

Project Dissertation

A Study on Consumer Buying Behavior and Satisfaction Level in Organized Retail Sector in India

Submitted by

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Under the guidance of

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CERTIFICATE

This is to certify that the dissertation report titled “**A Study on Consumer Buying Behavior and satisfaction level in Organized Retail Sector in India**” is a bonafide work carried out by **Mr. Vijay Kumar** of **MBA 2015-17** to the best of my knowledge and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

Signature of Head (DSM)

Seal of Head

Place:

Date:

DECLARATION

I, **Vijay Kumar**, student of **MBA 2015-17** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “**A Study on Consumer Buying Behavior and Satisfaction level in organized Retail Sector in India**” 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.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Vijay Kumar

Place:

Date:

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I also extend my gratitude to my Parents, who provided me with their love and support whenever I needed it.

Lastly, I would like to thank God for giving me the skills and the patience because of which this project was made possible.

Vijay Kumar

ABSTRACT

The study has been conducted for the BIG BAZAAR store to find out the Consumer Buying Behavior and satisfaction level of organized Retail store. It is required to find out the preferences based on certain aspects (price, Income, levels selection of products satisfaction level of customers).

Now a day's retail stores are facing stiff competition in retailing business. Good store design increase the visiting of more customers into the store and increase the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And as industry research has shown, there is much need to know the customer expectations, customer preferences and their store choice's(features) and we will find out solutions for designing effective store which will attracting more customers and getting more profits.

The research is applicable in the area of customer decision making process for purchasing of products at Big bazaar. The scope of research also helps in understanding the preferences of the customers. It would help Big bazaar in designing their marketing promoting sales.

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Chapter 1

Introduction

1.1 Introduction to the project

Organized retail is gaining tremendous importance in the recent times. On the other hand, the retail industry is also facing severe competition and those who are able to retain their customers are the ones that are able to succeed in the market place.

The retail firms are spending a lot of their marketing resources to keep existing customers rather than to attract new ones. Customer satisfaction plays a key role in customer retention and also is a major differentiating factor among retail stores. Delivering satisfaction to the consumers has become one of the major drivers of profitability.

In this scenario, the firms have to work on what attracts consumers and what will make them not to shift their choice towards competitors. Working out strategies in this direction requires a thorough understanding of the preferences of the consumers on the attributes that are considered of much significance.

This study focuses on analyzing the consumer's preferences of the specific attributes of retail store. The study starts with reviewing the earlier works in this area, the objective of the study and the research methodology used is then delineated.

1.2 HISTORY OF RETAILING

Retail concept is old in India. World's first departmental store started in Rome. Today's kiranas stores are based on Manuscript &Kautilya'sarthshastra. Haats, Melas, Mandis and door to door salesmen are traditional Indian retail.

Retailing and wholesaling consist of many organizations designed to bring goods and services from the point of production to the point of use. Retailing includes all the

activities involved in selling goods or services directly to final consumers for their personal, non-business use. Retail can be classified in terms of store Retail, non-store retailing and retail organizations. Store Retail include many types such as specialty stores, Department stores, supermarkets, convenience stores, superstores, combination stores, hypermarkets, discount stores, warehouse stores, and catalog showrooms. These store forms have had different longevities and are at different stages of the retail life cycle. Depending on the wheel-of-retailing, some will go out of existence because they cannot compete on a quality, service, or price basis. Non-store retailing is growing more rapidly than store retailing. It includes direct selling (Door-to-door, party selling), direct marketing, automatic vending, and buying services. Much of retailing is in the hands of large retail organizations such as corporate chains, voluntary chain and retailer cooperatives, consumer cooperatives, franchise organizations, and merchandising conglomerates. More retail chains are now sponsoring diversified retailing lines and forms instead of sticking to one form such as the department store. Retail, like manufacturers, must prepare marketing plans that include decisions on target markets, product assortment and services, store atmosphere, pricing, promotion and place. Retail are showing strong signs of improving their professional management and their productivity, in the face of such trends as shortening retail life cycles, new retail forms, increasing intertype competition, and polarity of retailing, new retail technologies, and many others.

Wholesaling includes all the activities involved in selling goods or services to those who are buying for the purpose of resale or for business use. Wholesalers help manufacturers deliver their products efficiently to the many Retail and industrial users across the nation. Wholesalers perform many functions, including selling and promoting, buying and assortment-building, bulk-breaking, warehousing, transporting, financing, risk bearing, supplying market information, and providing management services and counseling. Wholesalers fall into four groups. Merchant wholesalers take possession of the goods and include full-service wholesalers (wholesale merchants, industrial distributors) and limited-service wholesalers (cash-and- carry wholesalers, truck wholesalers, drop shippers, rack jobbers, producers' cooperatives, and mail-order wholesalers). Agents and brokers do not take possession of the goods but are paid a commission for facilitating buying and selling. Manufacturers' and Retail' branches and

offices are wholesaling operations conducted by the non-wholesalers to bypass the wholesalers.

Miscellaneous wholesalers include agricultural assemblers, petroleum bulk plants and terminals, and auction companies. Wholesalers, too, must make decisions on their target market, product assortment and services, pricing, promotion, and place. Wholesalers who fail to carry adequate assortments and inventory and provide satisfactory service are likely to be bypassed by manufacturers. Progressive wholesalers, on the other hand are adapting marketing concepts and streamlining their costs of doing business.

1.3 INDIAN RETAIL INDUSTRY:

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand Retail such as Walmart, Carrefour and Tesco, as well single brand majors such as IKEA, Nike, and Apple. The announcement sparked intense activism, both in opposition and in support of the reforms. In December

2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

In June 2012, IKEA announced it had applied for permission to invest \$1.9 billion in India and set up 25 retail stores. An analyst from Fitch Group stated that the 30 percent requirement was likely to significantly delay if not prevent most single brand majors from Europe, USA and Japan from opening stores and creating associated jobs in India.

On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states. This decision was welcomed by economists and the markets, but caused protests and an upheaval in India's central government's political coalition structure. On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi-brand retail, thereby making it effective under Indian law.

On 7 December 2012, the Federal Government of India allowed 51% FDI in multi-brand retail in India. The government managed to get the approval of multi-brand retail in the parliament despite heavy uproar from the opposition (the NDA and leftist parties). Some states will allow foreign supermarkets like Walmart, Tesco and Carrefour to open while other states will not.

1.4 COMPANY OVERVIEW

Big bazaar is an Indian retailing company promoted by the K Raheja Corp Group, started in the year 1991 with its first store in Andheri, Mumbai. Big bazaar Ltd has been awarded "the Hall of Fame" and won "the Emerging Market Retailer of the Year Award", by World Retail Congress at Barcelona, on April 10, 2008. Big bazaar is listed on the BSE. As of 2013, Big bazaar has 73 stores in India.

- Big bazaar began by operating a chain of department stores under the name "Shoppers' Stop" in India. Big bazaar has 74 stores across 35 cities in India.
- Specifically, Big bazaar stores retails clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and decor products.
- Big bazaar launched its e-store with delivery across major cities in India in 2008. The website retails all the products available at Big bazaar stores, including apparel, cosmetics and accessories. Big bazaar opened stores in Amritsar, Bhopal and Aurangabad.
- Big bazaar also launched its application in February 2016. This completed the first phase of its Omni-channel strategy.

1.4.1 Marketing

- In April 2008, Big bazaar changed its logo and adopted the mantra "Start Something New".
- Big bazaar's has a loyalty program called First Citizen. They also offer a co-branded credit card with Citibank called the First Citizen Citibank Titanium Credit Card for their members.
- In 2012, Big bazaar launched the Big bazaar Gift Card in association with Quicksilver Solutions.

1.4.2 Types of outlet

Big bazaar's sister stores are

- Crossword Bookstores

Crossword Bookstores is the largest chain of bookstores in India with 83 branches. Big bazaar acquired 100 per cent stake in bookstore chain Crossword. Crossword is positioned as a lifestyle bookstore with their spacious, well laid out stores which encourage customers ease in browsing through the merchandise of books, music, stationary and toys.

- Home Stop

Home Stop is premium home furnishings home concept store, which offers products in home decor, furniture and accessories, bath accessories, bedroom furnishings, mattresses, draperies, carpets, modular kitchens, body spa, aromatic products and health equipment.

- Brio

Brio has 20 outlets in select cities. Café Coffee Day (CCD), the retail division of Amalgamated Bean Coffee Trading (ABCTL), has signed an MoU with Big bazaar to run its BRIO outlets.

- Desi Cafe

Desi Café and their operations have been taken over by Café Coffee Day (CCD), the retail division of Amalgamated Bean Coffee Trading (ABCTL), has signed a MoU with Big bazaar to run its Desi Café outlets.

- Hyper City

Hyper City offers a contemporary range of products, sourced from both local and international markets. The product range covers: Foods and Grocery, Home ware, Home Entertainment, Hi-Tech, Appliances, Furniture, Sports, Toys & Fashion.

- M.A.C.

M.A.C. and Big bazaar Ltd. entered into a nonexclusive retail agreement with cosmetics major Estee Lauder to open up M.A.C. Cosmetics stores in India. M.A.C. Makeup-Art Cosmetics - the professional brand of choice, is the first brand under the Estee lauder Group of Companies portfolio to enter the Indian retail market. Currently there are 20 M.A.C. stores operating.

- Arcelia

Arcelia is a new retail concept aiming at the growing accessories and cosmetics segment, and primarily caters to women shoppers. It retails cosmetics, fragrances, fine jewellery, footwear, handbags.

- Mother Care

Mother Care and Big bazaar stocks a variety of products for mother and babies, toddlers and children till eight years of age. The UK-based maternity and kids wear brand has nine standalone and 13 shop-in-shop formats.

- Nuance Group

Nuance Group with Big bazaar makes an entry into airport retailing. The alliance is marked with a joint venture with The Nuance Group AG of Switzerland, the world's leading airport retailer. Big bazaar Ltd. is handling the retail operations at the duty-free zones in international terminals. The joint venture company, called Nuance Group (India) Private Limited is operating outlets at the International airports at Bengaluru and Hyderabad.

- Hyper City-Argos

Hyper City-Argos and Big bazaar, the two retail ventures of K Raheja group had signed a memorandum of understanding with UK's leading retail chain Home Retail group to develop the Argos (retailer) retail format stores in India. Two years later, Big bazaar Ltd has informed Bombay Stock Exchange shall wind down and discontinue its catalogue retail operations under the Hyper City-Argos brand.

- Time zone

Big bazaar forayed into the Entertainment sector by acquiring 45% stake in Timezone Entertainment Private Limited which is in the business of setting up and operating Family Entertainment Centres (FECs).

