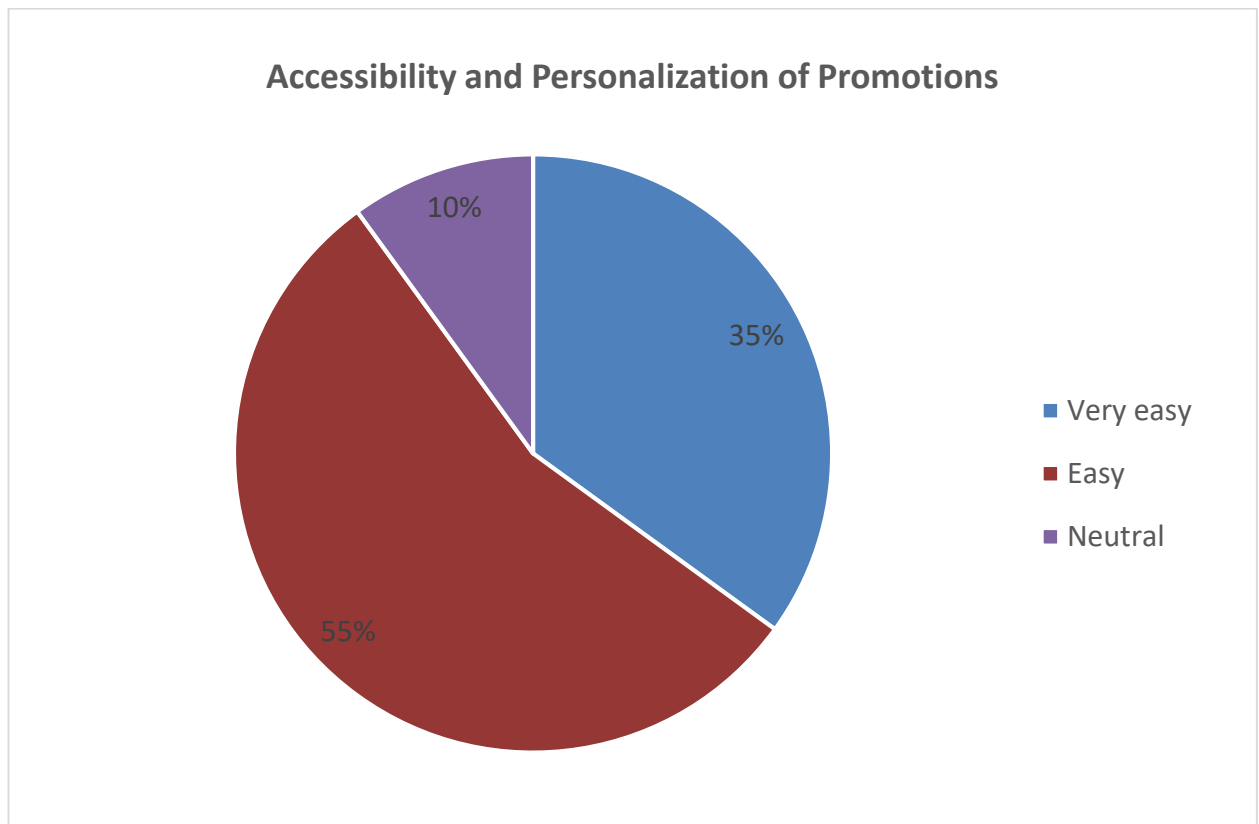


Figure 6: Accessibility and Personalization of Promotions

Figure 6 presents the respondents' views on their ease of finding promotional information at BBSM. Among all respondents, 35% found it very easy, while 55% thought it was easy, giving a massive majority of 90% that found little hassle in getting promotional information. Only 10% remained neutral, and no one found it difficult or very difficult. This suggests that BBSM's promotional information is available and well-communicated to its customers.

4.2.6 Customer Feedback and Desired Additional Promotions

It captures the customer's opinion on what other promotions would make them shop more frequently at Bhat-Bhateni. Management received suggestions through an array of responses for promotions like personalized discounts, to make seasonal sales more frequent, and exclusive deals for loyal customers.

