

**Project Dissertation**  
**on**  
**A Study of Brand Positioning**  
**With Reference to Big Bazaar**

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## **CERTIFICATE FROM INSTITUTE**

This is to certify that Project Report on “**A Study of Brand Positioning with Reference to Big Bazaar**” is a bona fide work carried out by Dhale Vikas Vijay, who is a student of MBA 2017-19 Batch. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Place:

Seal of Head:

Date:

## **DECLARATION**

I, Dhale Vikas Vijay, student of MBA 2017-2019 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that the dissertation on “**A Study of Brand Positioning with Reference to Big Bazaar**”, submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This dissertation report is not submitted to any other institute/university for award of any other degree, diploma and fellowship.

Dhale Vikas Vijay

Place:

Date:

## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank my guide Ms. Deepali Malhotra, for providing me with an opportunity to work under her and associate with her through the medium of this research project. She has been instrumental in my being able to complete this project to the best of my capabilities.

I would also take this opportunity to express my gratitude and thank all other individuals who have been kind enough to spare their precious time in sharing their insights with me, which has facilitated me in making this project a more fruitful outcome.

A special mention to acknowledge the assistance provided by some of our esteemed faculty members, my friends, family and industry professionals for always being available to attend to all my doubts, inhibitions and queries.

A word of thanks to the administrative staff at Delhi School of Management, DTU, for their constant support and motivation, which has contributed in making this project a better effort.

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## **EXECUTIVE SUMMARY**

Brand Positioning has always played an important role in Consumer buying decision making. Companies spends lots of money for its Branding and to reach the customer with positive brand image. This study is conducted to see what importance does a consumer have in purchasing decision in retail industry with special reference to Big Bazaar.

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## **1. Introduction**

Retail is India's largest industry accounting for over 10 per cent of the country's GDP and eight per cent of the employment. The industry in India has emerged as one of the most dynamic and fast paced ones with several players entering the market. The Indian retail market is expected to grow from US\$ 300+ billion to US\$ 400+ billion at the rate of approximately 7-8% per year by 2010. Driven by changing lifestyle's, strong income growth, western influence and favorable change in demographic patterns, Indian retail is expanding at a rapid pace.

Retail market essentially comprises:

- Shopping centers: there is an increase in the number of shopping centers in both tier-I and tier-II cities. India can expect to have 600 new shopping malls by 2010.
- Food retail
- Kid's retail
- Agriculture and Floriculture
- Electronics goods market.

“Retailing is a distinct, diverse and dynamic sector”. “It is an activity of enormous economic significance to most developed nations”. It generates revenue and wealth for nation, encourages investments and brings technological advancements. Stated that “it brings employment and creates wealth of the economy”. “It is a vibrant part of our changing society and a major source of employment” Retailing performs activities at larger level so it requires massive manpower to handle and manage its operations. Retailing also helps society in general by providing goods and services in reasonable price and increasing their standards of living. “Retailing activity can be viewed as a significant contributor to the economy in general”.

Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to consumers on a relatively small scale.” Retailing makes products and services available in large quantities. Retailers produce or order the products/services in bulk so they can take advantage of economy of scale and thus they can formulate competitive pricing strategies. Products and services are generally sold through the store or on the internet.

## **1.1 Introduction to Retail industry**

The first decade of modern retail in India has been characterized by a shift from traditional kirana shops to new formats including department stores, specialty stores hypermarkets, and supermarkets and across a range of categories. Modern retail formats have mushroomed in metros and mini-metros. In the last few years, modern retail has also established its presence in the small cities, exposing residents to shopping options like never before.

Some of these stores are branded stores (exclusive showrooms either owned or franchised out by a manufacturer), specialty stores (greater choice to consumer, comparison between brands is possible) , department stores/supermarkets (one stop shop catering to varied consumer needs) , hyper-mart (low prices , vast choice available including services such as cafeterias.) , shopping malls (variety of shops available to each other ).

## **1.2 An overview on Retail Revolution in India**

Retail in India is on a cusp of transformation. Organized retailing as a professional service-oriented set-up, is a recent phenomenon in India but is growing at a tremendous pace with a potential of creating over 2 million new (direct) jobs within the next six years, assuming an 8 to 10 per cent share of organized retailing in the total retail business.



The fast changing retail environment demands that professionals learn new skills, improve their efficiency, learn to compete and think out of the box. As retailers work directly with customers and there is need for good managerial talent to interpret and satisfy the needs and desires of customers. All this requires an education that is intensive, comprehensive and closely linked to the retail business world. The need is to have a program which has all the inherent features of a business management program and includes experiential learning throughout the program.

### **1.3 Market Trends, Challenges & Opportunities**

1. Across BRIC countries, the food and grocery (F&G) segment is clearly driving retail growth. For eg, retail food sales dominate the total retail market in Brazil, accounting for almost 54 percent of the total retail sales, while Russia is the fastest growing retail food sales market in the world, with the potential to again double in size by 2008.
2. The prevalence of English as a language of communication to a very great extent facilitates material sourcing and business communication. While India and Russia pose no problems in this regard, Brazil and China present communication problems for foreign companies.
3. The importance of governments that are quick on decision-making and passing liberal trade laws cannot be emphasized enough. In China, for instance, being a non-democratic country makes it easier for foreign investors to do business sans bureaucratic red-tapism (in comparison to a democratic country like India), the obvious reason being that the political establishment is not directly accountable to the people.
4. Growing urbanization and metropolitan saturation is leading to the expansion of retail formats and investment opportunities towards tier-II cities and rural hubs across all four countries.
5. Continued economic reforms together with the growth of organised retail (especially in the F&G segment) have led to growing rural incomes, triggering off far-reaching, social impacts. The upcoming 'Golden Quadrilateral' plan for roadways in India, which is to connect the four cities of Delhi, Kolkata, Mumbai and Chennai, will have

massive economic and social repercussions on rural and semi-rural clusters along the vast network. In China too, the government plans to create a rural retail network covering 70 percent of all villages by 2008.