1.4 KEY CHALLENGES:

- **LOCATION:**

"Right Place, Right choice" Location is the most important ingredient for any business that relies on customers, and is typically the prime consideration in a customer's store choice. Locations decisions are harder to change because Retail have to either make sustainable investments to buy and develop real estate or commit to long term lease with developers. When formulating decision about where to locate, the retailer must refer to the strategic plan:

- Investigate alternative trading areas.
- Determine the type of desirable store location
- Evaluate alternative specific store sites

- **MERCHANDISE:**

The primary goal of the most Retail is to sell the right kind of merchandise and nothing is more central to the strategic thrust of the retailing firm. Merchandising consists of activities involved in acquiring particular goods and services and making them available at a place, time and quantity that enable the retailer to reach its goals. Merchandising is perhaps, the most important function for any retail organization, as it decides what finally goes on shelf of the store.

- **PRICING:**

Pricing is a crucial strategic variable due to its direct relationship with a firm's goal and its interaction with other retailing elements. The importance of pricing decisions is growing because today's customers are looking for good value when they buy merchandise and services. Price is the easiest and quickest variable to change

- **TARGET AUDIENCE:**

"Consumer the prime mover" "Consumer Pull", however, seems to be the most important driving factor behind the sustenance of the industry. The purchasing power of the customers has increased to a great extent, with the influencing the retail industry to a great extent, a variety of other factors also seem to fuel the retailing boom

SCALE OF OPERATIONS:

Scale of operations includes all the supply chain activities, which are carried out in the business. It is one of the challenges that the Indian Retail are facing. The cost of business operations is very high in India.

KEY PLAYERS IN THE INDIAN RETAIL SECTOR:

The untapped scope of retailing has attracted superstars like WAL-MART into India, leaving behind the kiranas that served us for years. Such companies are basically IT based. The other important participants in the Indian retail sector are BATA , BIG BAZAAR , CAFÉ COFFEE DAY , KHADIMS , CROSSWORD , BIG BAZAAR , STAR BAZAAR , RELIANCE FRESH , SPENCER , GOPALAN MALL to name a few.

RETAILING IN INDIA: A FORECAST

Future of organized retail in India looks bright. According to recent research, it is projected to grow at a rate of about 37% in 2017 and at a rate of 42% in 2020. It will capture a share of 10% of the total retailing by the end of 2020.

However to compete in this sector one needs to have up -to-date market information for planning and decision making. The second most important requirement is to manage costs widely in order to least normal profits in face of stiff competition.

RETAIL INDUSTRY AND ECONOMY

- Retail business is the largest private industry.
- Retail is ahead of finance and engineering and contributes over 8% of GDP in the western countries.
- Over 50 of the Fortune 500 and about 25 of the Asian top 200 complaints are Retail.
- Today in some developed countries, retail business has shares as large as 40% of the market.

Chapter 2

Literature Review

INTRODUCTION TO CONSUMER BEHAVIOUR

Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995). In the marketing context, the term „consumer " refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence define consumer behavior as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behavior more effectively.

CONSUMER PERCEPTION FACTORS

Perception is a mental process, whereby an individual selects data or information from the environment, organizes it and then draws significance or meaning from it.

- PERCEIVED FIT Perceived fit is an attitudinal measure of how appropriate

a certain channel of distribution is for a specific product found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

- **QUALITY** it is our aim to provide the best product for the consumer and we believe that if the products have quality the consumer will pay the price, says Amal Pragmatic, regional business director. Oral-B
- **PACKAGING** establishes a direct link with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an outstanding packaging design. Earlier packaging was considered only a container to put a product in, but today, research in to the right packaging is beginning at the product development stage itself. Packaging innovation has been at the heart of Dabur's attempt to rap with the urban consumers. It spends large sums annually on packaging research. -"We have been laying emphasis on aesthetics, shelf appeal and convenience for consumer"" says Deepak Manchandra, manager packaging development.

Conditions of competition are changing rapidly today and companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences of products have decreased. Differentiation should be made on the meanings products bear instead of on their physical features. A successful brand differentiation can be possible by building personality. Thanks to brand personality, consumer sees brand as friend since it provides him with emotional benefits. Overall, it is argued that the study of consumer behavior is rapidly evolving as researchers recognize and implement new techniques and Trans disciplinary perspectives to understand the nature of purchase and consumption behavior. This wider view attempts to study consumer behavior in the light of rapidly evolving lifestyles, values, priorities, and social contexts. Various theories on consumer research were not tested empirically until the middle twentieth century. The distinctly practical emphasis awaited development of the field of marketing in the business

curriculum. In particular the buying process of consumer behavior is of more importance to marketing practitioners than the consumption process. From a practitioner's perspective consumer research is pertinent so as to enable him to understand changing consumer needs, wants, and motivations and thereby devise the most appropriate mix for his market. Then, to the marketer the dynamic nature of consumer behavior implies rapid product development, changing communications, and distribution strategies in order to be more effective. It is this (marketing) concept, as articulated by several marketing scholars (e.g., Alderson 1965; Bagozzi 1975; Kotler 1972; Kotler and Levy 1969) that captures many of the more essential characteristics of modern marketing which has tended to dominate thinking in the field. Those whose research motivation is consumer influence largely embrace the research paradigm of positivism in which rigorous empirical techniques are used to discover generalizable explanations and laws. Consumer decision making processes and behavioral outcomes are studied to bring about prediction and change. However, the arena of consumer research goes far beyond the managerial perspective, when primary focus is placed on consumption among others, strongly advocate that the purchase decision is only a small component in the constellation of events involved in the consumption experience. Holbrook suggests that consumer researchers must expand their view to examine "all facets of the value potentially provided when some living organism acquires, uses, or disposes of any product that might achieve a goal, fulfill a need, or satisfy a want." The decision process then assumes secondary importance as compared with consumption. Research methodology moves beyond positivism to naturalism (ethnography, semiotics, literary criticism, and historicism) in order to achieve a broader understanding of the impact of consumption on the consumer without any particular intent to change or influence the process. While some outcomes may be significant to marketing practice the overall goal of such research endeavor is to achieve better understanding of consumer behavior.

Chapter 3

Research methodology

3.1 RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with the economy in procedure.

In fact the research design is the Descriptive research design with in which research is conducted, it constitutes the blueprint for the collection, measurement and analysis of data.

3.2 STATEMENT OF THE PROBLEM:

The study is being conducted for the BIG BAZAAR store to find out the Consumer Buying Behavior and satisfaction level in organized Retail store. It is required to find out the preferences based on certain aspects (price, Income, levels selection of products satisfaction level of customers).

3.3 OBJECTIVES

- To study the customer preferences in choosing Big bazaar as a retail store among all other retailers.
- To study the factors that is affecting the choice of customers in choosing a retail store.
- To study the factors that retain the customers who visit Big bazaar

3.4 NEED OF THE PROJECT

Now day's retail stores facing more competition in retailing business. Good store design increase the visiting of more customers in to the store and increase the store goodwill, and price also plays major factor to use the customer giving preference and selection of the store. And as industry research has shown, there is much need to know the customer expectations, customer preferences and their store choice's(features) and we will find out solutions for designing effective store which will getting more customers and getting more profits.

3.5 SCOPE OF THE STUDY

The research is applicable in the area of customer decision making process for purchasing of products at Big bazaar. The scope of research also helps in understanding the preferences of the customers. It would help Big bazaar in designing their marketing promoting sales.

3.6 TYPE OF STUDY: Descriptive method

This research is completely based on the description of the factors that lead to the customer decision making process. It is basically valued on the various parameters which include personal details of customers, their income –level, satisfaction level Here the need is to find which factor describes the consumer decision making process most effectively.

3.7 SOURCES OF DATA COLLECTION:

The sources of data include both **Primary and Secondary data**.

Primary data is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the customers who visit Big bazaar and through personal interview.

Secondary data includes books, journals, magazines, newsletters of the Big bazaar, and internet.

3.8 SAMPLING SIZE:

The sample size taken for the study at Big bazaar was 80.

3.9 SAMPLING PROCEDURE:

To obtain the representative sample, Convenience sampling (also known as availability sampling) of non-probability sampling is used on data collection from population members who are conveniently available to participate in study a non-probability sample can be drawn.

3.10 TOOLS:

Data collection: Questionnaire is distributed to the individual respondents.

Data analysis: Excel, rating method; graphs, pie charts etc.

3.11 TECHNIQUES OF ANALYSIS:

The data collected from the customer are transcript to the worksheet in the form of tally bars and analyzed by statistical tools by drawing tables and graphs, inferences were drawn on a marketing concept and conversation. Based on the marketing concepts findings of the research were driven and recommendations are made.

Chapter 4

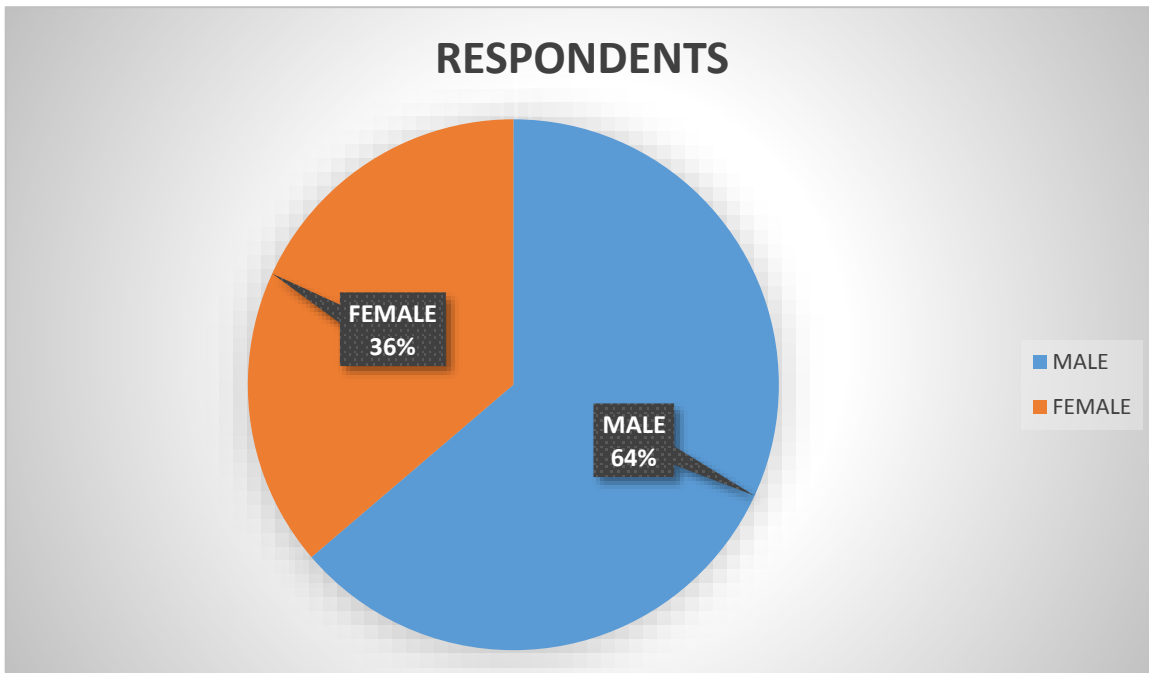
Data Analysis

1. SEX

SEX	RESPONDENTS	PERCENTAGE
MALE	51	63.75%
FEMALE	29	36.25%
TOTAL	80	100%

GRAPH-I

Gender of Respondents



INTERPRETATION:

Above table shows that 63.75% % of the customers are male, and 36.25 % of the respondents are female. It represents that the majority of the population is male.

