



The Rise of Red Rose Mart: Delivering Excellence in Fast-Moving Consumer Goods and Apparel at Affordable Prices

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Abstract. Red Rose Mart has become one of the most important players in the Hyderabad retail market by providing high-quality FMCG, and Apparel products at reasonable prices. The company has developed its in-house brand Wiiz under which it offers a variety of essential households and premium apparel products with a passionate focus towards consumer preferences & satisfaction. An aggressive pricing strategy on their products has helped the company develop a loyal customer base.

Today, Red Rose Mart has four outlets in strategically positioned locations throughout Hyderabad, including Falaknuma, Kanchan Bagh, Edi Bazaar, and Shadnagar, with plans to open more outlets in order to keep up with the ever demanding consumer. The goal of the study is to explore the main success factors that led to the growth of Red Rose Mart, such as the development of its pricing strategies, the implementation of strict quality control, and the emphasis on customer-centricity. Moreover, the study also investigates the operational marketing success that has remarkably increase the brand visibility and consumer engagement for the firm.

The findings highlight how Red Rose Mart has positioned itself as shopping destination by providing great value while also delivering on quality. It also looks at the company's future growth plans as well as the challenges it may encounter in a competitive retail environment. The study aims to articulate Red Rose Mart's branding and its contribution to the retail experience in Hyderabad by promoting awareness among consumers.

Keywords: Affordable Pricing; Customer Satisfaction; FMCG Retail; Hyderabad Market; Quality Products; Red Rose Mart

1. Introduction

Consumers in Hyderabad's dynamic retail landscape are always searching for better quality products that don't break the bank. Red Rose Mart recognised this demand and made customer satisfaction its motto when the first FMCG and fashion retail online platform was launched. Bringing you the best in the world at lower prices was the idea behind the inception of the brand. Over the years, it has sustained a loyal customer following by offering an extensive selection of everyday essentials and fashionable merchandise through its private label line, Wiiz. Red Rose Mart serves as a perfect shopping destination for people on a budget, striking a balance between affordability and quality.

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Red Rose Mart is on a steady expansion journey to cater to the increasing demand of its customers with the successful launch of four branches across prime locations in Hyderabad – Falaknuma, Kanchan Bagh, Edi Bazaar and Shadnagar. As it continues to ignite the local retail landscape with reasonable pricing that plays against the retail giants, its success lies in its business approach that is rare in the city: a combination of good quality. In addition, the innovative marketing tactics and customer-centric approach employed by the brand have proved to be pivotal in improving its reach and reputation.

Through this study we investigate the factors that have attributed to the stellar growth for Red Rose Mart which are pricing strategy, marketing strategy and expansion strategy. We will help with insights for consumers and professionals through analysis of its business model in understanding the success behind it.

2. Objectives of the Study

1. To analyse the quality of products & services provided by Red Rose Mart
 - Assess how satisfied customers are with the quality and standards of the service they receive.
 - Assess how their service quality compares with competitors in the FMCG sector.
2. To analyse the marketing and promotional strategies
 - Evaluate the effectiveness of their promotional campaigns in attracting customers.
 - Identify the key marketing channels contributing to their business growth.
3. To study the affordability and pricing strategy
 - Examine how Red Rose Mart maintains competitive pricing without compromising quality.
 - Identify customer perceptions regarding product pricing and value for money.

3. Need, Importance & Scope of the Study

In Hyderabad, the retail industry is growing because consumers want quality products at a cheaper price. Amidst this on-going competition, our Red Rose Mart has emerged as a game-changer, extending a range of FMCG products and fashionable clothing through its own brand, Wiiz, and priced very competitively. As consumers increasingly look for value for money along with quality, it is increasingly important to study and analyse how Red Rose Mart has met these challenges with its pricing, product quality and services.

This study is important because it helps us understand the key reasons of success of the brand during fast expansion. Also the reasons behind customer satisfaction despite stiff competition. The study is important as it will help the coming retailers' policymakers, and business strategists who are willing to enter into FMCG and apparel segments. Looking at the quality control, pricing, marketing strategy, and expansion plan of Red Rose Mart, the study aims to discover the best practices that can lead to benchmarking other retail businesses. This research also studies impact of cheap retail solutions on buying behaviour & market competition. It also gives us useful advice to grow and keep our customers.