## **1.4 Organization Profile**

### **Big Bazaar**

#### **Pan India Model**

Riding on the consumption boom that the country has been witnessing over the past couple of years, the company further expanded its foray into the value space by adding 10 stores during the year 2005-06, entering new cities like Vishakapatnam, Pune, Lucknow, Indore, Mangalore and Rajkot.

The excellent performance of these new stores, further fortified the mass appeal of Big Bazaar as a true, family-shopping destination. The total number of Big Bazaar outlets as on June 2006 stood at 30 stores and over 1.20 million square feet of retail space.

#### **Fashion Focus**

Big Bazaar continues to be a fashion-led delivery format, with fashion comprising about 40 per cent of its revenues. Fashion got a further fillip through the standardization of the visual merchandise at all existing and new stores. The communication focused on it being the fashion destination of the masses.

#### **Big Bazaar Getting Bigger**

An interesting development has been the increase in the categories and micro merchandising at Big Bazaar. New categories like consumer electronics, furniture, communication, food and beverage, pharmacies, beauty retail, salons, books, stationery and music are being added and Big Bazaar is getting bigger in space. A Big Bazaar store measuring more than 150,000 square feet opened in Bangalore in October 2006. This takes Big Bazaar to the next level.

## **Private Label Initiatives**

On the private label front, the company increased its share of private brands as a percentage of the total fashion revenues from about 40 per cent in 2004-05 to over 50 per cent in 2005-06. For the year under review, the private label fashion category also witnessed a significant growth over the past year by nearly 120 per cent.

## **Big Bazaar Fashion-Private Label Brands**

Big Bazaar has gradually introduced private labels in fashion over the last few years. Every year, new private labels are introduced to increase their share over other brands.

Some of the private labels launched include:

### **Ctee**

A brand of T-shirts with smart lines and remarks, it is targetted at the young and young-at-heart. It comes in 3 lines-pink for women; green for pre-teens and blue for men.

### **Knighthood**

It is the men's formalwear brand with a wide range that includes formal shirts, trousers, suits, blazers and basic men's accessories like ties and handkerchiefs.

### **DJ&C**

India's cool answer to international labels is positioned for the 20-35 year age group. It targets both men and ladies and the range includes designer denims, casuals, street-wear and campus-wear.

### **DJ&C Sports**

This is a unisex sportswear range for the age group of 20-40 years.

### **Shatranj**

The men's ethnic wear range consists of kurtas, kurta pyjama sets and heavy sherwani sets.

## **Shyla**

True to its tagline 'what women want', Shyla offers a complete range of formal/semi-casual line of ladies tops, trousers, skirts, etc.

## **Srishti**

The complete ethnic wear range offering a range of traditional designs for ladies, encompasses both salwar kameez sets and mix-n-match/fusion wear.

## **Pink n Blue**

The kids' brand range created to celebrate the spirit of childhood, has the blue range for boys and pink for girls. There is an infant line available as well. Pink n Blue covers the entire apparel needs of kids right across t-shirts, shirts, jeans, trousers, shorts, dresses and ethnic-wear/occasion-wear.

## **FOOD BAZAAR**

Across India, food habits vary according to community, customs and geography. Food Bazaar, through its multiple outlets addresses this. At the same time, it offers best quality products at wholesale prices to a wide cross section of the India population. Food Bazaar effectively blends the look, touch and feel of the Indian bazaar with the choice, convenience and hygiene that modern retail provides.

The food and grocery division of the company was launched in 2002-03 and has grown to 47 stores nationwide at the end of the current financial year. Most stores are located within Big Bazaar, Central and Pantaloons and act as strong footfall generators. There are separate stand-alone Food Bazaars as well. The business contributed just under 50 per cent of value retailing, and about 20 per cent to the company's turnover during 2005-06.

Food Bazaar offers a variety of daily consumption items, which include staples, soaps and detergents, oils, cereals and biscuits. On the product category side, the primary segregation is done on the basis of staples, fresh produce, branded foods and home and personal care products.

## **1.5 SWOT Analysis of Big Bazaar:**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• High brand equity enjoyed by Big Bazaar</li> <li>• State of the art infrastructure</li> <li>• A vast variety of stuff available under one roof</li> <li>• Everyday low prices, which attract customers</li> <li>• Maximum percent of footfalls converted in sales</li> <li>• Huge investment capacity</li> <li>• Biggest value retail chain in India</li> <li>• It offers a family shopping experience, where entire family can visit together.</li> <li>• Available facilities such as online booking and delivery of goods</li> </ul>	<ul style="list-style-type: none"> <li>• Unable to meet store opening targets on time</li> <li>• Falling revenue per sq. ft.</li> <li>• General perception: ‘Low price = Low quality’</li> <li>• Overcrowded during offers</li> <li>• Long lines at billing counters which are time consuming</li> <li>• Limited only to value offering low price products. A no of branded products is still missing from Big Bazaar’s line of products. E.g. Jockey, Vanheusen,</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• A lot of scope in Indian organized retail as it stands at approximately 4%.</li> <li>• Increasing mall culture in India.</li> <li>• More people these days prefer to visit big stores where they can find large variety under one roof</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other value retail chains such as Shoprite, Reliance (Fresh and trends), Hypercity and D mart.</li> <li>• Unorganized retail also appears to be a threat to Big Bazaar’s business. A large population still prefers to visit local convenient stores for daily purchases</li> <li>• Changing Government policies</li> <li>• International players looking to foray India</li> </ul>

## **1.6 Objective of the study:**

- To understand the brand positioning of Big Bazaar in the minds of customers.
- To study the various brand positioning elements affecting on consumer buying behavior.
  1. Brand imagery
  2. Brand judgment
  3. Brand feeling
  4. Brand loyalty

## **2. Literature Review:**

The extensive literature review has been conducted to gain deeper understanding of research about customers and their experience. The review clarifies and simplifies the dominant dimension consumer consider when they make a purchasing decision. Following this, the major theoretical gap related to understanding what and why consumers do, and do not purchase is explored especially with respect to the Indian cities and districts with particular reference to the buying decision process of the customers. More specifically the study examined the interrelationships among quality, brand image, word of mouth and loyalty when it comes to buying Machine Tools.