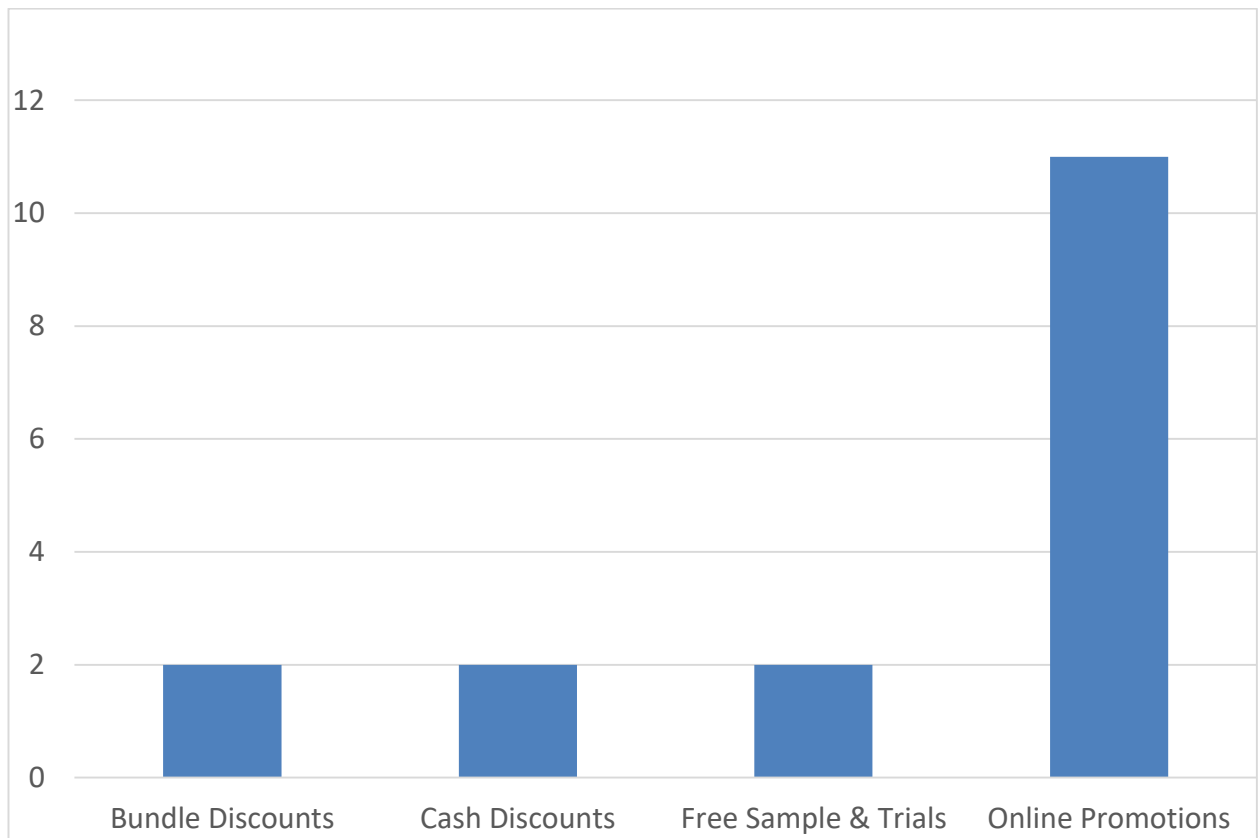


Figure 7 Customer Feedback and Desired Additional Promotions

Figure 7 shows open-ended customer feedback and desired additional promotions. The x-axis shows the type of promotion preferred by customers, such as bundle discounts, cash discounts, free samples & trials, and online promotions where bundle discounts, cash discounts, free samples & trials yielded almost equal low counts and the y-axis measures the number of the consumers' response or preference with a high response. The majority of the respondents suggested online promotion for BBSM.

4.3. Analysis and Interpretation of Results

The surveys, interviews and internal data and records, and industry reports for this research have been very informative on the workings of innovation and research

in designing sales promotion strategies at Bhat-Bhateni Supermarket (BBSM). The major observations and comments were:

- **Customer engagement with Promotions:** Survey results indicate that a large percentage of respondents in the age group 26-35 in BBSM engage weekly, suggesting a loyal and highly engaged customer base. The trend was also replicated in internal data that found multiple repeat visits during promotional periods. A remark from a readymade and footwear sales manager was;

- ❖ *“Our promotions resonate with the younger demographic, and it’s clear they are coming back for more.”*

