**Abstract**

The study emphasis on the impact on promotional activities towards big bazaar. For the purpose of the study the data have been collected from the sample of 100 respondents using convenient sampling method. ANOVA and chi-square test have been used for analyzing the data. The findings of the study reveal that BIG BAZAAR is able to provide almost all categories of items related food, health, beauty products, clothing and food wear, durable goods. So it become quite easier for the customer to buy from one shop and hence, is a convenient way of shopping for the customers when compared to other departmental stores.