

**“Analysis of Consumer Buying
Behaviour and Point of Sale System at
Big Bazaar”**

A project study submitted in partial fulfilment for the requirement of the two
years management program 2011-2013

Submitted By:
NITIN SHARMA
2k11/MBA/32

Under the Guidance of
Mr. Vikas Gupta
Assistant Professor



**Delhi School of Management
Delhi Technological University, Delhi
Bawana Road, Delhi – 110042**

PROJECT CERTIFICATE

This is to certify that **NITIN SHARMA**, a student of MBA (2011-2013), Delhi School Management, Delhi Technological University (Formerly Delhi College of Engineering) has worked on Dissertation titled “**Analysis of Consumer Buying Behaviour and Point of Sale System at Big Bazaar**” to my satisfaction towards the partial fulfilment of Master’s in Business Administration at DSM, DTU

The work done by him is authentic and true to my knowledge and I congratulate him for sincerely and successfully completing this project with hard work and punctuality. I wish him good luck and bright future ahead.

Date: - _____

Signature: - _____

Mr. Vikas Gupta

(Asst Prof., DSM, DTU)

DECLARATION

I, Nitin Sharma, student of MBA (2011-2013), Delhi School Management, Delhi Technological University (Formerly Delhi College of Engineering) hereby declare that the dissertation titled **“Analysis of Consumer Buying Behaviour and Point of Sale System at Big Bazaar”** is my own work and has been carried out under the guidance of Mr. Vikas Gupta.

All care has been taken to keep this report error free and I sincerely regret for any unintended discrepancies that might have crept into this report. I shall be highly obliged if errors (if any) be brought to my attention.

NITIN SHARMA

ACKNOWLEDGEMENT

The satisfaction, which accompanies the successful completion of the project, is incomplete without the mention of a few names. I take this opportunity to acknowledge the efforts of the ones who helped me make this project possible. I would like to express my heartfelt appreciation and gratitude to my Guide and Mentor, Mr. Vikas Gupta, Asst. Prof., DSM, DTU. This project is a result of his teaching, encouragement and inputs in the numerous meetings he had with me, despite his busy schedule. He has helped, provide the scope and direct my studies in a manner to make them most beneficial to me. His calm demeanour and willingness to help has been a great help in successfully completing the project.

My learning has been immeasurable and working under him was a great experience.

NITIN SHARMA

EXECUTIVE SUMMARY

Retail industry's turnover in India is expected to increase from US \$ 353.0 in 2010 to US \$ 543.2 billion by 2014 as reported by India retail report. Growth in retail sector will be driven by explosion in organized retail.

Thus there will be entry of more retailers in the country, which will lead to increase in competition. Already companies are spending a lot to attract customers in their stores, they keep on bombarding customers with their marketing tools to make sure that they come to their store. All these activities lead to increase in the acquisition cost of the customer. Therefore every time a customer comes to their store they want to increase the amount of money they spend inside the store. This is where Point of sale system comes into play, in increasing average bill value.

In the project "**Analysis of Consumer Buying Behaviour and Point of Sale System at Big Bazaar**", research study was carried out to understand the point of sale system and customer behaviour at Big Bazaar. The procedure of my project started with analyzing the buying behaviour of consumers at Big Bazaar and their behaviour at cash counter.

In the research work, it was tried to analyze buying behaviour of the customers and find out, how people rate the present cash counter, billing time at a retail store. It was tried to figure out how much important is billing time in their shopping and whether products placed at the cash counter help retailers in increasing sale or increasing dissatisfaction of customers. This was done by developing a questionnaire at the customers end and then interpreting their responses.

Key findings from the project:-

- Almost all customer compare Big Bazaar offers with other modern retail outlets, thus competitive pricing need to be done
- Many customers buy from Big Bazaar only when there is an offer, thus all the offers and discount days must be promoted and communicated properly.
- Placement of merchandise at the cash counters leads to increase in billing time.