This research does not just analyse the current success of Red Rose Mart, it also explores the prospects for future expansion, possible challenges and innovation opportunities in its product and service delivery. The goal is to help stakeholders make well-informed decisions while improving the overall shopping experience for consumers in Hyderabad and beyond.

4. Research Methodology

Contributing to Red Rose Mart success in the retail area of Hyderabad. The study makes use of primary data collected through a customer survey, interviews with store managers, and personal observation of its four branches. The surveys check what customers think of their satisfaction, pricing and loyalty while the interviews security insight into what the brand and marketing strategies are, and quality control and expansion plans.

Besides the primary data, secondary data is taken from the reports of the company. Moreover, it also takes the information from the company publication and net sources to analysis on the market trends and competitive positioning. A study is conducted to compare the price and services offered by the Red Rose Mart with other FMCG and apparel companies. Using a mixed-method approach allows the project to cultivate a comprehensive understanding of the brand's business model, which would be beneficial for the retailers, policymakers, and others.

5. Marketing and Promotional Strategies of Retail Stores in FMCG

Various marketing and promotional strategies are being adopted by retail stores in the FMCG sector to enhance product visibility, sales, and customer retention. Retailers use promotions, advertising, public relations, and direct selling. All of the above, when combined, allow the retailer to reach various customer groups and thus enhance market share.

5.1. Effective Marketing Strategies

- **Brand Development:** Retailers place a strong strategy on brand development to set themselves superior from competitors. Popular brand builds trust and loyalty among their customers, leading to repeat purchases and long-term relationships.
- **Digital Marketing:** In today's digital age, online marketing plays a crucial role in the FMCG retail sector. Various strategies help businesses connect with their audience effectively, including:
 - **Social Media Marketing** – Engaging with customers on platforms like Facebook, Instagram, and Twitter.
 - **Email Marketing** – Sending personalized offers and updates to keep customers informed.
 - **Content Marketing** – Sharing valuable insights through blogs, videos, and guides.
 - **Search Engine Optimization (SEO)** – Enhancing online visibility to attract more potential buyers.

By leveraging digital marketing, retailers can reach a wider audience at a lower cost while focusing on specific customer preferences.

- **Product Placement:** Placing FMCG products advertising strategically in movies, TV shows, and online content helps build a strong connection between the brand and popular media. This not only boosts the brand recognition but also shapes the consumer perception in a positive way.

5.2. In-Store Promotions

Retail stores often use various in-store promotional techniques to increase sales and attract customers. Some common strategies include:

- **Discounts and Offers** – Providing special price reductions to appeal to cost-conscious shoppers.

- **Product Displays** – Arranging products in an eye-catching manner to encourage impulse purchases.
- **Sampling Campaigns** – Allowing customers to try products for free, helping to build interest and trust.

These methods assist retailers in launching new products, managing inventory, and enhancing the overall shopping experience.

5.3. *Influencer Marketing*

Partnering with influencers who have a strong social media presence is an effective way for retailers to promote FMCG products. Since influencers share genuine recommendations, they help build consumer trust and influence buying decisions.

By combining these marketing and promotional efforts, retail stores can increase brand visibility, drive sales, and develop a loyal customer base in the FMCG sector.

6. **Price Strategy and Product Performance in FMCG Retail Stores**

When evaluating the prices of goods, many customers will look at the prices of competing goods and market segmentation (Hausman et al., 2009; Zeithaml, 1988). Marketers believe that pricing strategies for new products should take into account competitor pricing and product classification. Integration of these factors in a single pricing model. These factors should be integrated into a cohesive pricing model. Furthermore, pricing decisions are shaped by key product strategy elements such as quality, features, and design (Stremersch & Tellis, 2002; Butscher & Laker, 2000). This approach helps consumers gauge price levels based on a product's tangible attributes and perceived value.