### **Marketing Management by Philip Kotler**

The customer is always considered as a core of business activity. Author discussed in this book that marketing is only one factor in attracting and keeping customers. Peter F. Drucker observed that a company's core strength lies in satisfying its customers.

### **Marketing Research: An Applied Orientation by Naresh K. Malhotra and Satyabhushan Dash**

This book provides detailed techniques and guidelines to conduct a good market research. This book covers important aspects of Research design formulation, Data collection, preparation, analysis and reporting

### **Consumer Preferences**

There are a broad variety of efforts and theories that attempt to describe the factors which influence the consumers and their behaviors when making purchasing decisions. The goal of the investigation of consumer behavior is to discover patterns of consumers' attitudes in their decision to buy or to ignore a product. (**Matsatsinis, Samaras, 2000**). Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income), (**Venkatraman, Clithero, Fitzsimons, and Huettel, 2012**).

**Ge, Brigden and Häubl (2015)** proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must often decide between choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice. A substantial body of prior work examines consumer choice from pre-determined sets of alternatives. As a result, we know much about the influence of choice set composition and decision context on choice.



## **Consumer Behavior**

**Consumer Behavior by Leslie Lazar and Schiffman** The authors suggested consumer behavior differs as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.

## **Brand and Consumer Preferences**

**Cătălin, Andreea (2014)** Often, consumers tend to choose a brand that they consider congruent with their self-image. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices tend to converge to a certain pattern thus forming the basis of an individual social identity.

**Güngör & Bilgin (2011)** Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as “the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set,” with a consideration set referring to brands that a consumer would consider buying in the near future (Jin & Weber, 2013). Also, customer’s advisory has a positive effect on establishing a positive effect on brand and consumer preferences.

### **3. Research Methodology**

#### **The Research Design used for this project is Descriptive.**

Descriptive Research is a study designed to depict the participant and their behavior in most accurate way. It is all about describing people who take part in the study.

Descriptive Research can also be explained as a statement of affairs as they are present with the researcher having no control over variable factors. Moreover, "Descriptive studies may be characterized as simply the attempt to determine, describe or identify what is, while Analytical studies attempt to establish why it is that way or how it came to be".

Descriptive Research is aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method.

In its essence, Descriptive studies are used to describe various aspects of the phenomenon. In its popular format, descriptive research is used to describe characteristics and/or behavior of Sample Population.

An important characteristic of Descriptive Research relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study. Three main purposes of descriptive studies can be explained as Explaining, Describing and Validating research findings.

#### **Advantage of Descriptive Research:**

1. In Descriptive Research there is possibility to observe the phenomenon in a completely natural and unchanged natural environment.
2. It gives us the opportunity to integrate the qualitative and quantitative methods of data collection.
3. It is less time consuming than Quantitative experiments.
4. It is effective in analyzing non-qualified topics and issues.

#### **Disadvantages of Descriptive Research:**

1. Descriptive Studies cannot test or verify the research problem statistically.
2. Research results may reflect certain level of bias due to the absence of statistical tests.
3. The majority of descriptive studies are not 'repeatable' due to their observational nature.
4. Descriptive studies are not helpful in identifying the cause behind described phenomenon.

Information will be collected from the people who visit Big Bazaar, for the project work. The survey data collected during the study includes the data collected through questionnaire.

The study was made through a survey of Big Bazaar and seeks the opinions and Suggestions of the respondents towards Big Bazaar. The process included:

- Get the respondent's fill the questionnaire in the most effective manner
- Seeking the opinions & suggestions on the various areas where Big Bazaar can improve and build itself much stronger.
- The research design is descriptive in nature as the study includes the collection of data through Questionnaire & discussion.

### **3.1 Methods of Data Collection:**

#### **Primary Data:**

The primary or the first hand data was collected with the help of handing out the questionnaires for the survey. The respondents were asked how they feel about the Big Bazaar. And there shopping experience and the satisfaction level.

#### **Secondary Data:**

The major source of secondary or supporting data is Internet. The information on Retail industry and company profile of Big Bazaar as whole and the brand was collected from the Internet.

### **3.2 Sampling:**

#### **Define the Population:**

**Sampling unit:** Customers of Big Bazaar

#### **Sampling Design:**

The research was mainly opted on customer's survey. The sample selected for survey was of stratified random sample. Sample size of 33 respondents

**Sampling Technique:** The technique used in this project is Convenience Sampling. A Convenience Sample is a type of non-probability Sampling Method where the sample taken from a group of people easy to contact or to reach.