- Cash counter of present day retail stores are unattractive and also do not look same in all stores. Interiors of store are one of the components which help in creating image of the store in the mind of the customer. And retail stores lacks in uniformity of appearance of the cash counter.
- Most of the customers were of the opinion that if billing at cash counter takes longer time then they can leave the store without buying.
- Placement of products at the cash counter can lead to increase in sales, as lot of customers have bought products from this region but there were a lot of them who neither liked to buy products from the cash counter nor wait in the queue. Thus it can lead to loss of such customers in case they have to wait for more time at the cash counter.
- Most of the customers waiting at the cash counter for billing, looks at the back of cash counter and the next highest set of customers prefer to browse products placed nearby the cash counter. Thus, back wall of cash counter can be used to educate customers about store return policy or to promote loyalty cards. The area near to the cash counter can be used to place product bins to cash in the set of customers who prefer to browse.
- Point of Purchase system not only includes cash counter of stores but also other components like Shelf talkers, Tips Flyers, Catalogue, Brochures, Posters, Promotional Cards and Newsletter which all help in increasing the profitability of the store.
- Posters inside the store are not only used to highlight the visual merchandising aspect but also in communicating different messages to the customers. They help in informing the customers about their return policy and also about different reward programmes.
- Catalogue and brochures are not prevalent in Indian stores, but they can be vital for any retail store as catalogue help customers in knowing about all the available products inside the store and brochures help them with latest schemes and offer, which are presently running in the store.

- Innovative tools like video recordings are one of the most effective in attracting customers to purchase products and also in explaining them how to use a product when it is launched.

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CHAPTER-1

INTRODUCTION

INTRODUCTION

Today, India is the second fastest growing economy of the world after China. Indian economy is expected to grow larger than that of Great Britain by the year 2022, Japan by 2032 and become the second largest economy of the world after China by 2050. Understandably Indian market has become the most lucrative market for retail investment in the world.

Retailing is reinforcing its position as one of the pillars of the economy and accounts for 35% of GDP. The generic growth of organised retail sector is being driven by changing lifestyles, strong surge in income, rapid urbanisation, increase in number of working women, large number of young working population etc.

According to India Retail Report 2008-09, the organised retail sector accounted for USD 15.6 billion business at current prices in the year 2007 increasing its share to 5.9% of the total Indian retail value that stands at USD 332 billion. Indian retail industry is poised to grow from USD 332 billion in 2006-07 to USD 590 billion in 2011-12.

With organized retail setting foot in India, a number of retail format have grown in last few decades. These are the chain of hyper and supermarkets along with departmental and Specialty stores.

All these format work on one principle that is providing convenience to the customer and making shopping an experience. Retailers try to analyze consumer's buying behaviour and provide facilities like air conditioned environment to vast range of products under one roof and even that with lots of offer and schemes their customers.

With all the attributes of any retail store Point of Purchase or Point of Sale is very important. All is well that ends well and if it does not it ruins everything.

So the Point of Sale and the bill time of the store determine the satisfaction level of customer.

INDUSTRY PROFILE

Retailing

Retailing is the distribution channel function where an organisation buys products from supplying firms and manufacture the product themselves and then sell these directly to consumers. Retailer is also reseller-obtain the product from one party in order to sell to other. The term "Retailing" refers to any activity that involves a sale to an individual customer. In India, the unorganized retailing sector comprises of 96.5% while that of organized sector just 3.5% that is mainly in major metropolitan and urban areas. Indian retail, traditionally dominated by a small family run "Kirana" store. Retailing in India is the second largest untapped market after China. Professional management and strong customer focus characterize organized retailing.

To woo the customer to the store retailers are providing a wide range of product, Quality, and value for money, apart from creating a memorable shopping experience. Organized retailing has made a considerable headway in product like food & groceries, clothing books, and music.

Five things for the retailer:

1. Customer satisfaction
2. Ability to acquire right product
3. Product presentation
4. Traffic building
5. Keeping pace with technology

The leading Indian retail players are:

1. Westside (Tata)
2. Pantaloon
3. Big Bazaar
4. Food Bazaar
5. Reliance fresh

6. Life style

7. Hyper city

Mom-and-pop stores:

These are generally family-owned businesses catering to small sections of society. They are small, individually run and handled retail outlets.

Category killers:

Small specialty stores have expanded to offer a range of categories. They have widened their vision in terms of the number of categories. They are called category killers as they specialize in their fields, such as electronics (Best Buy) and sporting goods (Sport Authority).

Department stores:

These are the general merchandise retailers offering various kinds of quality products and services. These do not offer full service category products and some carry a selective product line. K Raheja's Shoppers Stop is a good example of department stores. Other examples are Lifestyle and Westside. These stores have further categories, such as home and décor, clothing, groceries, toys, etc.