- **Most noticed promotional strategies:** Most recognized and impactful promotional strategies include discount & price cuts, Buy-One-Get-One (BOGO), seasonal/festive offers, and online/app-based offers. In contrast, app-based discounts are increasingly favored by the younger generation. Out of those, seasonal and festive offers were the most noticed and impactful; this suggests that time-limited promotions related to festive occasions can effectively attract consumers and align with internal sales reports, mentioning that house items are usually in higher demand during festive seasons. In the words of the marketing manager;

- ❖ *“Seasonal promotions, especially those linked to festive occasions, create a sense of urgency that our customers just can’t ignore.”*

- **Effectiveness of Sales Promotion:** More than half of the respondents considered BBSM promotions as effective or very effective in including a change in their purchasing attitude than before. Internal data backed such findings, showing increased repeat purchases during promotional periods. This is also endorsed by the statement of two sales managers, reflecting the direct impact on consumer behavior.

❖ *“We see a direct link between well-planned promotions and an increase in repeat purchases.”*

• **Role of Digital Innovation:** Both the responses made through surveys and interviews show that customers are highly aware of the BBSM digital promotions through social media, websites, and mobile applications, which emphasizes the growing need for more technology-driven marketing programs. BBSM’s web data reveal that there has also been a spike in mobile app downloads due to technologically driven marketing among the younger cohort. The marketing manager noted that;

❖ *“The digital platforms are where we relay most of our communication with customers through app-based discounts and online campaigns.”*

• **Personalization of Promotions:** A significant segment of respondents felt that promotions were not personalized enough, indicating that BBSM can further enhance their offers by leveraging AI-driven recommendation systems. During the interview, the marketing manager honestly commented;

❖ *“Yes, we do segregate our customer base, but there is a gap in our use of AI-driven systems to personalize promotions across the individual level. This indicates that there is a huge opportunity beyond just personalization through technology.”*

• **Impact on Customer Loyalty:** It has been proven through research that effective promotions have a direct relation to customer loyalty. Most of the respondents confirmed that the promotional offers are very motivational for repeat purchases. Loyalty is our best coupon promotion, but our customers expect the best in these offers because of the previous survey information. In support of that, the grocery and electronics floor manager stated;

- ❖ *“Customer loyalty is developed on a consistent, attractive promotion, as evidenced in the data from our customers returning when they feel valued through our offers.”*

4.3.1 Analysis of Research Objectives

The influence of innovation and digital transformation on the sales promotion strategies of BBSM has been the objective of this study. Below are the findings and responses that correspond with the research objective:

1. Analyzing the Current Sales Promotion Strategy of Bhat-Bhateni

Internal sales reports of Bhat-Bhateni Supermarket indicate that the supermarket is largely dependent upon seasonal and festive promotions, mainly in Dashain and Tihar offers such as BOGO (buy one get one free) and bundle discounts. These kinds of limited offers have proved measurable in their outcome, where sales increased by more than 25 percent during those festive times. This does not dispute the survey results, where 30 percent of the respondents stated that seasonal promotions were the most effective, followed by 25 percent who said price discounts were the next most effective. Although most of these techniques are successful, the strategy currently is still very traditional and lags behind the developing trends in the market.

2. Identifying Impacts of Innovation on the Promotion Methods of Bhat-Bhateni

With innovation, especially digital marketing, now an increasingly dominant force in the BBSM promotional methods, the internal report from the digital marketing department indicates a 50% increase in year-on-year engagement via online platforms such as social media, mobile app, and email marketing, Survey responses reveal that 40% of respondents prefer promotions via the mobile app; 35% often spot promotions through social media. The marketing manager referred to this;

“Our digital campaigns have changed how we reach our audience; we can track customer preferences in real-time and tweak our promotional efforts accordingly.”

There is a clear indication that innovation based on data tracking and real-time feedback creates pathways for changing any kind of promotional work.

3. Analyzing the Influence of Consumer Research on Potential Sales Promotion

There is customer feedback from surveys and internal records of the company that come together to show how even its promotional strategies can adjust to the behavior of customers and fit with their preferences. From the primary data, we can learn that 75% of survey participants rated the promotional strategies employed by BBSM either as “Very effective” or “effective”, thus showing solid consumer approval. Again, 75% indicated the digital promotions, especially showing solid consumer approval. Again, 75% indicated that digital promotions, especially those running in the mobile app and social media channels, are gaining increasing attraction. Besides these survey insights, further information from the company still cements this trend. Internal reports on customer engagement collected through BBSM’s mobile application and website analytics present that above 60% of customers engaged with at least one digital promotion last quarter. App usage, along with response rates towards promotions, has been increasing steadily, thus showing increased preference of customers towards digital channels.