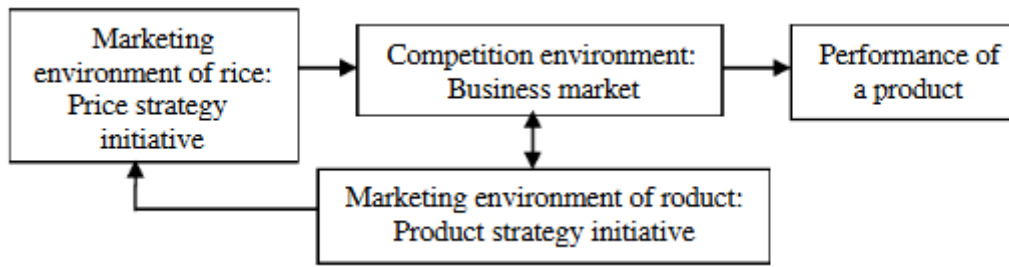
6.1. *Retail Market Competition and Pricing Strategies:*

Consumer purchasing decisions are heavily affected by pricing, often determining whether they choose to buy or overlook a product. This highlights the strong connection between a product's pricing strategy and its success in the market. When consumers respond positively to a product's price, sales and market reach increase, whereas a lack of acceptance leads to slower distribution and a weaker presence.

In the highly competitive FMCG sector, particularly in the business-to-consumer (B2C) space, a product's early success depends on its ability to attract buyers at the retail level. Both marketers and consumers consistently recognize the impact of pricing strategies, emphasizing its role as a key factor in determining a product's competitiveness and market performance (Zeithaml, 1988; Stremersch & Tellis, 2002).

6.2. *Retail Market Competition and Pricing Strategies:*

Pricing strategies in the FMCG sector are developed and implemented in alignment with consumer-level price competition and broader product positioning strategies. The execution of these strategies involves retailers as key market intermediaries, where competitive pricing at the consumer level directly influences product performance at the retail store level. As competition intensifies, pricing dynamics at the consumer level shape pricing strategies at the retail level, thereby determining product competitiveness and market sustainability.



(Source: Secondary Data).

Figure 6.1 Product performance based on pricing strategies in market competition

7. Customer Satisfaction Rate on Red Rose Mart

7.1. Result of CSR at Red Rose Mart

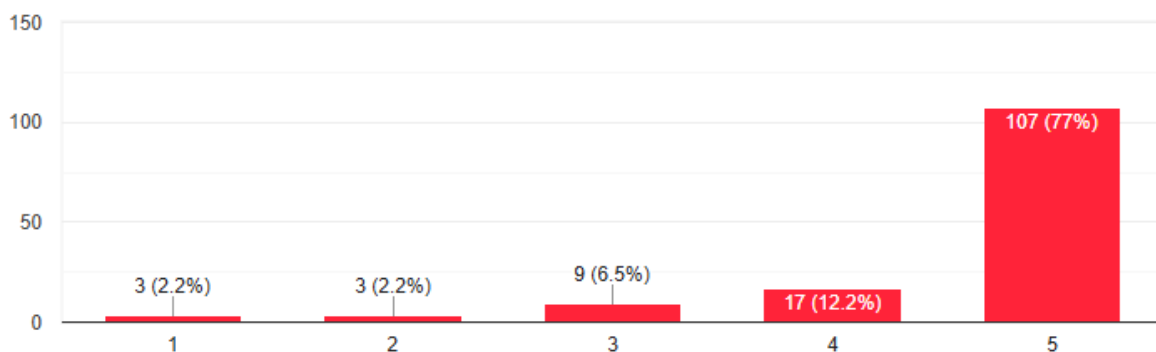
Table 7.1 Analytical Result of CSR at Red Rose Mart

CSR_at_RRM			
Value	Observed N	Expected N	Residual
1	3	27.80	-24.80
2	3	27.80	-24.80
3	9	27.80	-18.80
4	17	27.80	-10.80
5	107	27.80	79.20
Total	139		

Test Statistics			
	Chi-square	df	Asymp. Sig.
CSR_at_RRM	286.79	4	.000

(Source: Primary Data).

The table presents the results of a **Chi-Square Goodness-of-Fit Test** conducted on **CSR at RRM** (likely referring to customer satisfaction ratings related to Corporate Social Responsibility at Red Rose Mart). Below is the interpretation of the analysis: (Figure 7.1).