## **DATA ANALYSIS:**

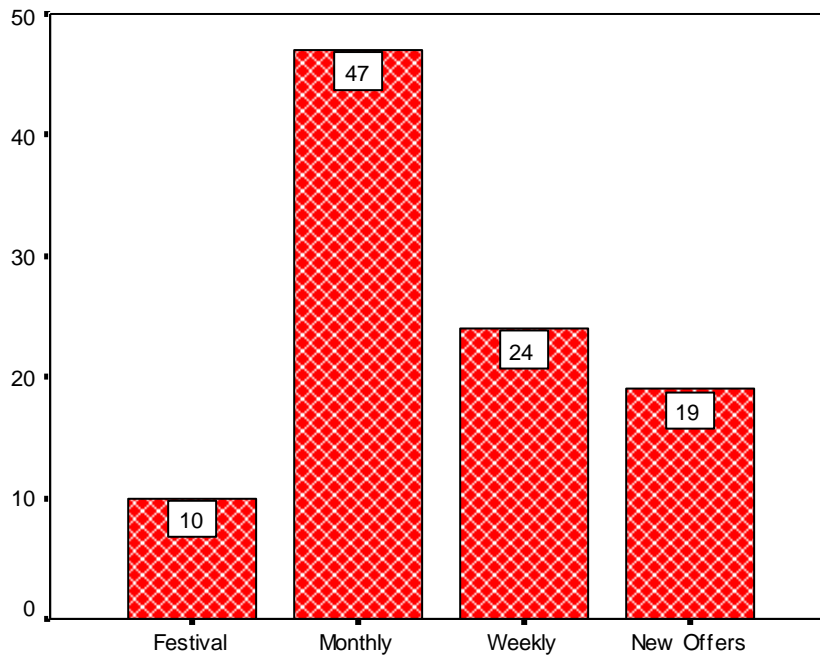
Data are useful only after analysis. Data analysis involves converting the series of data recorded observations into descriptive statements and / or inferences about relationships.

The information gathered will be formulated in the form of a coding sheet and the appropriate Pie-charts and Bar-chart will be used for easy understanding of the project work

## **4. DATA ANALYSIS AND INTERPRETATION:**

### **Q1. How frequently do you visit Big Bazaar?**

	Factors	Response	Percentages
1	Festival	3	10.0
2	Monthly	15	47.0
3	Weekly	8	24.0
4	New Offers	7	19.0
	Total	33	100.0

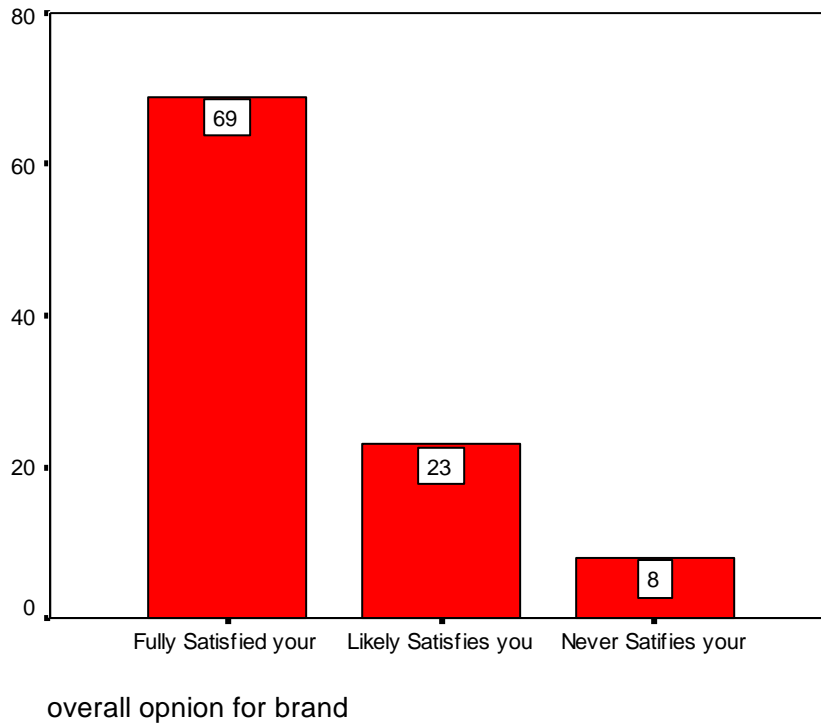


Frequency of visit

**Inference:** Among 33 respondents 3 visit big bazaar during the festivals, 15 visit monthly, 8 visit weekly, 7 of them visit whenever there are new offers in the store.

**Q2. What is your overall opinion of this Brand called Big Bazaar?**

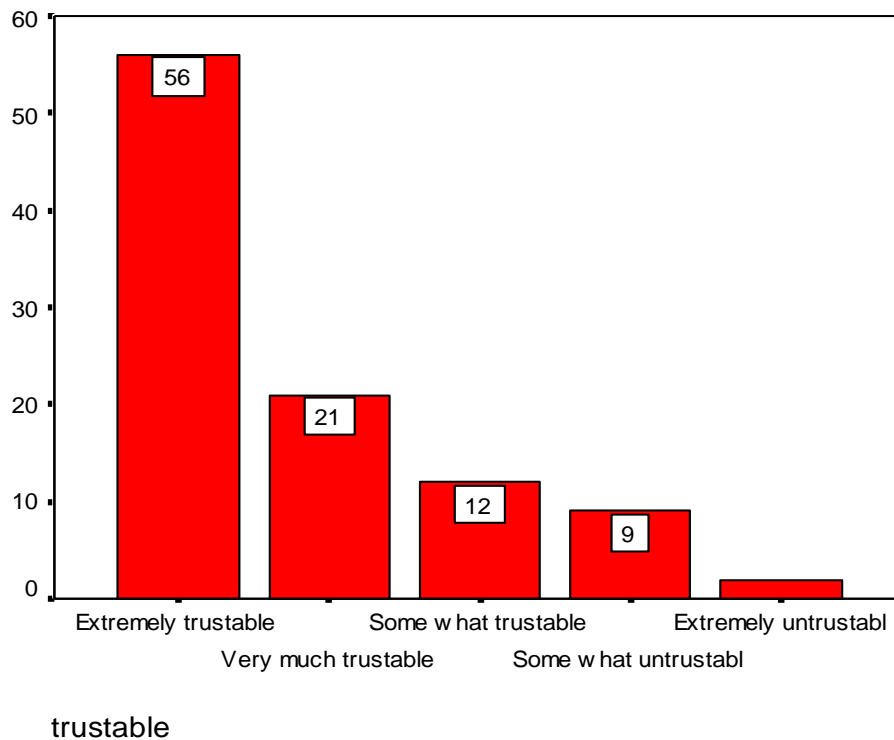
	Factors	Response	Percentage
1	Fully Satisfied your need	23	69.0
2	Likely Satisfies your need	7	23.0
3	Never Satisfies your need	3	8.0
	Total	33	100.0



**Inference:** Among 33 respondents 23 says that big bazaar fully satisfies there needs and 7 says that it likely satisfies there needs and 3 of them says that never it satisfies their needs.