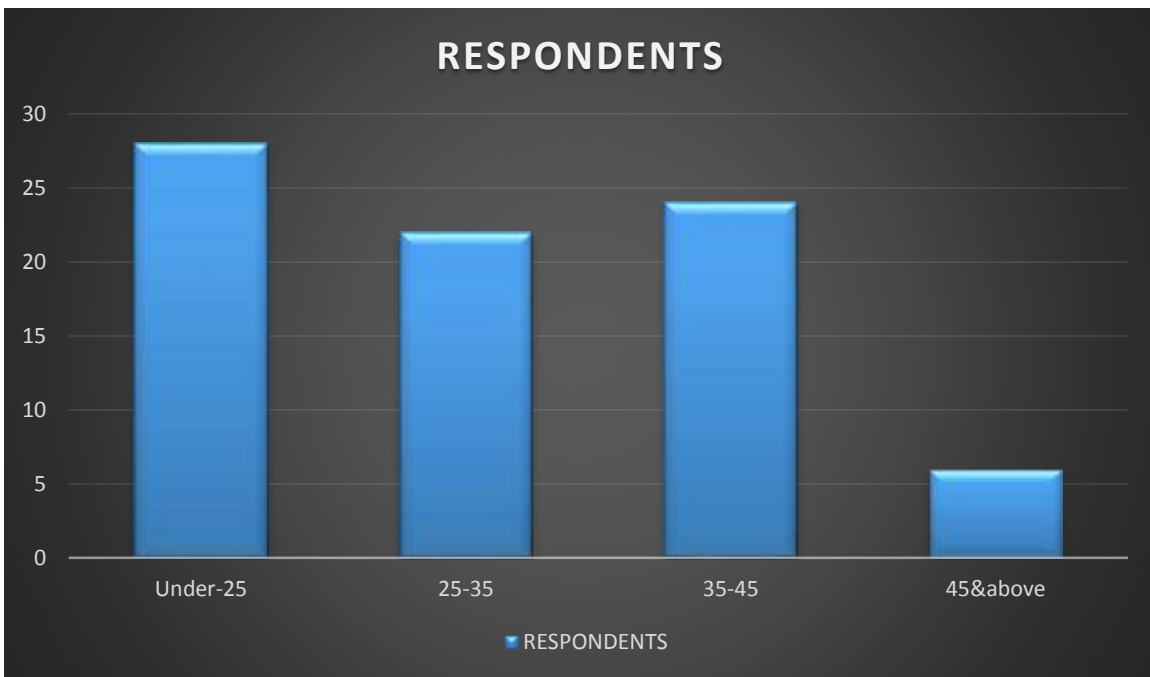
TABLE-2

2. AGE

AGE	RESPONDENTS	PERCENTAGE
Under-25	28	35%
25-35	22	27.5%
35-45	24	30%
45&above	06	7.5%
TOTAL	80	100%

GRAPH-2

Age of Respondents



INTERPRETATION:

Above table shows that 35% of the respondents fall under the age group of below under

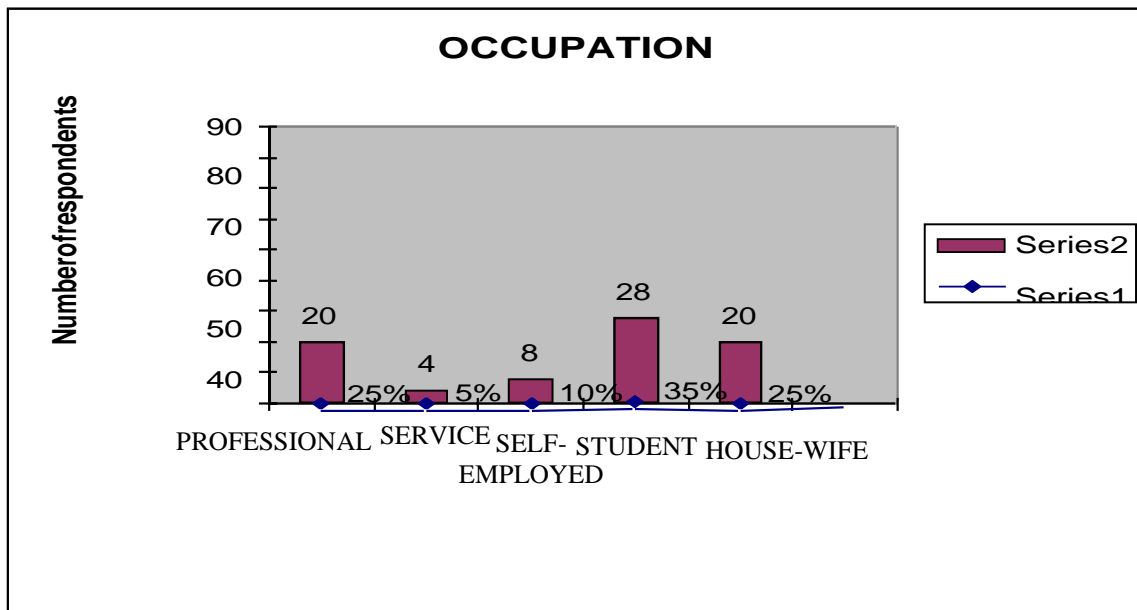
25. 30% of the respondents fall under the age group of 35-45 years, 27.5% % of the respondents fall under the age group of 25-35 years of age, 7.5 %of the respondents are 45 and above years of age group.

TABLE-3

3. OCCUPATION

OCCUPATION	RESPONDENTS	PERCENTAGE
PROFESSIONAL	20	25%
SERVICE	04	5%
SELF-EMPLOYED	08	10%
STUDENT	28	35%
HOUSE-WIFE	20	25%
TOTAL	80	100%

GRAPH-3
Occupation of Respondents



INTERPRETATION:

Above table shows that 35 % of the respondents are students, 25% of the customers are professional, 25 % of the respondents are house-wife, 10 % of the customers are self- employed and, 5 % of the customers are service employees.

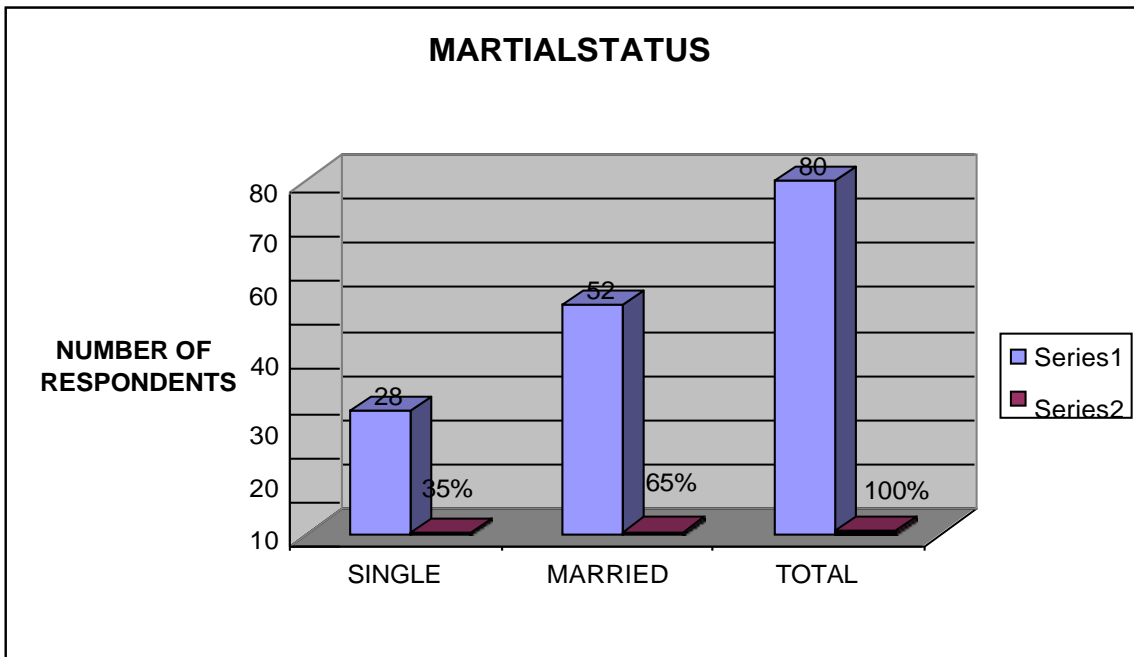
TABLE-4

4. MARTIALSTATUS

MARTIAL-STATUS	RESPONDENTS	PERCENTAGE
SINGLE	28	35%
MARRIED	52	65%
TOTAL	80	100%

GRAPH-4

Marital Status of Respondents



INTERPRETATION:

Above table shows that 65 % of the respondents are married and 35% of the respondents are single.

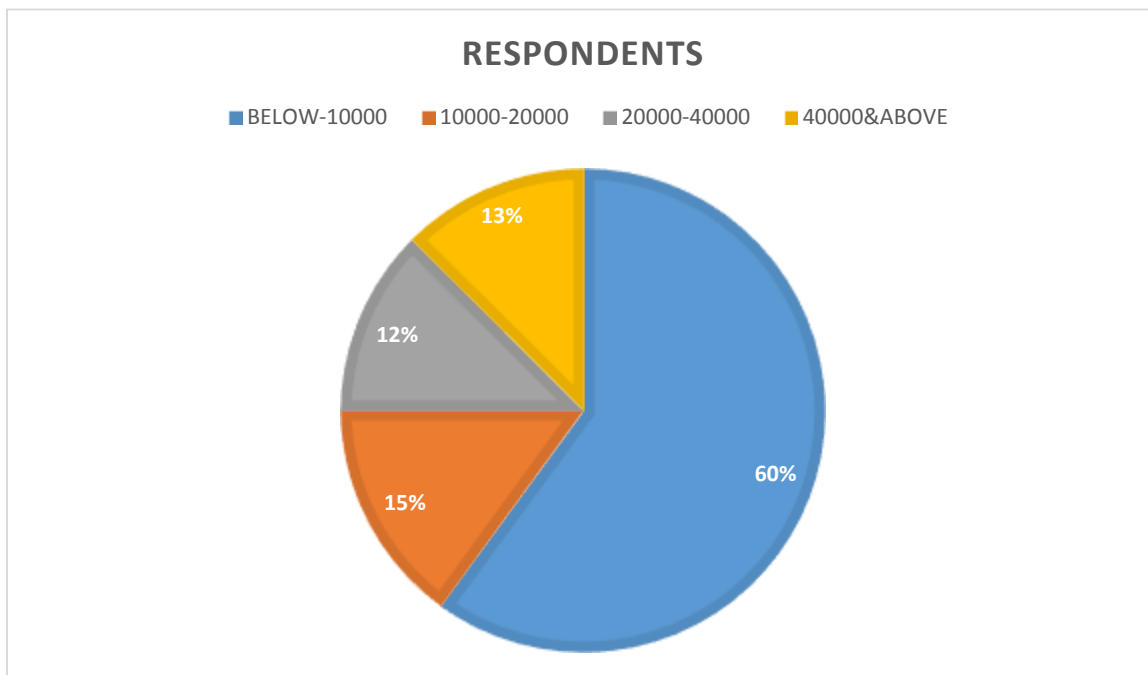
TABLE-5

5. INCOMELEVEL

INCOME	RESPONDENTS	PERCENTAGE
BELOW-10000	48	60%
10000-20000	12	15%
20000-40000	10	12.5%
40000&ABOVE	10	12.5%
TOTAL	80	100%

GRAPH-5

Monthly Income of Respondents



INTERPRETATION:

Above table shows that 60% of the respondents fall under the income group of below 10000 Rs. 15% of the customers fall under the income group of Rs.10000-20000, 12.5% percent of respondents fall under income group of Rs.20000-40000 and 12.5% of the respondents fall under income group of 40000 and above.