(Source: Primary Data).

Figure 7.1 Result of CSR at Red Rose Mart

7.1.1 Observed vs. Expected Frequencies

- The observed and expected counts for five different rating values (1 to 5) show significant deviations.
- The expected count for each category is **27.80**, assuming an equal distribution.

- However, the actual observations vary widely, with **107 responses** in category 5 (highest rating), much higher than the expected 27.80.
- Conversely, lower ratings (1, 2, and 3) have much lower observed counts than expected, indicating that most customers gave high ratings.

7.1.2. Residuals Analysis

- The residuals (difference between observed and expected values) show **large deviations**, especially for value 5 (+79.20) and values 1, 2, and 3 (negative residuals).
- This suggests that customers **overwhelmingly rated CSR at Red Rose Mart positively**, with very few giving low ratings.

7.1.3. Chi-Square Test Statistics

- **Chi-Square Value = 286.79** (a very high value), indicating a significant deviation from the expected uniform distribution.
- **Degrees of Freedom (d-f) = 4** (since there are 5 rating categories, $d-f = 5 - 1 = 4$).

Asymptotic Significance (p-value) = .000, which is **less than 0.05**, meaning the differences are statistically significant.

7.1.4. Conclusion

- Since **$p < 0.05$** , we **reject the null hypothesis (H_0)**, which assumed an equal distribution of ratings.
- This means that **customer satisfaction regarding CSR at Red Rose Mart is significantly skewed towards higher ratings**.

The company has a **strong positive perception among customers** in terms of Corporate Social Responsibility.

8. Satisfaction Levels on Pricing Strategy on Red Rose Mart

8.1. Result of Satisfaction on Pricing at Red Rose Mart

Table 8.1 Analytical Result of Satisfaction on Pricing
Satisfaction_on_Pricing

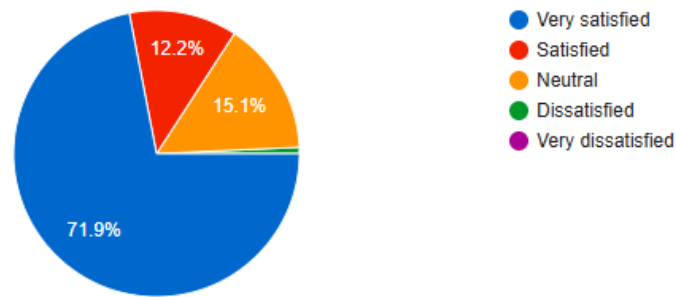
Value	Observed N	Expected N	Residual
Very Satisfied	101	46.33	54.67
Satisfied	17	46.33	-29.33
Neutral	21	46.33	-25.33
Total	139		

Test Statistics

	Chi-square	df	Asymp. Sig.
Satisfaction_on_Pricing	96.92	2	.000

(Source: Primary Data).

The table presents the results of a **Chi-Square Goodness-of-Fit Test** for **Satisfaction on Pricing** at Red Rose Mart. Here's the detailed interpretation: (Figure 8.1).



(Source: Primary Data).

Figure 8.1 Result of Satisfaction on Pricing at Red Rose Mart

8.1.1 Observed vs. Expected Frequencies

- The expected count for each satisfaction level (Very Satisfied, Satisfied, Neutral) is **46.33**, assuming an equal distribution.
- However, the observed counts show significant deviations:
 - Very Satisfied: 101** (much higher than the expected 46.33).
 - Satisfied: 17** (much lower than expected).
 - Neutral: 21** (also lower than expected).
- The **large positive residual (54.67)** for "Very Satisfied" indicates a strong preference for this category.

Conversely, the **negative residuals for "Satisfied" (-29.33) and "Neutral" (-25.33)** show that fewer customers selected these options than expected.