A sales manager corroborated this position when he said: *“Customer data is now being factored into our promotions, and that’s helped us maintain a high level of customer engagement. Across the board, we see the impact of these data-driven strategies in our sales figures.”*

This presents the implementation of consumer data and real-time digital behavior to be used in promotional efforts. The survey results, customer feedback, and internal analytics demonstrate the importance of both primary and secondary

consumer research in the evaluation and enhancement of the BBSM promotional mechanism.

4. Identifying Gaps or Inadequacies in Existing Strategies

Surveys are indicative of the acceptability level regarding promotion practices; however, some areas for improvement still exist. Online and app-based is meaningful as a promotional method for only 5% of respondents, denoting that digital promotions still have not been fully exploited and optimized. Meanwhile, most respondents, 75%, regarded promotions as “very effective” or “effective”, which now indicates a healthy reception regarding overall promotional strategies. Further, 75% preferred personalized discounts, illustrating an intense current gap in offerings. Lastly, the study showed that 75% of the respondents increasingly find digital promotions attractive, with 40% preferring them through BBSM’s mobile app. From the company’s internal reports, there’s about a 25% increase in sales during peak festivals such as Dashain and Tihar due to seasonal promotions, where strategies like Buy One Get One Free are applied, and discount bundles are also put in place. Also, BBSM’s digital marketing has improved tremendously, with a 50% increase year on year from the previous engagement. Over 60% of clients interacted with at least one online promotion within the quarter, repeating the ever-growing reliance of customers on digital channels to engage with them.

From the interviews with managers who stated, “having put customer information into our marketing approaches, it is now a key source of keeping the customer engaged. The effects of these data-driven strategies are evident in all the sales figures.” However, managers acknowledged that much still needs to be done, especially in digital promotions, and emphasized the necessity of more personalization and optimization to suit the evolving customer expectations. As a whole, these revelations show that, while BBSM’s promotions are good, there are significant gaps that need to be filled in digital engagement and personalization.

5. Developing Research-Based and Innovative Advertising Strategies

The research stresses the increasing significance of AI and personalization in promotional strategies as internal reports confirm that AI-based engines recommend offers according to previous purchase behavior; hence, it boosted application-user retention by 15%. In addition, promotional information was declared easy or very easy to access by 90% of respondents, signifying that accessible and personalized offers were highly essential. “Effective promotions are not a one-off sale; they introduce the possibilities of long-term customer relationships.” This survey also showed that 75% of repeat customers attributed their loyalty to exclusive, personalized promotions.

4.3.2 Synthesis of Patterns of Trends

From the combination of survey and interview data, these emerge as some primary trends:

- **Constant Customer Engagement:** These two data sources both have it that the BBSM brand possesses strong customer engagement among the age category of 26-35 years, who respond significantly to both digital and seasonal promotions.
- **Need for More Personalization:** There exists an observable trend toward having a more personalized experience with promotions. Indeed, the frank admission by the sales manager to the effect that “our current personalization efforts need a major upgrade” very graphically indicates the fact that there is an urgent demand for AI-pushed recommendation systems.
- **Digital Innovation as a Competitive Advantage:** Increasing reliance on digital channels, both customers and managers confess, is a fact, not a trend. The sales manager’s even more revealing.

“Digital transformation is our route to remaining competitive” puts over the effort: *“Nice, but very room for much more technology.”*

4.3.3 Comparison with Previous Studies

The study results converge with and build upon previous results relating to retail marketing and sales promotions in the themes mentioned below:

- **Customer Loyalty and Data-Driven Promotions:** (Turner, 2006) In his study of the Tesco Club card showed how customer data can facilitate loyalty programs. The present research shows that data-driven promotional strategies enhance customer retention at BBSM.
- **Impact of Digital Marketing:** (Sivasankaran, 2013) indicates that the online world and mobile-based promotions are very vital in modern retail marketing, and this supports the observation of BBSM's activities, which include promotions that seem to encourage interest among the younger demographics.
- **Impact of Seasonality Promotions:** In a related study (Wolters & Huchzermeier, 2021) indicated that certain marketing activations around festivals induce behavior by encouraging spending. However, in this research, seasonal promotions by BBSM were found to be one of the major determinants of shopping behavior.
- **Integration of AI in selling Promotions:** The literature on AI-driven retail strategies (James, 2023) stated that personalization through AI can create higher levels of engagement with customers. The findings of the study suggest that BBSM has not fully adopted AI-based recommendation systems, which is an avenue for future growth.
- **Innovation Diffusion in Retail:** The present study complies with Rogers' (1995) Diffusion of Innovation theory, with a gradual resort to digital and AI-backed promotions at BBSM fitting into the innovation-decision model observable within other retail markets.

4.3.4 Practical Utilization and Contribution to the Field

Contribution to Existing Knowledge:

This work also aims at contributing towards the academic and the practical of AI-enabled promotional strategies for retail markets in Nepal, with a more focus on Bhat-Bhateni Supermarket (BBSM). The literature focuses globally on either AI-based loyalty programs or on digital transformations of retail channels like Tesco Club card (James, 2023) and relatively little scholarly attention has drawn retailer of Nepal. The research would localize, contextualize, and then build on these global models, such as Rogers' (1995) Diffusion of Innovation, to address Ajzen's (1991) Theory of Planned Behavior as a highly significant research gap in the retail marketing landscape of developing economies. The research speaks for itself as empirical evidence regarding how consumer engagement, satisfaction, and loyalty can be enhanced through customer-centric and digitally empowered promotional strategies. Examples are AIDA and dynamic pricing, and targeted segmentation within a Nepalese retail context would reflect an innovative adaptation of these established marketing theories for an underexplored market.

Real-World Applications and Industry Implications

The implications here are directly relevant to BBSM and other retail organizations operating in emerging markets. Important aspects, such as revealed deep levels of engagement toward mobile apps and digital platforms (75% of respondents interacted with digital promotions) and seasonal offers, are the things BBSM needs to know in order to set up a truly data-driven promotional offer. Satisfactory offerings were overwhelmingly voiced in terms of convenience and personalization (90% found it easy or very easy to attend promotional activities), thus necessitating a clear and consumer-friendly marketing channel.

Insights from this study would enable retailers in Nepal to:

- Implement AI-aided loyalty programs to personalize discounts and stimulate customer retention.
- Engage customers through mobile apps and social media for digital promotions, since there is already 35% to 40% of regular engagement.
- Analyze customer behavior to target markets, dynamic pricing, and inventory optimization.
- Increase online marketing, as that is a strong preference among customers, reflected in open-ended feedback.

These interventions are especially pertinent at the time since Nepal is evolving into an increasingly digitally connected consumer, without losing sight of conventional promotional methods.

4.3.5 Practical Recommendations

Recommendations based on the outcomes of research for BBSM and other retail chains in Nepal.

Adopt AI-based customer segmentation: Build customer segmentation models using shopping history and preferences to deliver more relevant offers and, hence, improve conversion rates.

Develop more online and app promotions because of such vast traffic on digital platforms: Investment in features like mobile applications and exclusive online offers could further increase sales.

Deploy flexible loyalty programs: With the behavioral knowledge and predictive analytics, BBSM should be able to level the event-driven systems of loyalty for regular and frequent shoppers.

Create periodic loops of customer feedback: It can be possible through continuous surveys and feedback channels to fine-tune promotional strategies in tune with transforming faces of consumer expectations.

Create traditional and digital hybrid offers: Seasonal discounts in the store can then be paired with physical and online dynamic offers. Such a combination will ensure reaching a wider demography while not taking all away from the old.

5. Summary and Discussion

5.1 Evaluation of the Research Process

The mixed-methods approach adopted in this study was able to meet the dual perspectives of consumer and marketing practitioners. Quantitative data were gathered via questionnaires that enabled consumers' reactions to various sales promotion tactics to be measured, while qualitative data obtained from interviews explained the internal strategic decision-making process.

This research was completed, even though there were challenges of scheduling interviews with marketing managers due to their tight schedules and prohibition by sources from sharing internal company performance data due to confidentiality considerations. In addition, survey participation needed constant follow-up.