TABLE-6

6. How frequently do you visit Big-Bazaar?

FREQUENCY	RESPONDENTS	PERCENTAGE
ONCE IN WEEK	16	20%
ONCE IN 15 DAYS	15	18.75%
ONCE IN MONTH	47	58.75%
ONCE IN 2-3 MONTH	2	2.5%
TOTAL	80	100%

INTERPRETATION:

The above table shows that 58.75% of the customers visit ONCE IN A MONTH, 20% of the customers visit ONCE IN WEEK, 18.75% of the customers visit ONCE IN 15 DAYS, 2.5% of the customers visit ONCE IN 2-3MONTHS.

TABLE-7

7. Which products do you purchase more often at Big-Bazaar?

PRODUCTS	RESPONDENTS	PERCENTAGE
CLOTHES	30	37.5%
FOOD-BAZAAR	26	32.5%
ELECTRONICS	12	15%
PLASTIC-ITEMS	9	11.25%
ACCESSORIES	3	3.75%
TOTAL	80	100%

GRAPH-7

Which Products Respondents More Often Purchasing



INTERPRETATION:

Above Table shows that 37.5 % of the customers are purchasing Clothes at fashion bazaar, 32.5% of the customers purchased food bazaar items, 15% of the customers purchased electronic teems. 11.25% of the customers purchased home products. 3.75% of the customers are purchased accessories.

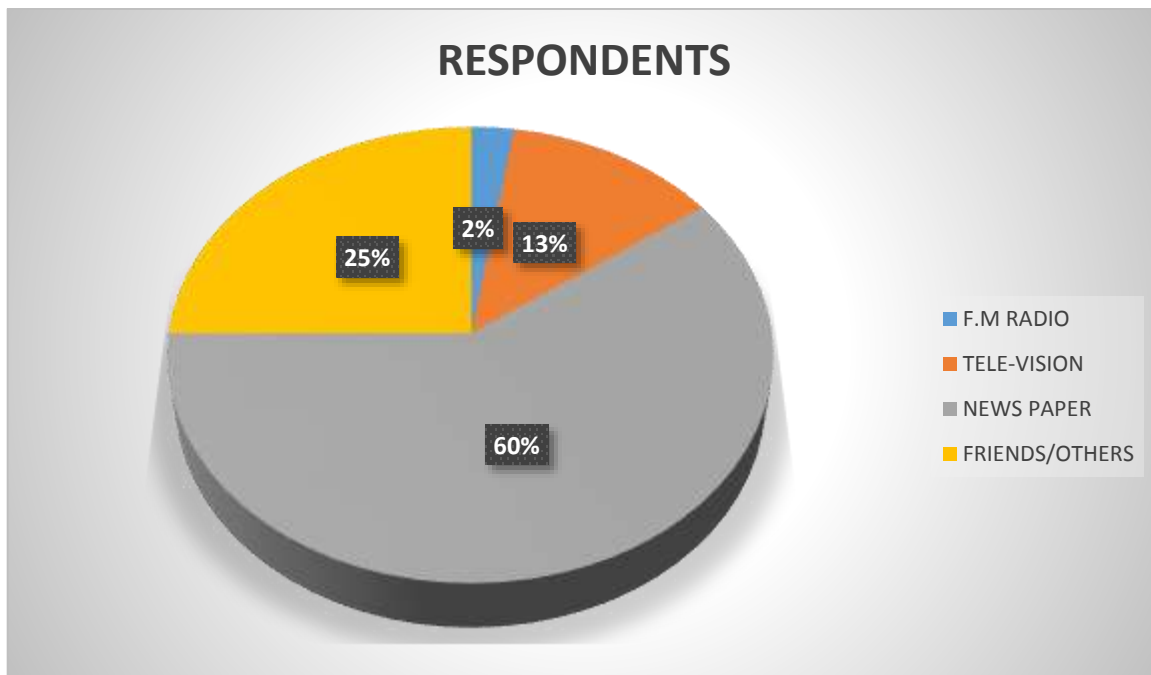
TABLE-8

8. Which source made you to buy products from Big-Bazaar?

SOURCE	RESPONDENTS	PERCENTAGE
F.M RADIO	2	2.5%
TELE-VISION	10	12.5%
NEWS PAPER	48	60%
FRIENDS/OTHERS	20	25%
TOTAL	80	100%

GRAPH-8

From Which Source Respondents Purchase Products from Big bazaar



INTERPRETATION:

Above table shows that 60 %of the customers are buy products by source of news-papers, 25% of the customers are buy products by source (influenced by) of Friends & others, 12.5%of the customers are buy products by source of Televisions. 2.5% of the customers are buy products by source of F.M radio.

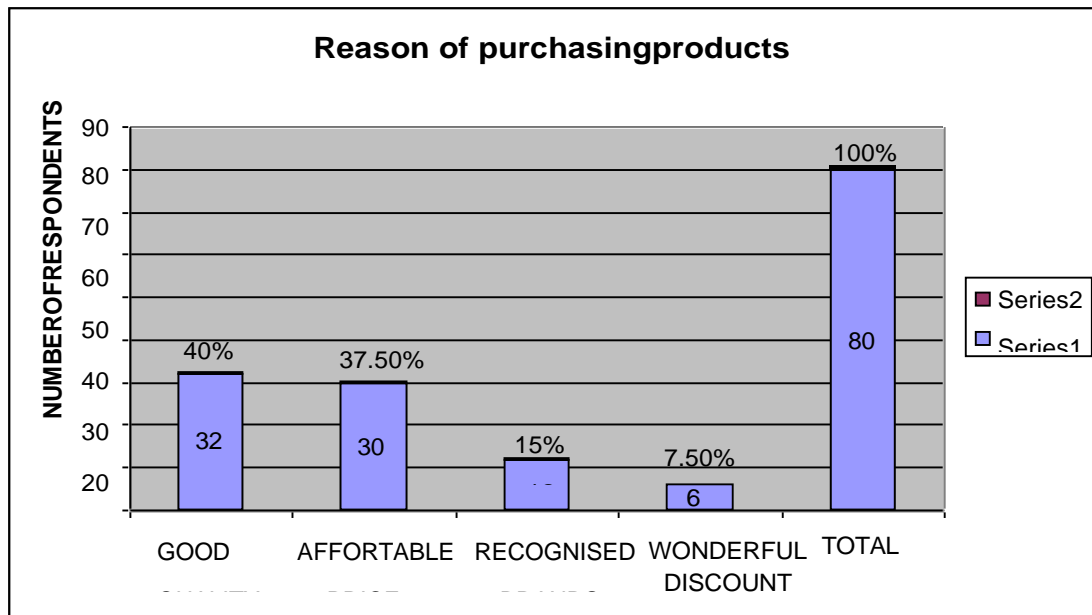
TABLE-9

9. Why do you make purchase of products from Big-Bazaar?

REASON	RESPONDENTS	PERCENTAGE
GOOD QUALITY	32	40%
AFFORTABLE-PRICE	30	37.5%
RECOGNISED BRAND	12	15%
WONDERFUL DISCOUNTS	6	7.5%
TOTAL	80	100%

GRAPH-9

Respondents Why Purchase Products from Big bazaar



INTERPRETATION:

Above table shows that 40% of the customers approached Big bazaar due to BETTER-QUALITY, 37.5% of the customers approached due to LOW-PRICE of products 15% of the customers approached due to VARIETY OF PRODUCTS, 7.5% of the customers approached due to availability VARIOUS BRANDS

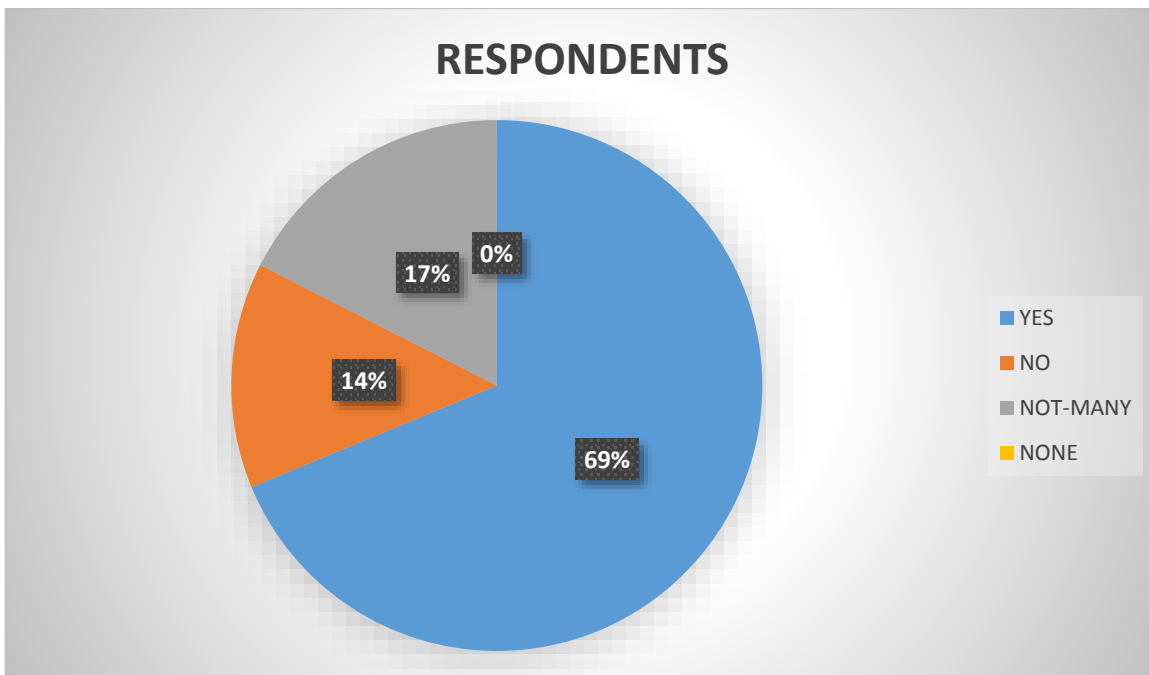
TABLE-10

10. Is Big-Bazaar provide more type of company products in one product category?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	55	68.75%
NO	11	13.75%
NOT-MANY	14	17.5%
NONE	0	0%
TOTAL	80	100%

GRAPH-10

Respondent's response about product categories



INTERPRETATION:

Above table shows that we conclude that the 68.75 customers are getting more products in one category. 17.5% of the customers are not getting too-many products in one category... 13.75% of the customers are not getting more products in one product category. NONE of the customers can't respond for none categories of products available in one product category.