8.1.2. Chi-Square Test Statistics

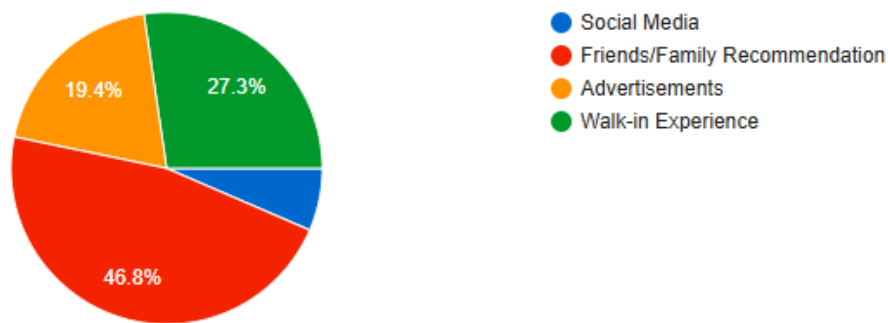
- Chi-Square Value = 96.92** (a very high value), indicating a significant deviation from the expected equal distribution.
- Degrees of Freedom (d-f) = 2** (since there are 3 categories, $d-f = 3 - 1 = 2$).
- Asymptotic Significance (p-value) = .000**, which is **less than 0.05**, meaning the differences are statistically significant.

8.1.3. Conclusion

- Since **$p < 0.05$** , we **reject the null hypothesis (H_0)**, which assumed an equal distribution of satisfaction levels.
- This means that **customer satisfaction regarding pricing at Red Rose Mart is significantly skewed towards "Very Satisfied"**.
- The majority of customers perceive the pricing strategy as highly favourable, which is a strong indicator of competitive and affordable pricing.
- The low count for "Satisfied" and "Neutral" suggests that **very few customers have moderate or negative opinions about pricing**, further reinforcing that **Red Rose Mart's pricing strategy is a key factor in customer satisfaction**.

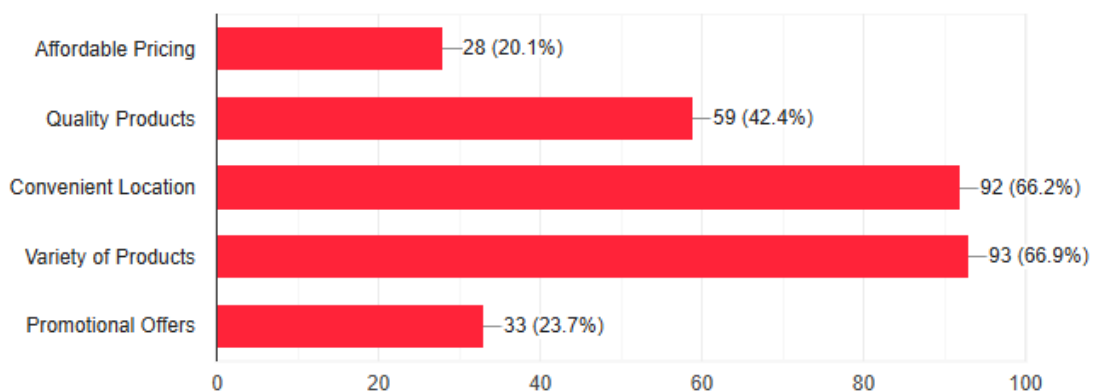
9. Marketing Effectiveness on Red Rose Mart

9.1. Result of Marketing Effectiveness at Red Rose Mart



(Source: Primary Data).

Figure 9.1 Result of Marketing Effectiveness at Red Rose Mart



(Source: Primary Data).

Figure 9.2 Analytical Result of Marketing Effectiveness at Red Rose Mart

9.2. Result of Marketing Effectiveness at Red Rose Mart

Table 9.1 Analytical Result of Marketing Effectiveness at Red Rose Mart

Model Summary (Marketing_Strategies_Influence)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.03	.00	-.01	1.29

ANOVA (Marketing_Strategies_Influence)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	.14	1	.14	.09	.768
Residual	227.14	137	1.66		
Total	227.28	138			

Coefficients (Marketing_Strategies_Influence)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.02	.33	.00	9.21	.000
First_Time_Hearing	-.03	.12	-.03	-.30	.768

(Source: Primary Data).