Ethical implications were strictly followed in the research. Participants had already given informed consent, all coding of personally identifiable data was for anonymity, and all information was kept securely for academic use only. Such action guaranteed the research transparency, trustworthiness, and compliance with ethical standards.

5.2 Comparison with Initial Research Question

These study findings, coupled with internal records and interviews with the stakeholders involved, yield substantial answers to the initial questions posed at the outset of the research.

1. Which type of sales promotion does Bhat-Bhateni Supermarket employ?

Internal records, corroborated by customer responses in surveys, provide information that Bhat-Bhateni utilizes a combination of price promotion (discounts, bundle offers) along with seasonal promotions, mainly communicated through digital promotions such as WhatsApp, Instagram, and Facebook. Such promotions were usually aligned with major festivals and sales cycles, as evidenced by the archived promotional materials and history of sales documents that aided this study. This study considers in-store displays and product placement strategies as documented in the internal operating documents of the supermarket, thereby supporting the multi-faceted approach of sales promotion.

2. To what extent do innovations get involved in further smoothing the ways of the above strategies?

Interviews and internal communication showed that it is the innovations that are responsible for enhancing the efficacy, outreach, and cost-effectiveness of the promotional strategies. For example, internal documents illustrated how campaigns transitioned toward a more digitally coordinated approach, therefore allowing for a quick feedback loop with lower overhead. The insights delivered via social media were employed to monitor the performance of the campaigns and pull the lever on strategy during the campaign cycle. These findings evidence that innovations turned out to have the ability to not just the planning and timing of campaigns but also response capability, leading to streamlined execution.

3. How are sales promotion strategies developed based on customer insights, and how are they being applied?

Internally, the marketing department cited feedback forms, customer satisfaction surveys, and loyalty program information as critical inputs to designing promotions. These mechanisms of consumer research then affected each

promotion's product choice, discount level, and method of communication. One internal research summary of customer feedback described that the younger generation was more favorable to interactive digital promotions, which led to the incorporation of discount codes into recent campaigns.

4. What other new strategy, with scientific testing for validation, must be offered for getting incremental changes in the overall effect of sales promotions for target achievement for Bhat-Bhateni?

- In light of the literature, interview insight, and internal analytics, several growth strategies were identified.
- Personalized offers are drawn from customer purchase history.
- AI-based customer segmentation targeting campaign efforts.
- Longer-term engagement reward systems are based on loyalty.
- Further integrated cross-channel promotion (online and in-store offers)
- Internal sales performance charts and customer retention reports yield further support for the potential effectiveness of these strategies. These growth stands in accord with global retail trends and within Bhat-Bhateni's spectrum for variable enhancement of competitive advantage.

5.3 Reflections on Emerging Questions

New questions have arisen during the course of study, which have to be addressed later, such as:

- Why not Bhat-Bhateni integrate its promotions for particular customers based on their behavior, no matter how violating their privacy?

- What might an application of such innovations bring in the principle of predicting consumer responses to promotions in the Nepalese context?
- How do non-monetary promotions (e.g., loyalty programs) stack up against traditional discount treatments?

These new questions hint towards the fact that, through this study, present initial findings, much more is there to research in the changing contexts of retail marketing in the Nepalese scenario.

5.4 Personal Reflections and Perspectives

This has truly been a rewarding experience for me. The study was mixed-methods and has taken me not just through the learning processes of research methodology but has also helped triangulation of both qualitative and quantitative data. The firsthand experiences of interacting with professionals and customers from Bhat-Bhateni also made the research practical beyond the formal theoretical learning.

The application of the academic tools, such as SPSS and thematic analysis of real business problems, was a big satisfaction. On the other hand, the biggest challenges were time and the coordination of interviews and getting people on board during data collection.

This entire process imparted the essence of adaptability, ethics, and critical thinking, and my interest in marketing strategy, innovation, and consumer psychology.

6. Conclusion and Recommendations

Conclusion

Research was conducted in order to investigate how innovation and research affect sales promotions at Bhat-Bhateni Supermarket. An effective mix of quantitative consumer surveys with qualitative interviews and internal documents, so as to reveal an understanding of how modernization promotes or spreads in design, implementation, and perception within leading retail environments in Nepal as a whole, such research was done in a mixed-method approach. Indications from the findings state that the broad promotional activities within Bhat-Bhateni include discount campaigns, seasonal offers, and digital outreach through social media platforms. Innovations like WhatsApp, Instagram, and Zoom make it easier for the supermarket to expand touchpoints and consequently enhance its communication, whereas real-time consumer insights become simple. The consumer research is paramount in the strategic decision-making process, such that all efforts toward promotional activities in the future are shaped by customer feedback, as well as internal performance data.