### Q3. Is Big Bazaar trustable retail store?

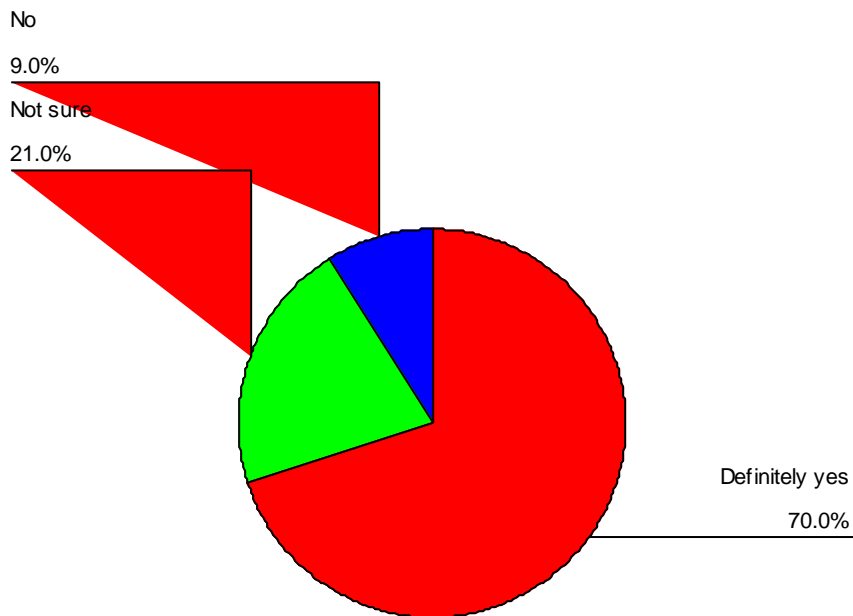
	Factors	Response	Percentage
1	Extremely trustable	18	56.0
2	Very much trustable	7	21.0
3	Somewhat trustable	4	12.0
4	Somewhat untrustable	3	9.0
5	Extremely untrustable	0	0
	Total	33	100.0



**Inference:** Among 33 respondents 18 of them says that big bazaar is extremely trustable store, 7 of them says that its very much trustable, 4 says that its somewhat trustable, 3 says that its somewhat not trustable.

#### Q4. Do you wish to recommend other for shopping in Big Bazaar?

	Factors	Response	Percentage
1	Definitely yes	23	70.0
2	Not sure	7	21.0
3	No	3	9.0
	Total	33	100.0

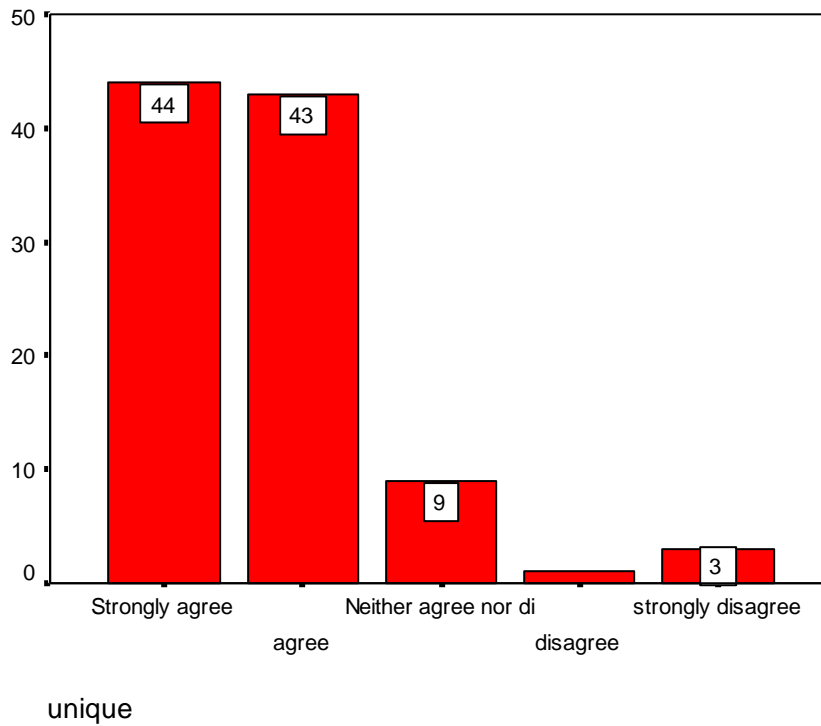


**Inference:** Among 33 respondents 23 says that they will recommend other for shopping in big bazaar, 7 are not sure of it, and 3 says no.