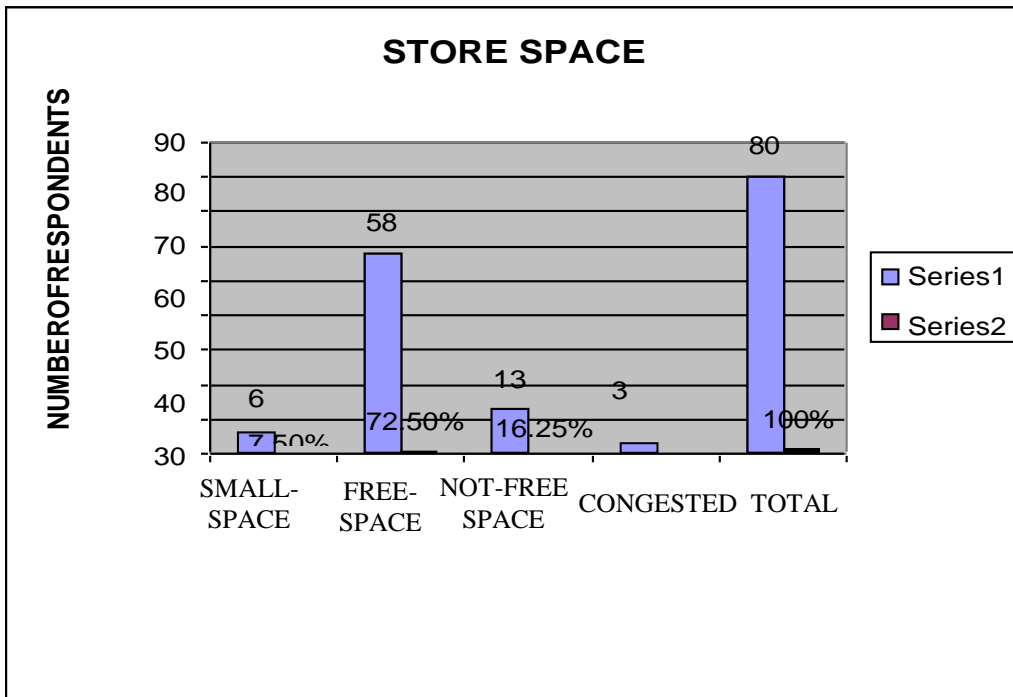
TABLE-11

11. How is the store space in Big-Bazaar for moving around for products?

RESPONSE	RESPONDENTS	PERCENTAGE
SMALL-SPACE	06	7.5%
FREE-SPACE	58	72.5%
NOT-FREE SPACE	13	16.25%
CONGESTED	03	3.75%
TOTAL	80	100%

GRAPH-11

Respondent's response about store space for products in Big bazaar



INTERPRETATION:

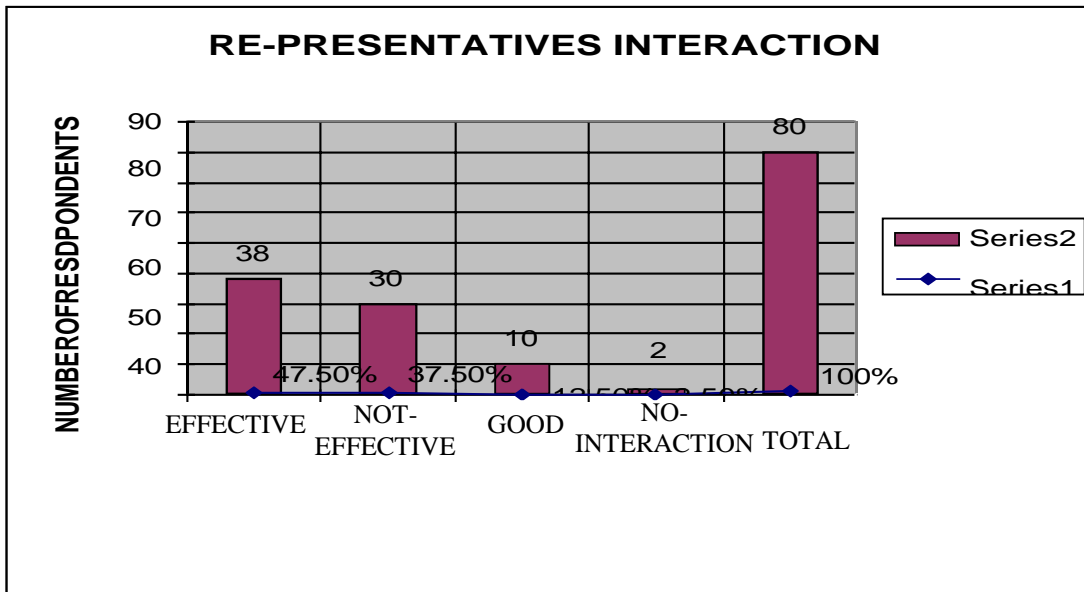
Above table shows that 72.5% of the customers can freely moving around in store for products, 16.25% of customers cannot freely moving around in store for products,, 7.5% of the customers can get small space in store for moving around for products, 3.75% respondents can get congested space in store for moving around for products.

TABLE-12

12. How is the representative's interaction are at Big-Bazaar?

INTERACTION	RESPONDENTS	PERCENTAGE
EFFECTIVE	38	47.5%
NOT-EFFECTIVE	30	37.5%
GOOD	10	12.5%
NO-INTERACTION	2	2.5%
TOTAL	80	100%

GRAPH-12 Respondents Response on Representative Interaction In Store



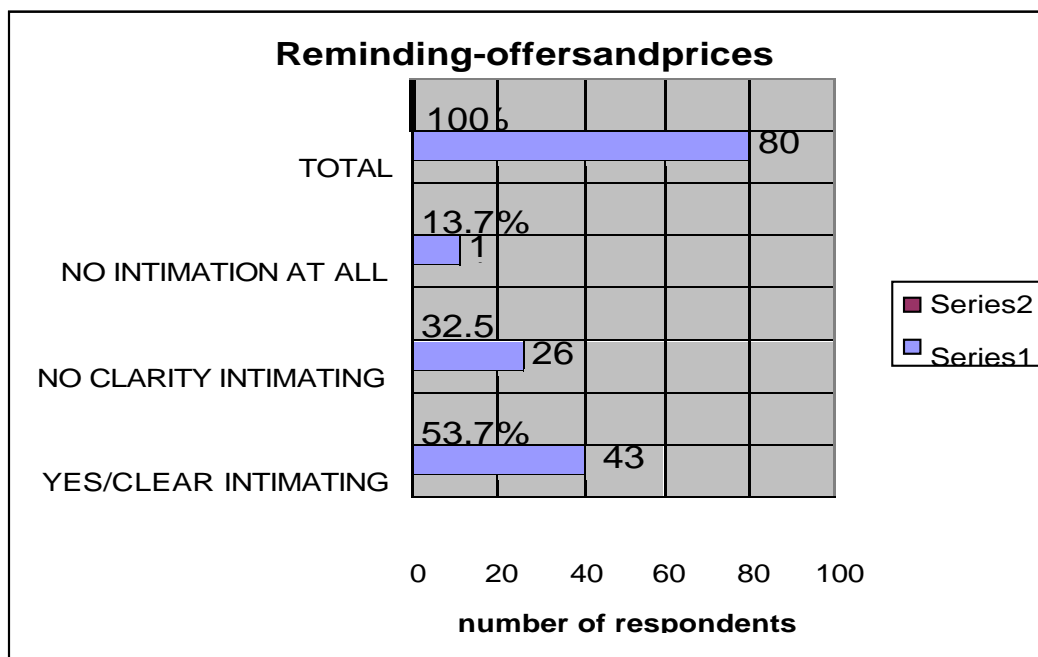
INTERPRETATION:

From above table shows 47.5% of the customers getting effective interactions from store re-preventatives for products. 37.5% of the customers can't not get effective interaction from store re-preventatives for products. 12.5% of the customers can get Good integration from store re-preventatives for products. 2.5% of the customers cannot get interaction from store re-preventatives for products.

13. Is Big-Bazaar reminding & intimating their store discounts & prices to all customers instore?

RESPONSE	RESPONDENTS	PERCENTAGE
YES/CLEAR INTIMATING	43	53.75%
NO CLARITY INTIMATING	26	32.5%
NO INTIMATION AT ALL	11	13.75%
TOTAL	80	100%

GRAPH-13 Respondents reaction about Big bazaar intimating offers in store



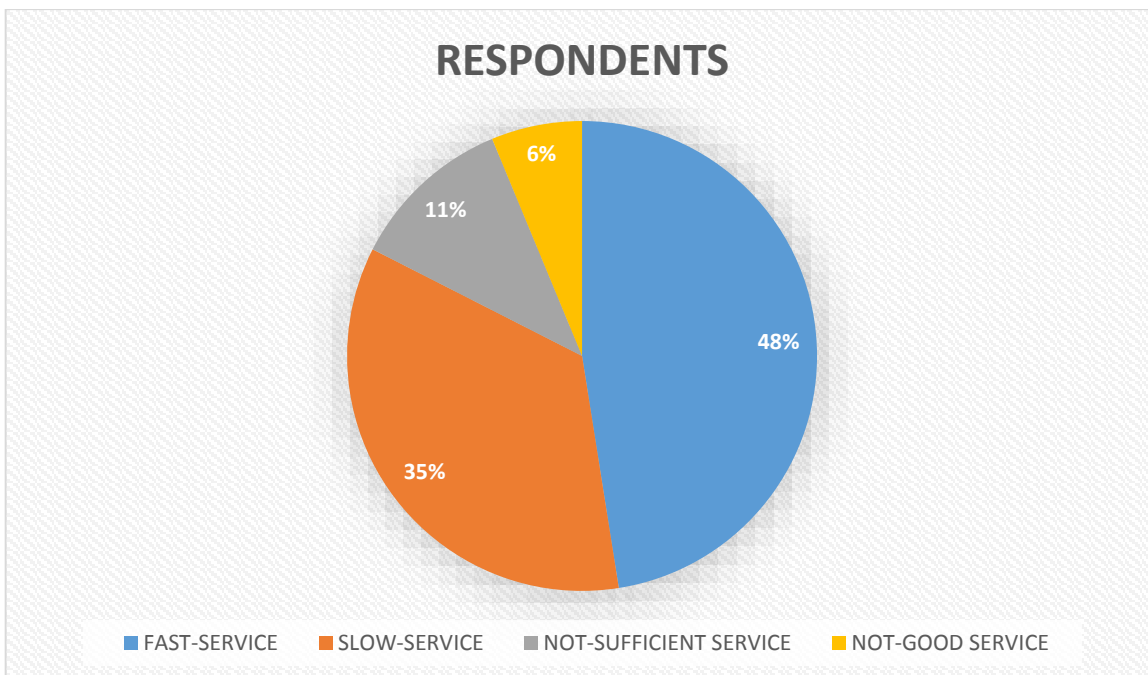
INTERPRETATION:

Above table shows that we conclude that the 53.75% of the customers are getting clear announcement from store about store discounts, prices... 32.5% of the customers are not getting clear announcement from store about store discounts, prices 13.75% customers are not getting any announcement from store about store discount,prices.