Malls:

These are the largest form of retail formats. They provide an ideal shopping experience by providing a mix of all kinds of products and services, food and entertainment under one roof. Examples are Sahara Mall, TDI Mall in Delhi.

Specialty Stores:

The retail chains, which deal in specific categories and provide deep assortment in them are specialty stores. Examples are RPG's Music World, Mumbai's bookstore Crossword, etc.

Discount stores:

These are the stores or factory outlets that provide discount on the MRP items. They focus on mass selling and reaching economies of scale or selling the stock left after the season is over.

Hypermarkets/Supermarkets:

These are generally large self-service outlets, offering a variety of categories with deep assortments. These stores contribute 30% of all food and grocery organized retail sales.

Example: Big Bazaar.

Convenience stores:

They are comparatively smaller stores located near residential areas. They are open for an extended period of the day and have a limited variety of stock and convenience products.

Prices are slightly higher due to the convenience given to the customers.

E-tailers:

These are retailers that provide online facility of buying and selling products and services via Internet. They provide a picture and description of the product. A lot of such retailers are booming in the industry, as this method provides convenience and a wide variety for customer. But it does not provide a feel of the product and is sometimes not authentic. Examples are Amazon.com, eBay.com, etc.

View of a Retail Store-

To have a clear picture and understanding of any matter it is very important to approach it from the grass root level therefore to understand retail in depth it becomes important to deal first hand with the customers to whom you shall be catering to. Moreover the retail store is the final destination of all retail operations, so it again becomes important to know the handling, operations and various dealings at the basic store level. The employees, from the sales staff to the store manager, need to be highly customer driven and have the efficiency to meet the ever rising customer expectations. How can employees meet these rising customer expectations and alongside maintain efficiency of resources. The employees need to be well informed about stock availability, reorder points, latest trends, customer expectations, competitor strategies etc.

To meet such stiff competition retailers need to follow a hybrid approach which involves both standardization and customization of processes and services respectively as and when the need arises.

The retail staff needs to be highly customer driven and their efforts should not be aimed at making a sale but at earning a loyal customer for it is rightly said that 80% of the sale comes from 20% of the customers.

Retail is all about size. If you look at retail companies, margins are thin. So it is important to grow to such a size that even if margins improve by ten basis points, the impact on the bottom-line is large.

Therefore the processes need to be consumer friendly and apt according to the cost reduction and revenue generation policies of the company. Though the consumer behaviour is something that is highly unpredictable it needs to be motivated continuously for the organisation and the customer too.

Factors for boom of retail in India:

1. Cultural habits changing –people are acquiring Western look
2. New retail format development to incorporate, Changing attitudes like
3. “Having a good time” attitude driving growth of pubs, clubs, coffee bars, fast food joints etc.
4. Increasing awareness and spending on grooming and lifestyle.
5. High disposable incomes
6. Reduction in import tariffs, excise duty
7. More competition leading to fall in prices
8. Before liberalization many consumer durables were not available – Government disallowed imports of most products – Luxury items banned/had high import tariffs

9. Post liberalization enhanced availability of superior quality goods at affordable prices
10. Two incidental factors - Spread of cable and satellite television influencing consumer behavior.

COMPANY PROFILE

Future Group

Future Group is one of the country's leading business groups present in retail, asset management, consumer finance, insurance, retail media, retail spaces and logistics. Future Group companies includes, Future Capital Holdings, Future Generally India Indus League Clothing and Galaxy Entertainment that manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group's financial arm, focuses on asset management and consumer.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian- ness' as a core value and its corporate credo is - Rewrite rules, Retain values. Joint Ventures Companies Capital and Retail India The group is a joint venture partner in Capital and Retail India, along with Singapore-based Capital and Limited. The company provides retail management services to retail properties owned or managed by various group companies and investment funds.

Big Bazaar focus on offering customers, a vast variety of products and services to cater their diverse requirements and needs. It is because of this and the service and ambience that Big Bazaar offer, that Big Bazaar believes Big Bazaar have been able to create a differentiation in the mind of the customer vis-à-vis our competitors where similar products and brands are available. Competitors for Big Bazaar: 1. Food World 2. Reliance Fresh 3. More 4. Other stores

Objectives of the Company:

- To carry on the business of manufacturing, buying, selling, exchanging, altering, importing, exporting, distributing or otherwise dealing in readymade garments and hosiery made of cotton, silk, rayon, wool, nylon, man-made fabrics, polyester, canvas, jute, leather, any other fabric coated with any chemical or not, or other preparation and other fabric.
- To carry on the business of manufacturing, processing, dyeing, bleaching, buying, selling, exchanging, importing, exporting or otherwise dealing in yarns and textiles made of cotton, silk, rayon, wool, nylon, man-made fibres, polyester, canvas or any other substances.