**Q5. Do you agree that Big Bazaar is unique in its features compared to other retail stores in the city?**

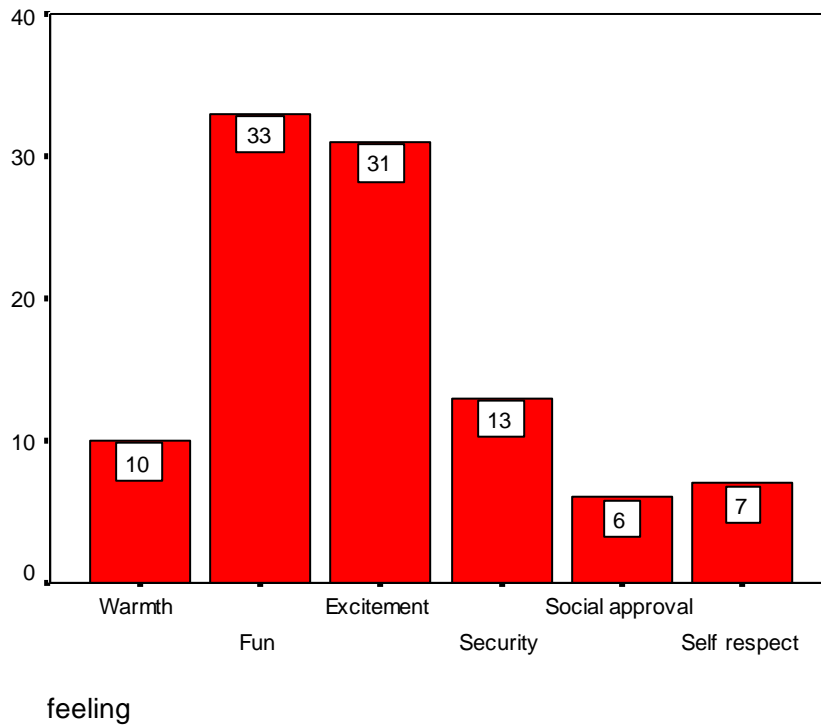
	Factors	Response	Percentage
1	Strongly agree	15	44.0
2	Agree	13	43.0
3	Neither agree nor disagree	3	10.0
4	Disagree	0	0
5	strongly disagree	1	3.0
	Total	33	100.0



**Inference:** Among 33 respondents 15 strongly agree that big bazaar is unique in its features compared to other retail stores in the city, 13 agree, 3 neither agree nor disagree, and 1 disagree to it.

**Q6. Shopping in Big Bazaar gives you a feeling of**

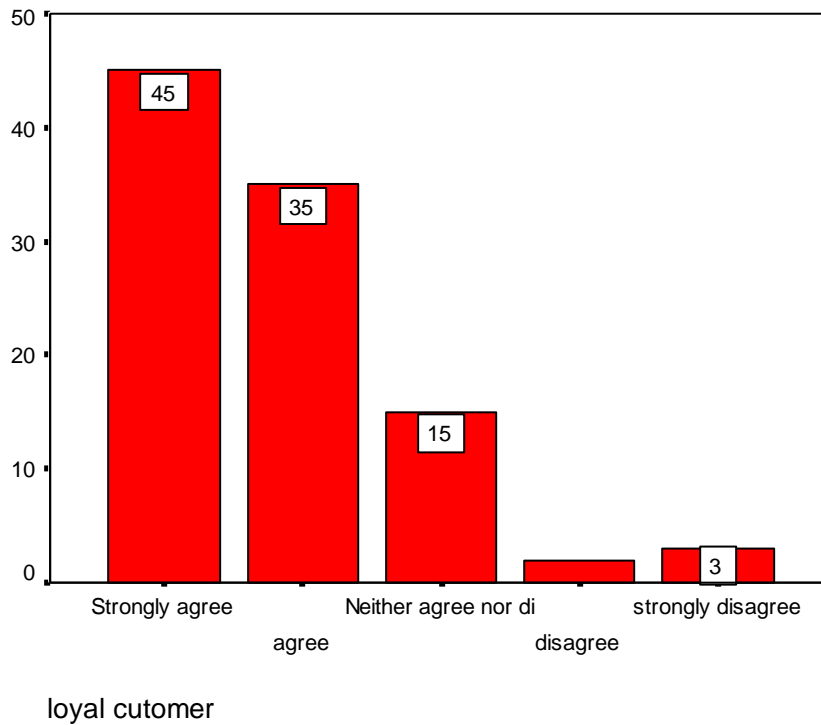
	Factors	Response	Percentage
1	Warmth	3	10.0
2	Fun	11	33.0
3	Excitement	10	31.0
4	Security	4	13.0
5	Social approval	2	6.0
6	Self-respect	2	7.0
	Total	33	100.0



**Inference:** Among 33 respondents for 3 of them shopping in big bazaar is warmth, for 11 its fun, for 10 its excitement, for 4 its security, for 2 its social approval, and for 2 its self-respect.

**Q7. Do you consider yourself as the loyal customer of Big Bazaar?**

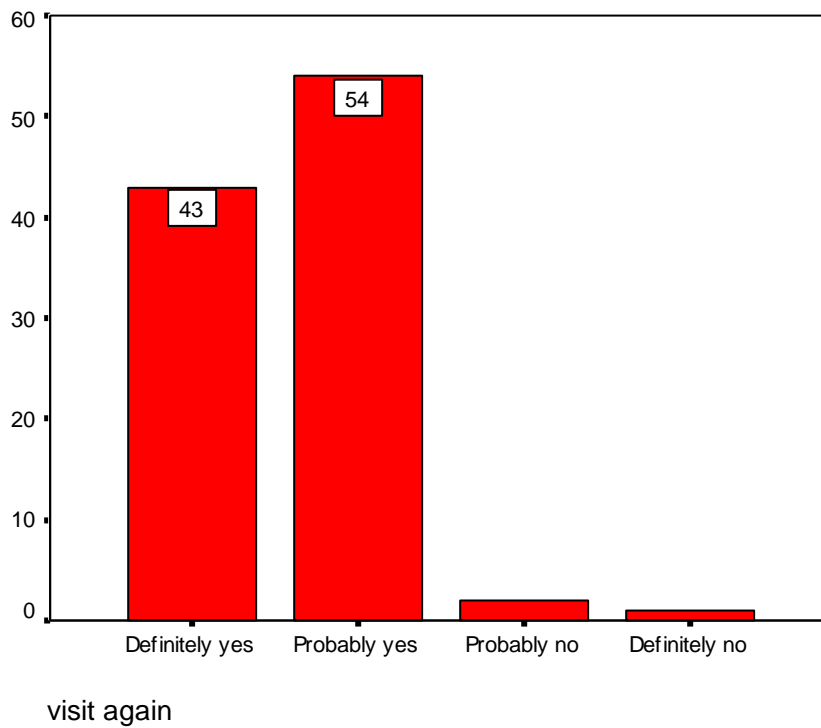
	Factors	Response	Percentage
1	Strongly agree	15	45.0
2	Agree	12	35.0
3	Neither agree nor disagree	5	15.0
4	Disagree	0	0
5	Strongly disagree	1	3.0
	Total	33	100.0