14. How the customer service department in store is effective in providing service?

RESPONSE	RESPONDENTS	PERCENTAGE
FAST-SERVICE	38	47.5%
SLOW-SERVICE	28	35%
NOT-SUFFICIENT SERVICE	9	11.25%
NOT-GOOD SERVICE	5	6.25%
TOTAL		100%

GRAPH-14 Respondents Response for Store Customer Service



INTERPRETATION:

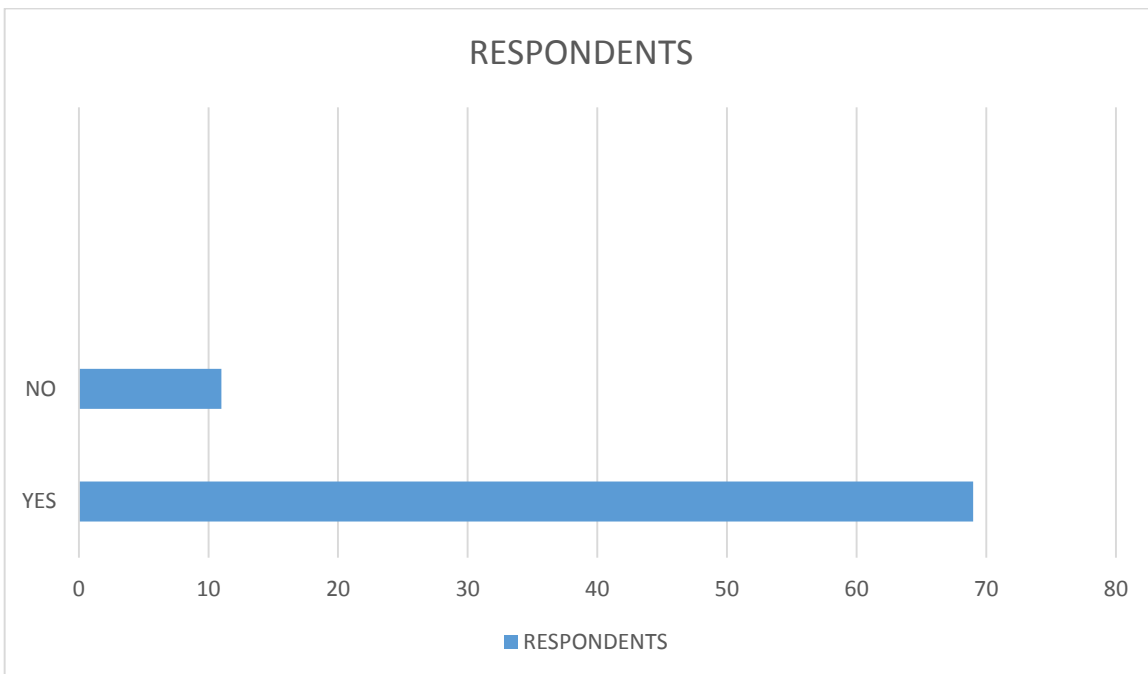
Above table shows that we conclude that the 47.5% of the customers are getting fast customer-service from customer service department 35% of the customers are getting slow- service from customer service department 11.25% of the customers are getting not-sufficient service from customer service department. 6.25% of the customers are getting not-good service from customer service department.

TABLE-15

15. Will Big-Bazaar offer any special discount prices?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	69	86.25%
NO	11	13.75%
TOTAL	80	100%

GRAPH-15 Big bazaar Offer Any Special Discounts For Customers



INTERPRETATION:

Above table shows that we conclude that the 86.25% of the customers respond store offering special discount prices.13.75% of the customers respond store did not offer special discount prices..

TABLE: 15.A

If yes, what are the offers that are provided by Big bazaar?

OFFERS & DISCOUNTS	RESPONDENTS	PERCENTAGE
Buy one get one free	30	37.5%
50%, 40%, 60%, Etc...	20	25%
Buy one get two	10	12.5%
Get two for 900	8	10%
Buy one get second one 60% on price	6	7.5%
Other offers & discounts	6	7.5%
TOTAL	80	100%

GRAPH-15.A Some Of The Store Discounts & Offers

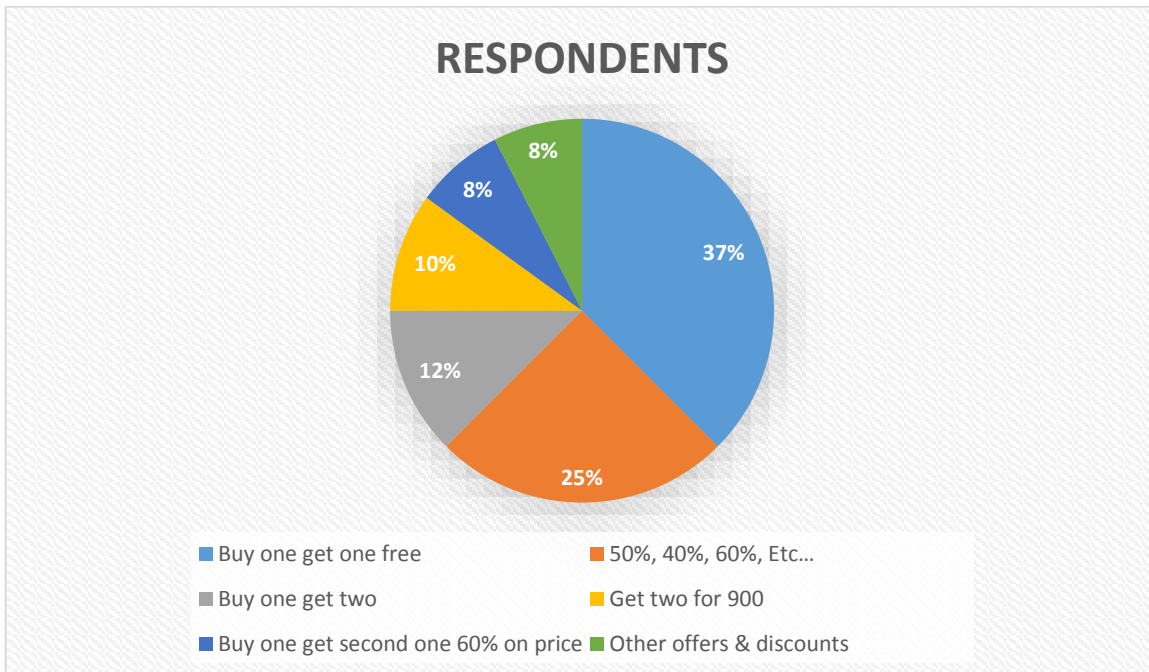


TABLE: 15.A

INTERPRETATION:

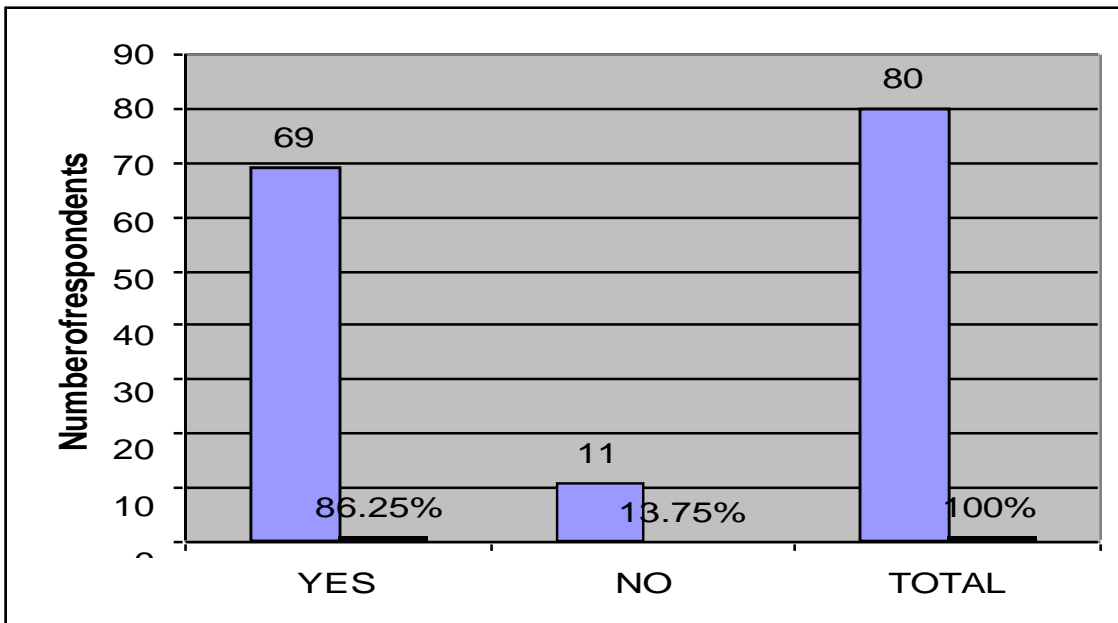
Above table shows that 37.5% of customers were aware buy one get one offer, 25% of customers were aware 50%, 40%, 60%, offer, 12.5% of customers were aware buy one get two offers. 10% of customers were aware get two 900(example) offer 7.5% were customers were aware buy one get second one 60% on price &otheroffers.

