

## FESTIVAL PROMOTIONAL ACTIVITIES AND SALES GROWTH AT PANTALOONS

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**ABSTRACT:** The impact of festival marketing on Pantaloons' sales growth is examined in this research. Pantaloons is a well-known maker of clothes. The research looks at things like coupons, ads on the internet, displays in stores, loyalty programs, and sales that only last a short time. Customer surveys and observations in stores gave us primary data, and company publications, retail magazines, and online sources gave us secondary data. We look at how much customers know, how often they buy, how happy they are, and how much money they make at festivals and non-festivals. Festival promotions have an effect on foot traffic, sales, impulse buys, and brand awareness. They bought because of a good campaign and prices that were lower than those of their competitors. The publication suggests a customer-focused marketing strategy with coordinated promotions to boost Christmas sales. Retail managers can use the data over time to make sales, marketing campaigns, and customer service better. Marketing campaigns focused on holidays, seasons, how people buy things, sales events, and making people aware of the brand.

**Keywords:** *Seasonal Marketing Campaigns, Festive Discounts and Offers, Consumer Buying Behavior, Sales Promotion Strategies, Brand Awareness.*

### I. INTRODUCTION

Indian consumers' spending habits are influenced by the strong correlation between shopping and gifting during festivals. In the months leading up to the holidays, many people buy electronics, clothes, home decor, and toiletries. During busy times, businesses often run special deals to get more customers and boost sales. Festival marketing has been shown to boost sales by creating excitement, anticipation, and emotional connections. New products, ads, influencer marketing, store decorations, loyalty rewards, cash back, and combo deals are all part of the festival promotion. When done right, these strategies can help brands stand out in busy stores. Promotions that look good increase both online sales and foot traffic. Companies carefully plan their campaigns

to get more people to know about and be interested in their brands.

The goal of festival promotions is to increase sales. To make more money, you need to get more customers, get them to spend more on each order, and get them to come back. Promotions that work boost sales by getting people to buy a lot of things on the spur of the moment. Stores can introduce new collections, get rid of old stock, and grow their market share during the holidays. Festival promotion brings in more money and keeps customers coming back longer. Customers stay loyal when they have a good time shopping, get good service, and get discounts. A successful holiday shopping season leads to recommendations and repeat business.

Promotions are good for a company's short- and long-term future. Businesses may find that promoting at festivals is a great way to see how well their campaigns are working, learn what customers want, and make their marketing plans better. It shows the best ways to market and how people act differently during the holidays. This information can help with advertising, making decisions, and long-term market success.

## **II. TYPES OF FESTIVAL PROMOTIONAL ACTIVITIES**

### **Discounts and Offers**

Sales events and promotions attract customers. Seasonal sales that offer short-term discounts on popular items encourage customers to buy them. BOGO sales help people learn about a brand, try out a product, and launch a new one. Both online shoppers and marketers use coupons and promo codes to see how well their campaigns are doing. Customers are thrilled when these incentives are combined, and sales go up.

### **Events & Experiences**

A well-planned and run festival brings in more people and keeps them coming back. Live product demos, workshops, and awards make people more loyal to your brand and more interested in your products. A pop-up booth at a fair or festival market is a great way to get the word out about your brand and bring in customers. Competitions, whether they are in person or online, make people more interested, create buzz, and make things easier to share. In a crowded market, these events help the company stand out and get customers.

### **Digital Marketing Promotions**

To get a lot of people to come to your event, you need to promote it online. You can make fun festival-themed posts on Facebook, Instagram, and TikTok that include polls, reels, and stories that people can interact with. Customers who sign up for email marketing can get personalized suggestions for products or promotions. Work with influencers who have similar followings to reach more people, gain their trust, and make real, useful holiday content. These digital marketing techniques increase sales, exposure, and interaction.

### **Gift Packs & Bundling**

Distributing holiday gift packs and packaged goods is an enjoyable part of this festive season. Holiday gifts that come in premium packaging are more thoughtful and appropriate. Giving discounts on bundles of related products will raise the average order value and bring in more customers. These Christmas-themed beauty and value strategies make people want to buy more.

### **Corporate Social Responsibility (CSR) Activities**

The promotion of corporate social responsibility (CSR) makes consumers more loyal to events and companies. Giving a portion of their revenues to community projects or festivals is a great way for businesses to give back to the community and develop strong emotional connections with their customers. Customers can tell that a company cares about more than just making money when it participates in community activities and activities that benefit the community. It is possible for a brand to make a difference throughout the Christmas season by utilizing advertisements that are effective and that people remember.