**Inference:** Among 33 respondents 15 strongly agree that they are loyal customers of big bazaar, 15 agree, 5 neither agree nor disagree.

**Q8. Would you like to visit Big Bazaar again?**

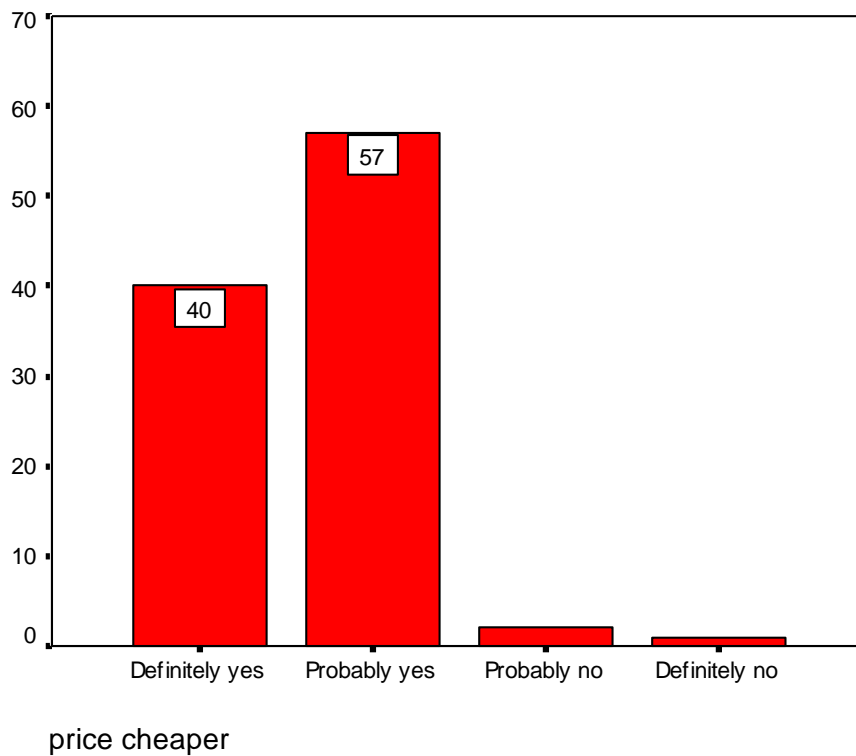
	Factors	Response	Percentage
1	Definitely yes	14	43.0
2	Probably yes	18	54.0
3	Probably no	1	3.0
4	Definitely no	0	0
	Total	33	100.0



**Inference:** Among 33 respondents 14 says definitely yes, they will visit big bazaar again for shopping, 18 says probably yes, 1 says probably no

**Q9. Do you feel the prices are cheaper in Big Bazaar compared to outside market?**

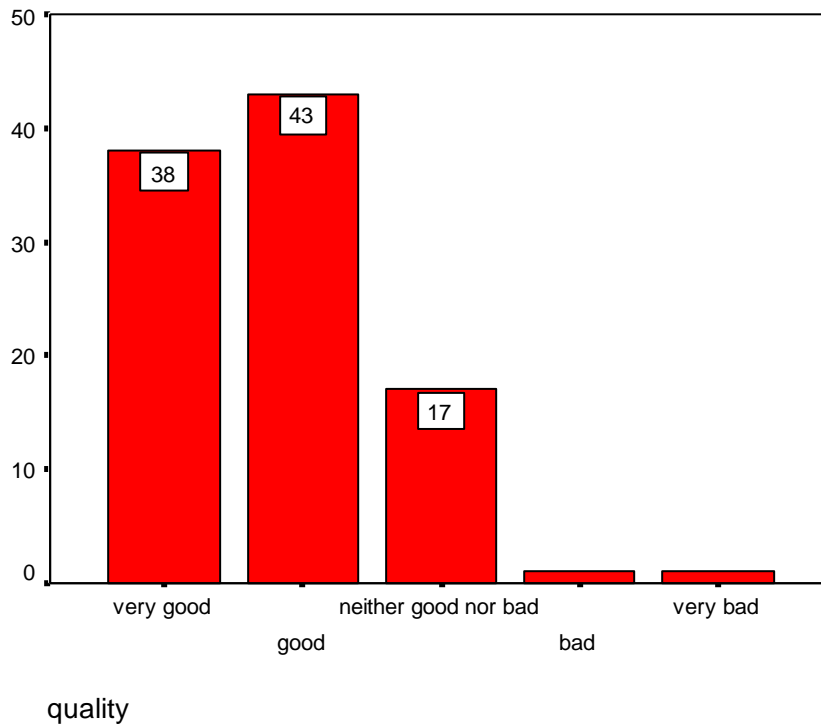
	Factors	Response	Percentage
1	Definitely yes	13	40.0
2	Probably yes	19	57.0
3	Probably no	1	3.0
4	Definitely no	0	0
	Total	33	100.0



**Inference:** Among 33 respondents 13 says definitely yes, that prices are cheaper in big bazaar compared to outside market, 19 says probably yes, 1 says probably no.