Table-16

16. Are you waiting for a long time at the billing section at big bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	69	86.25%
NO	11	13.75%
TOTAL	80	100%

GRAPH: 16 Respondents waiting for a long time at the billing section at Big bazaar



INTERPRETATION:

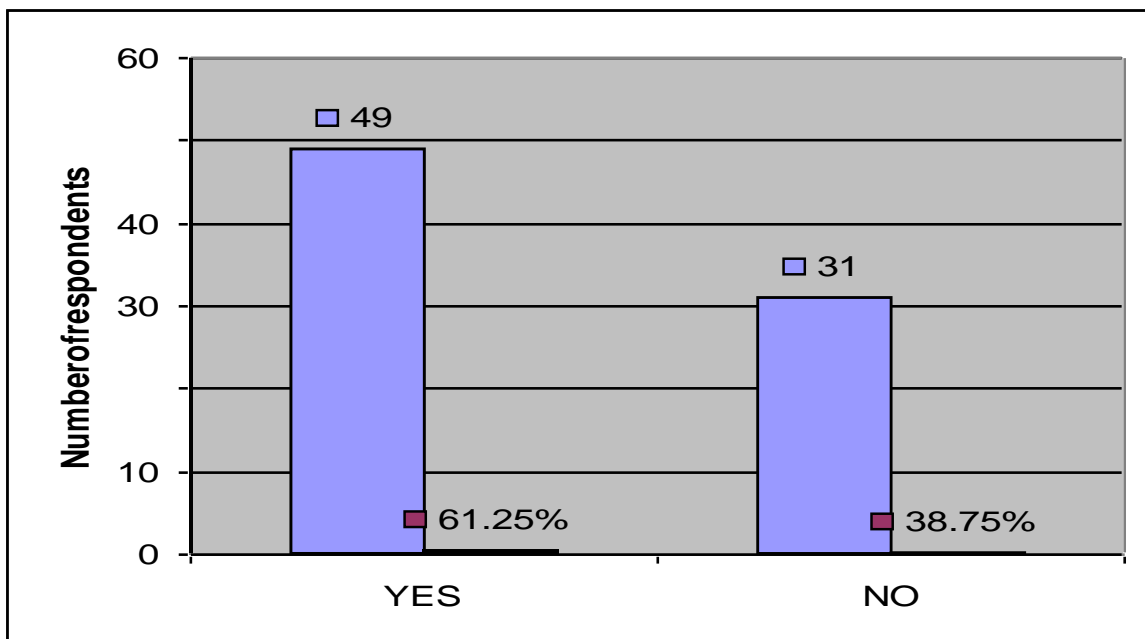
Above table shows that 86.25% of the customers are waiting for long time in billing section. 13.75% of the customers are not waiting for long time for long time at billing section at Big bazaar

TABLE-17

17. DO you prefer food court at big bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	49	61.25%
NO	31	38.75%
TOTAL	80	100%

GRAPH: 17 Respondents prefer food courts & gaming section at Big bazaar



INTERPRETATION:

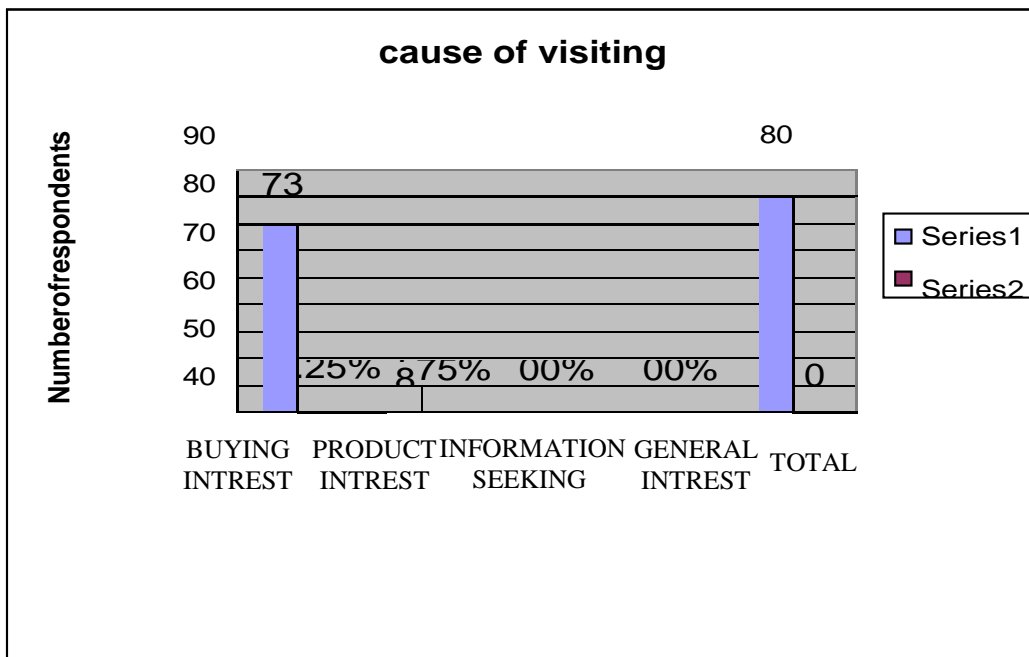
Above table shows that 61.25% of the customers want food & gaming section at store. 38.7% of the customers don't want Food Gaming section at Big bazaar

TABLE-18

18. Why do you visit the Big bazaar stores?

CAUSE OF VISITING	RESPONDENTS	PERCENTAGE
BUYING INTREST	73	91.25%
PRODUCT INTREST	07	8.75%
INFORMATION SEEKING	00	0%
GENERAL INTREST	00	0%
TOTAL	80	100%

GRAPH-18 Why respondents visit the retail stores



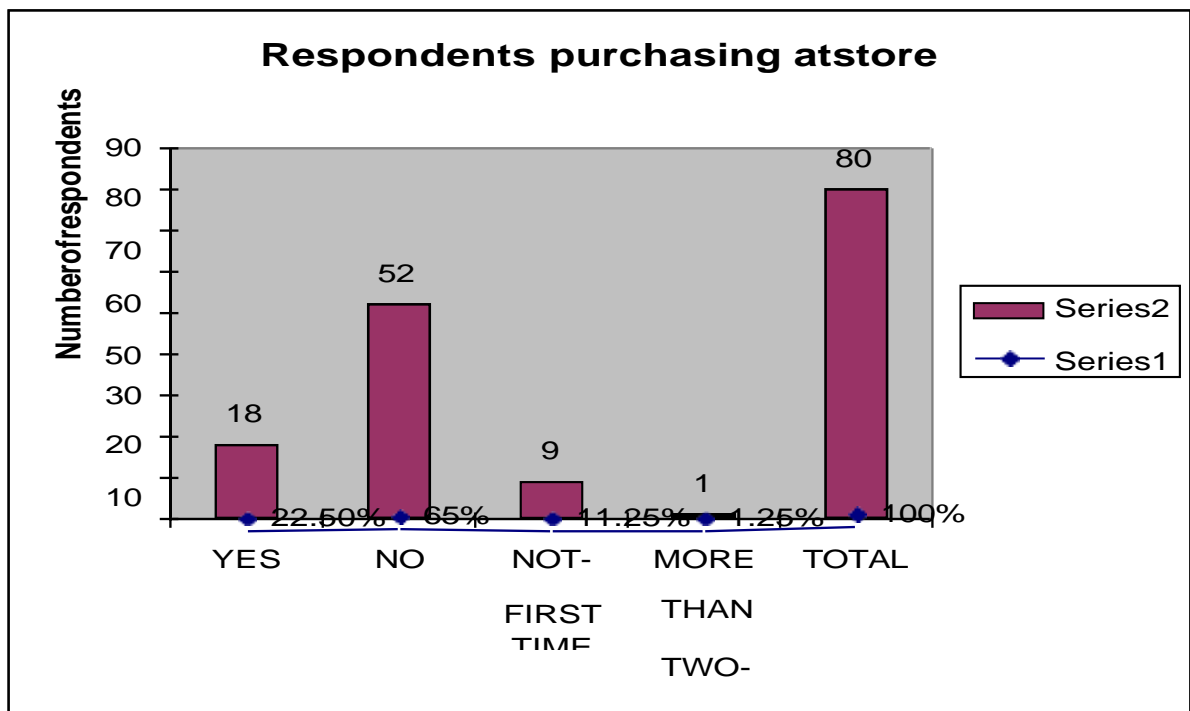
INTERPRETATION:

Above table shows that the 91.25% of the customers are went to retail stores for buying interest. .8.75% of the customers is gone to retail stores for product interest. None of the customers are not gone to retail-stores for information-seeking & general interest.

19. Have you purchased any product at Big-Bazaar just by visiting first-time?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	18	22.5%
NO	52	65%
NOT-FIRST TIME	09	11.25%
MORE THAN TWO-TIMES	01	1.25%
TOTAL	80	100%

GRAPH-19 Respondents purchased any product at Big-Bazaar just by visiting first time



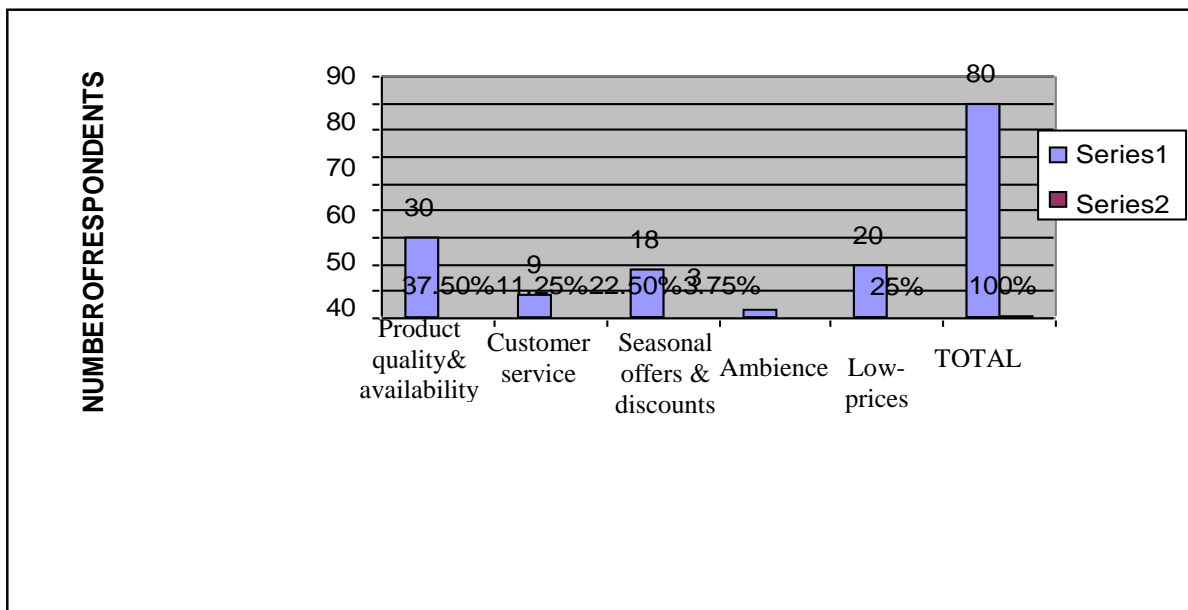
INTERPRETATION:

Above table shows that 65% of the customers are not buy the products for first-time visiting the store. 22.5% of the customers are buying the products just by visiting first-time the store... 11.25% customers are not buying the products just by visiting first-time the store. 1.25% customers are buying the products by more than visiting Two-times.

20. What are your intentions to re-enter the store?

INTENTIONS	RESPONSE	PERCENTAGE
Product quality & availability	30	37.5%
Customer	09	11.25%
Seasonal offers & discounts	18	22.5%
Ambience	03	3.75%
Low-prices	20	25%
TOTAL	80	100%

GRAPH: 20 Respondent's intentions to re-enter the store?