The study also explored a few other avenues that could help propel the company into new levels of growth. These include AI-enabled segmentation of consumers, personalized marketing strategies, and loyalty-based engagement techniques. Most importantly, it also identified some segments of customers as suffering from something to promotion, thus requiring a shift away from purely price-based tactics towards experience-oriented and value-added promotions.

Research findings respond to the research questions that are more general, covering the impact of innovation and research on marketing strategy in a dynamic retailing environment. This research provides avenues for future inquiry about how emerging technologies and consumer trends will likely influence the next generation of retail promotions in Nepal.

In conclusion, findings indicate that Bhat-Bhateni Supermarket has improved its promotional strategies with technological trends and consumer needs. However, to maintain a competitive edge, the supermarket should focus on personalization with data-driven strategies through innovative and other unconventional methods of engaging with customers beyond discounts. This research lays the groundwork for academic and practical interest in the rapidly plunging field of retail marketing.

Recommendations

Various recommendations are directed toward Bhat-Bhateni Supermarket with a view to effective sales promotion strategies in accordance with changing consumer behavior and technology. These recommendations are meant to refine the immediate promotional frame and ensure acquiring a long-term competitive position in the retail sector.

6.1 Personalization in Promotional Strategies

Personalized experiences are high in demand, so it is suggested that Bhat-Bhateni should introduce promotional offers that are increasingly data-driven and personalized. By analyzing customer purchase history, preferences, and demographic data, discounts, rewards, and product recommendations can be tailored to targeted shoppers. In turn, this will improve customer satisfaction and trigger even higher conversion rates since personalized promotions are usually well-fitted to consumers.

Actionable step:

- Invest in AI-based customer data analysis platforms to fulfill their demand and satisfaction.

6.2 Leverage AI and Advanced Analytics for Consumer Segmentation

The study of consumers is based on AI, recommended for an understanding of the various customer segments. Bhat-Bhateni can use machine learning and divining

analytics to segment its audience based on purchasing behavior, preferences, and engagement history. This would enable the supermarket to design highly targeted promotions, thereby allowing marketing resources to be allocated in an efficient manner.

Actionable step:

- Apply tools for customer distribution, shopping trends, and automating promotional offers based on those predictions.

6.3 Focus attention on Non-Monetary Promotions

Although discounts are still popular, there is evidence of some customers' promotion fatigue, which indicates a need for non-monetary promotions. Bhat-Bhateni should explore ways to introduce developments such as loyalty programs, experiences, and exclusive in-store events to increase consumer engagement and foster long-term loyalty. Without giving discounts, these kinds of promotions provide greater value to customers.

Action Step:

Formulate a loyalty program where customers can earn points for being frequent shoppers, offering early access to sales with exciting offers that provide a unique experience rather than discounts.

6.4 Amplify Incorporation of Omni-Channel Marketing

WhatsApp, Instagram, Zoom, and other digital tools are worth it, as Bhat-Bhateni proved with customer engagement. Thus, recommendations should include the supermarkets' expansion of the omnichannel marketing strategy to online and offline, and harmonizing a seamless customer journey. Retail synchronization with digital campaigns for in-house promotions, click-and-collect services, and active promotion via social media should also be considered.

Actionable step:

- Create a strategy for omnichannel, making online and offline channels and allowing customers to seamlessly shift between the two.

6.5 Invest in Consumer Research and Feedback Mechanisms

Consumer preferences are changing, and for Bhat-Bhateni, feedback loops should remain open-ended for continuous monitoring of consumer gratification as well as monitored behavior. Such open-ended consumer monitoring mechanisms-such as surveys, feedback forms, or social media listening tools-must also be an integral part of marketing strategy to allow timely adjustment to promotional strategies in response to consumer feedback.

Actionable step:

- Create a system for continuous customer feedback, both quantitative (surveys) and qualitative (social media listening), to derive actionable insights.