### III. TYPES OF SALES



**B2B Sales:** Two businesses trade goods or services in a B2B sale. Long-term cooperation is shown by complicated, high-value agreements. Salespeople who deal directly with customers are focused on the end user. These sales, which are based on brand recognition and emotional appeals, are made easier by shorter sales cycles and lower economies.

**Enterprise Sales:** Enterprise sales often involve big B2B deals. Long sales processes are caused by high stakes, complicated situations, and the fact that there are many people who need to make decisions.

**SaaS Sales:** Software as a service lets businesses use programs over the internet. You need to know a lot about the app to make this transaction, which is becoming more and more digital.

**Direct Sales:** Customers buy directly from suppliers. E-commerce and multi-level marketing let people talk to each other one-on-one.

**Referral Sales:** Referral marketing gets customers to tell their friends, family, and acquaintances about products. Brand advocates are customers who give useful feedback and suggestions.

**Social Sales:** Salespeople can build better relationships and make more sales by

personalizing their posts and interactions on social media.

**Channel Sales:** A brand can expand its market share and reach by selling to resellers, partners, or distributors.

**Insight Sales:** Insight Sales helps prospects get past problems, make smart choices, and reach their goals by sharing what they know with them.

**Account-Based Sales:** Account-based sales gets people to interact and buy by connecting key decision-makers in high-value accounts through targeted marketing and sales strategies.

**Inbound Sales:** Inbound sales uses things like content marketing and search engine optimization to get new customers.

**Outbound Sales:** Outbound sales uses methods like cold calling, email marketing, and face-to-face meetings to find new customers and close deals.

### IV. LITERATURE SURVEY

Singh, M. (2025): The marketing strategies and growth of organized retail sales in metropolitan India. According to primary data from 500 retail locations and cross-sectional customer responses, discount programs, holiday packages, and experience marketing have an effect on how much people spend. Festival marketing affects sales every three months, especially in the fashion and consumer electronics industries. Sales were affected by how customers felt and how much they were promoted. Advanced regression models showed that advertising for digital festivals had a better return on investment (ROI) than advertising for more traditional media. Both online and offline promotions helped boost sales. The research found that people are more likely to remember a

company and buy from it if its ads are relevant to them at all times.

Sharma, R. (2024): Surveys 100 merchants and 100 customers in Khammam to assess the influence of festival advertising on sales growth in India's urban and rural retail sectors during major festivals in 2023 and 2024. Statistical analysis and structured questionnaires show that early promotions, packaged deals, and targeted discounts are the best ways to get more people to come into the store and buy things. During the festival, textiles, home appliances, and crackers all sold better than they usually do. The research found that how much people think festival marketing is worth and how intense it is affects how much they spend. According to vendors, promotions boost sales, make people more aware of the brand, and get people to come back. This essay contends that online promotions can enhance in-store merchandise.

Choo, H. J. (2023): Assertion that online shopping festival promotions affect consumer engagement and revenue. The festival promotions are analyzed using the stimulus-organism-response framework, elucidating how these components draw in customers and facilitate purchases. A research utilizing structural equation modeling and survey data from 239 young Chinese consumers revealed that all three environments significantly influenced customer enthusiasm and participation in major shopping events. The results show that creative festival ads can get people more interested by making everyday purchases more appealing. Research shows that festival marketing strategies that focus on the atmosphere instead of promotions can keep people interested long after the event is over. People who go to festivals

are more likely to buy things because they want to be a part of it.

Zhang, Y., & Ma, S. (2022): Sales and customer engagement are compared to efforts that only use the platform, efforts that don't involve either party, and efforts that use both the platform and the retailer based on joint marketing strategies and promotional activities. Analytical modeling demonstrates that collaboration between platforms and retailers enhances purchasing activity, yields mutual benefits, enriches festival experiences, and induces promotional fatigue. The research also found that proactive load sharing, the value of festival offers, and the presentation of promotional materials all got better.