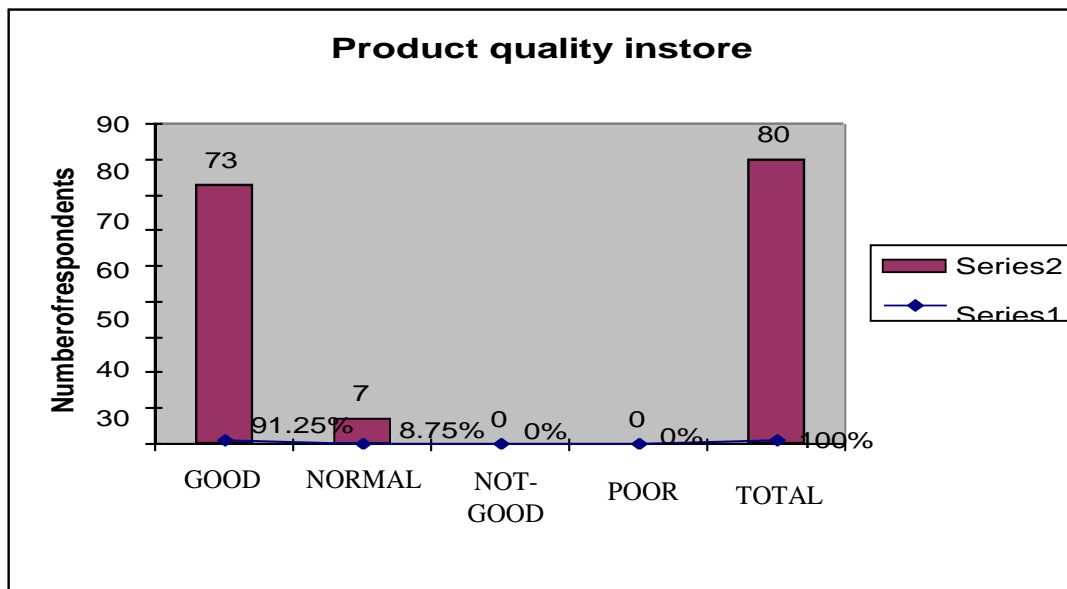
INTERPRETATION:

Above table shows that 37.5% of the customer's intention is to re-enter into the store is product quality & availability. 25% customer's intention is to re-enter into store is low prices. 22.5% customer's intention is to re-enter in to store is seasonal offers & discounts. 11.25% of the customer's intention is to re-enter into store is customer service. 3.75% of the customer's intention is to re-enter in to the store is Ambience.

21. How is Big-Bazaar maintaining product QUALITY, QUANTITY compare to other retail stores?

RESPONSE	RESPONDENTS	PERCENTAGE
GOOD	73	91.25%
NORMAL	07	8.75%
NOT-GOOD	00	0%
POOR	00	0%
TOTAL	80	100%

GRAPH-21 Respondents response about Big bazaar products quality, quantity



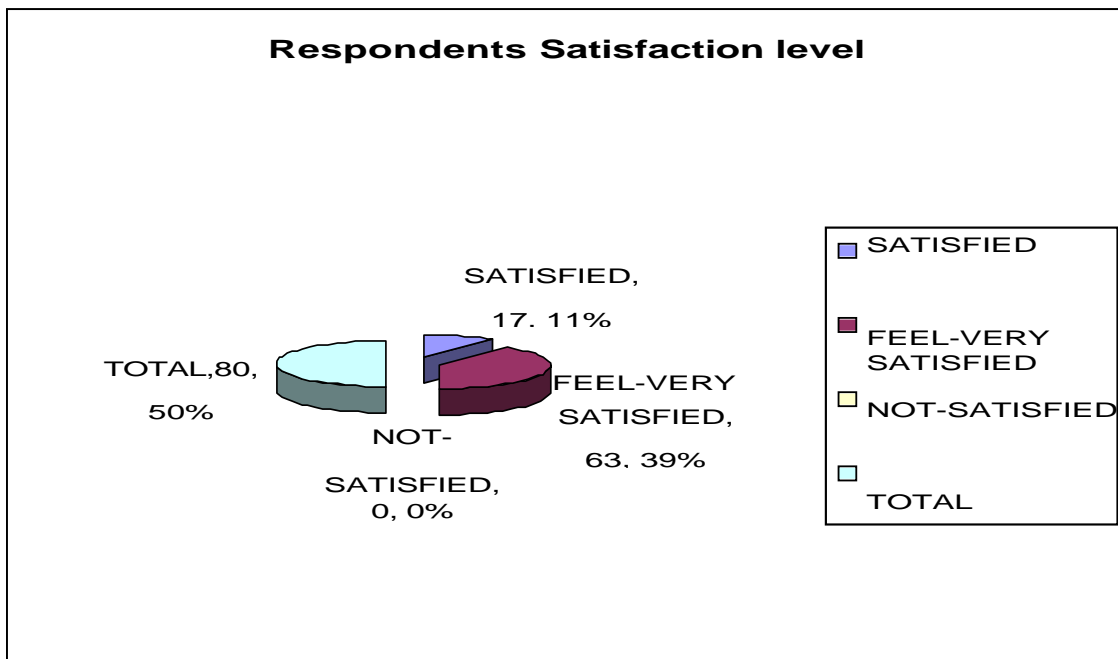
INTERPRETATION:

Above table shows that the 91.25% of the customers are respond big-bazaar maintain good product quality, quantity compare to other retail-stores 8.75% of the customers are respond big-bazaar maintain normal product quality, quantity compare to other retail stores.. None of the customers can't respond for big-bazaar maintaining poor, not-good product quality, quantity compare to other retail-stores.

22. How do you feel (SATISFIED) after SHOPPING At Big-Bazaar?

RESPONSE	RESPONDENTS	PERCENTAGE
SATISFIED	17	21.25%
FEEL-VERY SATISFIED	63	78.75%
NOT-SATISFIED	0	0%
TOTAL	80	100%

GRAPH-22 Respondents reaction after shopping at Big bazaar



INTERPRETATION:

Above table shows that the 78.75% of the customers are respond they can feel very- satisfied after shopping at big-bazaar. 21.25% of the customers are respond they can feel satisfied after shopping at big-bazaar.. None of the customers cant respond they can feel not- satisfied after shopping at big-bazaar.

Chapter 5

5.1 CONCLUSION

The study concludes that majority of the customers prefer shopping at big-bazaar, because of product variety, quality, service facility, reasonable prices which make the customers feel more comfortable in visiting the store again & again.

Customers shop more in the food bazaar and the men's wear department in Big bazaar. Customers feel that Big bazaar has variety of products available in various departments

Considering the fact that there are a lot middle class families in India, Big bazaar had a huge impact on the middle class section of India, the prices, quality and sales strategy has helped in getting the middle income groups getting attracted towards Big bazaar.

Big bazaar has been known for its great sale and great offers& discounts. Big bazaar has had long lines of people waiting to get into the store for the sale. Therefore, the sales that Big bazaar has had increased in a huge way due to offers & discounts, thus this has been one of the main advantages of Big bazaar.

5.2 FINDINGS

- 91.25% of customers feel that the quality of products at Big bazaar is better than at other retail stores
- 78.75% of customers are satisfied for shopping at big bazaar
- 61% of customers who visit Big bazaar fall in the income level Below-10000/- per month.
- 40% of customers prefer Big bazaar for shopping because of low-price and good quality products.
- 51% of customers were aware of Big bazaar through advertisements.
- 86.25% of customers expect to have food court and gaming section in the Big bazaar, which can lead to increase the shopping duration.
- 61.25% of customers are in the billing section, which makes them to wait for a long time.
- 91% of customers are visiting Big bazaar for purchase of products rest of them is for information seeking.
- 63.75% of customers who are visiting Big bazaar are male.
- 53% of customers who are visiting Big bazaar are for F.M.C.G products.
- 37.5% of customers visit Big bazaar because of lower-prices and 22.5% customers visit due to availability of large number of products.
- 72.5% of customers are happy about the availability of free space for display of products.

5.3 SUGGESTIONS

- To attract more customers, Big bazaar needs to offer more brands of products
- Advertising through television and F.M radio needs to be improved
- Sign boards which show restrooms and trial rooms should be visible to the customers, and also trial rooms are to be increased.
- Increase the customer billing section transactions in store. (for fast transactions)
- Increase the food court and game's section at Big bazaar to increase the customer shopping duration.
- Big bazaar can improve their customer satisfaction level, by providing better service like home delivery etc.

5.4 LIMITATIONS OF THE STUDY:

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below

- The sampling frame to conduct the study has been restricted to Big bazaar.
- Respondents show reluctance towards giving correct information.
- Findings of the study are based on the assumption that respondents have disclosed correct information as per their experience in the questionnaire.
- Time was a major constraint.
- The sample was limited to only customers who have made a purchase at big bazaar

QUESTIONNAIRE

Personal details

Name: _____

1. Age:

under25 25-35 35-45 45 &above

2. Sex: Male Female.

3. Occupation:

Student Self-employed Professional Service Housewife.

4. Areyou:

Single Married.

5. Monthlyincome:

Below 10000 Rs 10000-20000 Rs 20000-40000 Rs40000 & above

6 How frequently do you visit Big bazaar?

Once inaweek

Once in 15days

Once inamonth

Once in 2-3months

7. Which products do you purchase more often in Big Bazaar?

Clothes and Footware FoodBazaar Electronics plactic-items

8. Which source made you to buy product from Big-Bazaar

Newspaper F.Mradio Newspaper Friends/Others

9. Why do you make purchase of products from BigBazaar?

Good-Quality Affordable-price Recognised Brands Wonderful Discount

10. Is Big bazaar provide more type of company products in one product category?

yes no not many none

11. How is the store space in B.BAZAAR for moving around for products?

Smallspace not freespace free space congested

12. How are the re-presentatives interactions are at bigbazaar?

effective not effective Good no interaction

13. Is Big bazaar reminding & intimating their store discounts & prices to all customers instore?

YES cleanly intimating NO clarity intimating NO intimation at all

14. How is the customer service department in store, is it effective in providing service?

fast service slow service not sufficient service not good service

15. Does Big bazaar offer any special, discount on prices?

yes season wise service no special offers

(A) IF YES... WHAT ARE THEY

(a) Buy one Get one (b) 50% off, 40% off, 60% off (c) Buy one get two
(d) Get two for 900 (example) (e) Buy one get second one 60% off on price

(f) others discounts.

16. Are you waiting for a long time at the billing section at bigbazaar?

A YES B NO

17. DO you prefer food courts & gaming section at bigbazaar?

A YES B NO

18. Why customers visiting (went) to retail stores

general interest product interest buying interest
information seeking

19. Have you purchased any product at BIG BAZAAR just by visiting first time?

yes no not first time more than two times (visiting)

20. What are your intentions to re-enter the store?

Low prices product quality & availability customer service
 seasonal offers & discounts Ambience

21. How is BIG BAZAAR maintaining product QUALITY, QUANTITY compare to other retail stores?

Good normal Not good poor

22. How do you feel (satisfied) after shopping at BigBazaar?

feel very satisfied satisfied not satisfied

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MBA Batch 2015-17

Adherence Sheet

S. No	Date	Things to be completed	Mentor's Signature	Scholar's Signature
1	7/2/2017	Title Finalization		
2	1/3/2017	Literature Review & Questionnaire finalization		
3	26/3/2017	Data Collection		
4	13/4/2017	Data Analysis and first draft		
5	24/4/2017	Second Draft		
6	2/5/2017	Final Report		