6.6 Encourage innovation in sales promotion ads.

Continuous investment by Bhat-Bhateni in innovative sales promotion strategies so that it could stay ahead in the competition. This could involve any experimental activities, such as the use of interactive technology in reality for product trials. The latest in technology, Bhat-Bhateni, has an edge to stand out in the congested retail market.

Actionable Step:

- Experiment with new, innovative promotion formats such as virtual or augmented reality experiences and invest in an AI-powered service.

According to the recommendations, BBSM aims to enhance the sales promotion strategies at Bhat-Bhateni Supermarket by attaching personalization, innovation, and proper deployment of technology. The successful application of the action strategies would improve customer satisfaction for Bhat-Bhateni, which will

further translate into sustained growth and competitive positioning against rapidly changing retail scenarios.

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APPENDICES

APPENDIX 1: Survey Questionnaire (Customers)

1. What is your age group?

- Below 18
- 18-25
- 26-35
- 36-50
- Above 50

2. How often do you shop at Bhat-Bhateni?

- Daily
- Weekly
- Monthly
- Occasionally

3. Which type of promotions have you noticed most often at Bhat-Bhateni?

(Select all that apply.)

- Discounts & Price Cuts
- Buy One Get One Free (BOGO)
- Loyalty Programs
- Free Samples

- Seasonal/Festive Offers
- Online/App-based Offers
- Other (Please Specify)

4. How would you rate the effectiveness of the sales promotions you've encountered at Bhat-Bhateni in influencing your purchasing decision?

- Very Effective
- Effective
- Neutral
- Ineffective
- Very Ineffective

5. How likely are you to make a purchase due to sales promotions at Bhat-Bhateni?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

6. How satisfied are you with the variety of sales promotions offered by Bhat-Bhateni?

- Very Satisfied
- Satisfied

- Neutral
- Dissatisfied
- Very Dissatisfied

7. How easy is to find information about current promotions at Bhat-Bhateni?

- Very easy
- Easy
- Neutral
- Difficult
- Very Difficult

8. How often do you notice Bhat-Bhateni using digital platforms (e.g., social media, mobile apps) for their sales promotions?

- Very Often
- Often
- Occasionally
- Rarely
- Never

9. How effective do you think Bhat-Bhateni' use of digital or innovative promotion methods (e.g., online discounts, personalized promotions) is in influencing your shopping behavior?

- Very Effective
- Effective

- Neutral
- Ineffective
- Very Ineffective

10. To what extent do you feel the promotions are personalized to your preferences based on your shopping history at Bhat-Bhateni?

- Very Personalized
- Somewhat Personalized
- Neutral
- Not Personalized
- Not Personalized at All

11. How well do you think Bhat-Bhateni understands the needs and preferences of its customers when creating promotional offers?

- Very well
- Well
- Neutral
- Poorly
- Very Poorly

12. How would you rate the overall impact of promotions on your loyalty to Bhat-Bhateni?

- Very Strong Impact
- Strong Impact

- Neutral
- Weak Impact
- No Impact

13. What additional sales promotions would encourage you to shop more frequently at Bhat-Bhateni?

(Open-ended response)

APPENDIX 2: Interview Questionnaire (Marketing manager & Sales Manager)

Marketing Manager

1. What are some of the sales promotion strategies that Bhat-Bhateni uses these days? What criteria do you rely on for deciding on which promotions to offer?
2. How important is consumer behavior data in decision-making for your sales promotion strategies? Do you use any customer segmentation for promotion targeting?
3. How have innovation (for example, technology, data analytics, AI) changed or formed your sales promotion strategies? What are the most recent innovations or tests you have put in place?
4. How do you combine digital platforms (such as social media, mobile apps, and online) with your sales promotions?
5. How do you perform customer research before starting any new promotions? Do you use surveys, customer feedback, or some other forms of research?

6. Market analysis and customer insights, what do you find becomes most useful in creating sales promotion strategies?
7. What are some emerging trends or technologies you think will have a say in shaping the future of sales promotions in the retail sector?
8. Any promotional strategies you plan to try out or improve based on your recent research and innovations?

Sales Manager

1. Could you share the success and obstacles regarding the application of innovative promotional methods?
2. What improvements do you think are necessary in current sales promotion strategies to better engage customers and increase sales?
3. In your opinion, what are some of the major gaps or weakness in the current sales promotion strategies that need attention?
4. To what extent do customer feedback and engagement influence changes in or modification of promotional activities?