**Q10. Quality of the merchandise in Big Bazaar is?**

	Factors	Response	Percentage
1	very good	13	38.0
2	good	14	43.0
3	neither good nor bad	6	17.0
4	bad	0	0
5	very bad	0	0
	Total	33	100.0



**Inference:** Among 33 respondents 13 says that quality of merchandise in big bazar is very good, 14 says that its good, 6 says its neither good nor bad.



## **5. Findings:**

- 1.** We can see that majority of customer (47%) visits customer on monthly basis. This means they are mostly going for regular monthly grocery purchase. Almost half (24%) of them goes on weekly basis. Big Bazaar is not so famous among festival buyer as only 10% people goes for same. Therefore, we can say that its brand positioning is as a popular for regular household and personal goods.
- 2.** A high percentage (69%) of customer are satisfied with Big Bazaar as a brand which satisfies their needs. Around 23% customer are not fully satisfies with Big Bazaar goods. Whereas there is very less dissatisfied customer (8%). That means Big Bazaar is positioned as a brand which satisfies customer needs.
- 3.** Big Bazaar is extremely trustable brand as per 56% of customer where as 21% customer says it's very much trustable. This shows that majority if customer trusts on the brand. Only 12% customers are not giving much rating for their trust on brand.
- 4.** As 70% customer are ready to refer the Big Bazaar to their family, friends etc. we can say that it has good reputation and words of mouth among customer. Which is strong form of brand communication.
- 5.** Majority of customer strongly agrees (44%) and agrees (43%) that Big bazaar is having unique feature than other retail chain. That show Big Bazaar have positioned itself as the different from other and easily distinguishable.
- 6.** Together 64% of customer have said that shopping at Big Bazaar is excitement and fun experience so we can say that Big Bazaar has managed to give good experience to its customer which can be USP of this brand.
- 7.** Nearly half (45%) customer strongly agrees that they are loyal customer of Big Bazaar where as 35% agrees for same. That means Big Bazaar has managed to get repeating customer.
- 8.** Almost all of the customer agrees that they are likely to visit Big Bazaar again for future shopping. That show Big Bazaar have great Brand Loyalty and Brand Equity due to which they enjoy repeating and loyal customer.

- 9.** Almost 40% of customer are sure that price at Big Bazaar are cheaper than outside market where as 57% of customer saying unsurely. That shows Big Bazaar have placed its prices much lower than outside market.
- 10.** Around 38% customer said that quality of the goods is very good where as 43% says they are good. We can say that the quality of good is moderately good and value for money that is why Big Bazaar have Good Brand Loyalty, Trust and Strong Positioning.

## **Recommendations**

1. Big Bazaar has to still add on more products under its umbrella, so that more customers' needs are being meet.
2. Big Bazaar has to make some unique changes in its look and ambience of the store. Big Bazaar has to provide some services to their customers like home delivery.
3. Big Bazaar should come up with great offers to increase the walk in and convert the customers who visit monthly into weekly and daily.
4. Big Bazaar has to build a trust between the customer and the organization by running some events for the loyal customers, i.e. carrying out some CRM practices.
5. The quality in terms of the product should be improved because the percentage is less of the respondents who are highly satisfied.
6. The ambience should be improved in big bazaar, in terms of neatness, proper parking facility, store space, etc.
7. The employee should be given training for a better customer service. The employee should be given proper product knowledge.
8. Big bazaar should come up with a food court so that customers can even enjoy food in big bazaar.
9. Big bazaar should have to conduct some contest for the customers frequently.
10. Food bazaar should have food items even in small packets, so that customers can buy according to their need.

## **6. Limitations of the project:**

1. The customers were covered in and around some areas only and cannot be treated as the survey and the responses as a whole.
2. As the study was conducted as a part of the curriculum, the time available to procure data restrained the sample to 33 customers.
3. The Findings and Recommendations are based on the information collected from the respondents and observation.

## **7. Bibliography/Reference**

1. Marketing Management B00k by Philip K0tler
2. Marketing Research: An Applied Orientati0n by Naresh Malh0tra and Satyabhushan Dash

<https://www.bigbazaar.com/>

<https://www.ibef.org/industry/retail-india.aspx>

## **Appendix 1 - Questionnaire:**

**Q1. How frequently do you visit Big Bazaar?**

**Options:**

1. Festival
2. Monthly
3. Weekly
4. New Offers

**Q2. What is your overall opinion of this Brand called Big Bazaar?**

**Options:**

1. Fully Satisfied your need
2. Likely Satisfies your need
3. Never Satisfies your need

**Q3. Is Big Bazaar trustable retail store?**

**Options:**

1. Extremely trustable
2. Very much trustable
3. Somewhat trustable
4. Somewhat untrustable
5. Extremely untrustable

**Q4. Do you wish to recommend other for shopping in Big Bazaar?**

**Options:**

1. Definitely yes
2. Not sure
3. No

**Q5. Do you agree that Big Bazaar is unique in its features compared to other retail stores in the city?**

**Options:**

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree

**Q6. Shopping in Big Bazaar gives you a feeling of**

**Options:**

1. Warmth
2. Fun
3. Excitement
4. Security
5. Social approval
6. Self-respect

**Q7. Do you consider yourself as the loyal customer of Big Bazaar?**

**Options:**

1. Strongly agree
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Strongly disagree



**Q8. Would you like to visit Big Bazaar again?**

**Options:**

1. Definitely yes
2. Probably yes
3. Probably no
4. Definitely no

**Q9. Do you feel the prices are cheaper in Big Bazaar compared to outside market?**

**Options:**

1. Definitely yes
2. Probably yes
3. Probably no
4. Definitely no

**Q10. Quality of the merchandise in Big Bazaar is?**

**Options:**

1. Very good
2. Good
3. Neither good nor bad
4. Bad
5. Very bad