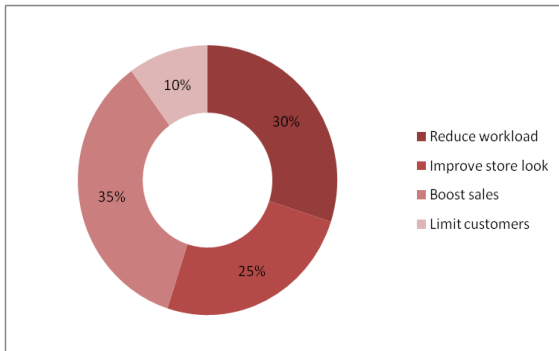
Sharma, P.,(2021): The writers use the promotional mix to figure out the festival's sales plan goals and what the Ganesh Mandals and companies that are taking part think. In competitive markets, promo codes, ads, and targeted marketing make the relationship between buyers and sellers better and also make people more likely to buy. The results show how important festival-focused marketing is for raising consumer awareness, increasing demand, and moving dealer inventory quickly. The research says that seasonal marketing can boost sales even when there aren't any festivals. The research indicates that well-planned and executed festival advertising can be advantageous for local markets.

Li, X. (2020): Product-based advertising includes things like price incentives and a wide range of categories, while settings-based advertising includes things like fun features and a lot of people taking part. Based on the results of 495 consumer surveys and structural equation modeling, price and experiential incentives enhance participation intentions. The research

found that people were more likely to take advantage of sales when they were in a good mood. Sales on e-commerce platforms go up when more people take part in shopping festivals. Promoting events in a smart way can boost sales and get customers more involved. Marketers can use the results to make event promotion better.

## V. DATA ANALYSIS AND INTERPRETATION

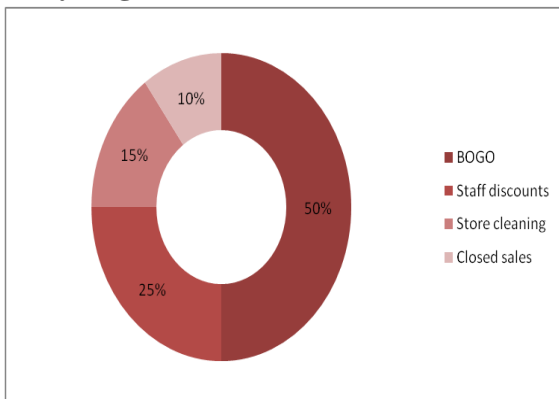
1. What is the primary objective of Pantaloon's festival sales campaigns in order to boost revenue?



### INTERPRETATION

30% of the people who answered wanted more money. Half of the people who answered said they cared more about how the store looked, while a third said they wanted less work. There is a 10% limit on preferred customers.

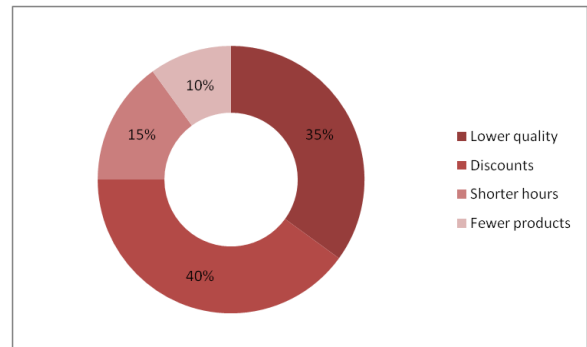
2. Which of Pantaloon's Diwali and holiday ads do you think are the most likely to get clicks?



## INTERPRETATION

Almost half of the people who like bagels. 25% of those who answered said they wanted employee discounts, and 15% said they wanted shop cleaning. This shows that a lot of people are interested. Only 10% of those who answered said they liked closed deals.

3. How have Pantaloon's earnings and attendance at festivals changed over time?



### INTERPRETATION

Discounts were chosen by 40% of the people who took the survey. 15% of people who answered said they didn't like shorter work hours, 10% said they didn't like fewer products, and 35% said they didn't like quality. This is a cheaper way to solve the problem than adding more options.

## VI. CONCLUSION

Businesses make more money when they run ads for festivals. Seasonal sales, discounts, and deals can help businesses get both new and repeat customers. These actions make customers feel excited and like they need to act right away. Targeted marketing can get more people to come to festivals and learn about your brand. Holiday sales make people spend more and stay loyal. By using these strategies, companies can lower their stock levels and make room for new products.

Hybrid online and offline advertising strategies help people remember and trust your brand. A festival that lots of people go to shows that strategic advertising works. Promotions for festivals have an effect on how well your business does in the long run. Marketers can get more people to buy by making their messages more relevant to different cultures.

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