The table presents the provided regression analysis examines the relationship between **Marketing Strategies Influence** (independent variable) and **First Time Hearing** (dependent variable). Below is the interpretation:

9.2.1 Model Summary

- $R = 0.03$: A very weak correlation between Marketing Strategies Influence and First Time Hearing.
- $R^2 = 0.00$: The independent variable explains 0% of the variance in the dependent variable.

Adjusted $R^2 = -0.01$: A negative adjusted R^2 suggests that adding the independent variable does not improve the model's predictive power.

9.2.2 ANOVA Table (Model Significance)

- $F(1,137) = 0.09$, $Sig = 0.768$: The regression model is not statistically significant. A p-value greater than 0.05 suggests that Marketing Strategies Influence does not significantly predict First Time Hearing.

9.2.3 Coefficients Table (Effect of Independent Variable)

- Intercept (Constant) = 2.73, $p < 0.001$: The predicted value of First Time Hearing when Marketing Strategies Influence is zero is 2.73, which is statistically significant.
- Marketing Strategies Influence Coefficient (B) = -0.02, $p = 0.768$: The coefficient is negative but close to zero, meaning there is almost no effect of Marketing Strategies Influence on First Time Hearing. Additionally, the p-value (0.768) is much greater than 0.05, confirming that the relationship is not statistically significant.

9.2.4 Conclusion

- There is no meaningful relationship between Marketing Strategies Influence and First Time Hearing.
- The independent variable has no significant impact on predicting the dependent variable.
- The model explains almost none of the variation in First Time Hearing, indicating that other variables might be better predictors.

This suggests that Marketing Strategies Influence does not play a significant role in determining whether someone is hearing about something for the first time.

10. Findings

10.1. Customer Satisfaction & Service Quality

- A significant majority of customers rated Red Rose Mart highly for customer satisfaction, with the highest ratings dominating the response distribution (Chi-Square Value = 286.79, $p < 0.05$).
- Corporate Social Responsibility (CSR) efforts are positively perceived, indicating strong brand trust and engagement.

10.2. Pricing Strategy & Affordability

- Pricing is a major driver of customer satisfaction, with most respondents expressing "Very Satisfied" opinions (Chi-Square Value = 96.92, $p < 0.05$).

Competitive pricing without compromising quality has established Red Rose Mart as a leading choice for budget-conscious consumers.

10.3. Marketing Effectiveness

- The impact of marketing strategies on first-time awareness is statistically insignificant ($R^2 = 0.00$, $p = 0.768$), suggesting that other factors like word-of-mouth or location might be stronger influencers.
- In-store promotions and discounts appear to be more effective in attracting customers than online or external advertising.

10.4. *Product Performance & Market Competition*

- Strategic pricing plays a critical role in product acceptance in the FMCG sector, with Red Rose Mart successfully leveraging price-based competition.
- Higher consumer acceptance translates into increased market penetration and store expansion.

10.5. *Expansion & Business Growth*

- Red Rose Mart has successfully scaled up to four strategic locations (Falaknuma, Kanchan Bagh, Edi Bazaar, and Shadnagar).
- Future expansion plans are crucial for sustaining growth, especially in untapped areas with high consumer demand.

11. Conclusions

The study on Red Rose Mart's growth and business strategy in the FMCG and apparel retail sector highlights the key factors behind its success. The findings show that Red Rose Mart has positioned itself as a customer-focused brand by maintaining affordable prices, ensuring good product quality, and expanding strategically.

Customer satisfaction levels are notably high; with most consumers appreciating the company's pricing strategy and service quality. The Chi-Square Goodness-of-Fit Tests confirm that Red Rose Mart has built a loyal customer base, as positive ratings significantly outweigh negative ones. This suggests that its focus on affordability and quality aligns well with consumer expectations.

However, the regression analysis on marketing effectiveness reveals that the company's promotional efforts have not significantly boosted awareness among first-time customers. This indicates a potential area for improvement, where refining marketing strategies could help attract new shoppers more effectively.

Overall, Red Rose Mart's commitment to competitive pricing, quality products, and customer satisfaction has been key to its growth. Its ability to offer budget-friendly yet reliable products has made it a popular shopping destination in Hyderabad. Moving forward, strengthening its marketing reach, expanding its retail presence, and leveraging digital strategies could further enhance its position in the evolving retail market.

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