- To carry on trade or retail business in India through retail formats and including but not limited to hyper markets, super markets, mega stores/discount stores, cash & carry, departmental stores, shoppers plaza, direct to home, phone order and mail order, catalogue, through internet and other forms and multi level channels for all products and services, dealing in all kinds of goods, materials and items including but not limited to food & provisions, household goods, consumer durables, jewellers, home improvement products, footwear's, luggage's, books & stationery, health care and beauty products, toys and music, computers & accessories, telecom products, agric input products, furniture & furnishings, automobile & accessories, and acquiring and running food, service and entertainment centres' including but not limited to multiplexes, cinemas, gaming centres, amusement parks, restaurants and food courts and acquiring of land or building on lease or freehold or any commercial or industrial or residential building for running and management of retail business

Big Bazaar

Big Bazaar is a hypermarket consists of extremely large self-service retail outlet with a warehouse appearance, currently with 75 outlets in India. It is owned by the Pantaloon Retail India Ltd, Future Group. It works on the same economy model as Walmart and has considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani the CEO of Future Group. Currently Big Bazaar stores are located only in India. It is the biggest and the fastest growing chain of hypermarket stores and aims at being 350 stores by the end of year 2010.

Tag line-Is se sasta aur achha kahin nahi

The significant features of Big Bazaar Super centre: Shopping in the Big Bazaar is a great experience as one can find almost everything under the same roof. It has different features which caters all the needs of the shoppers. Some of the significant features of Big Bazaar are:

- The Food Bazaar or the grocery store with the department selling fruits and vegetables.
- There is a zone specially meant for the amusement of the kids.
- Furniture Bazaar is a large section dealing with furniture.

- Electronics Bazaar is the section concerned with electronic goods and cellular phones.
- FutureBazaar.com or the online shopping portal which makes shopping easier as one can shop many products of Big Bazaar at the same price from home.
- Well regulated customer care tele-calling services.
- Will provide better offers on all its products in the entire year. Big Bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. At Big Bazaar, you will definitely get the best products at the best prices - that's what we guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Big Bazaar plans to add much more to complete your shopping experience.

Different categories:

1. Apparel, fashion and accessories
2. Books and magazines
3. Bike and automotive
4. Camera and photo
5. Desktop, laptop and accessories
6. Furniture and decor
7. Gift and credit card vouchers
8. Health beauty and personal care
9. Jewellery and watches
10. Kitchen and home appliances
11. Mobile and service provider
12. Music and mp3 player
13. Software cds and vcds
14. Toys sports and video games

15. Other miscellaneous items

Big Bazaar's Commitment

Our commitment is to deliver sustained growth, through empowered people, acting with responsibility and building trust with customers. Here's I am explaining what this means:

Sustained Growth is fundamental to motivating and measuring our success. Big Bazaar's quest for sustained growth stimulates innovation, places a value on results, and helps us understand whether today's actions will contribute to our future. It is about growth of people and company performance. It prioritizes making a difference and getting things done. Empowered People means we have the freedom to act and think in ways that you feel will get the job done, while being consistent with the processes that ensure proper governance and being mindful of the rest of the company's needs.

Responsibility and Trust form the foundation for healthy growth. It's about earning the confidence that other people place in us as individuals and as a company. Our responsibility means we take personal and corporate ownership for all we do, to be good stewards of the resources entrusted to us. We build trust between ourselves and customers by talking not by mouth but by our superior customer service and being committed to succeeding together.

As we know supply chain is the back bone of any industry. A supply chain consists of all parties involved directly or indirectly in fulfilling a customer request. The supply chain includes not only the manufacturer or supplier part but also transporter, ware house and customer part. In retail especially supply chain begins with the customer and his or her need for the product. In retail supply chain involved in receiving and filling a customer request.

As we know customer is an integral part of the supply chain. In fact the primary part of any supply chain is to satisfy customer needs and in process generate profit for itself. The term supply chain conjures u[images of product or supply moving from to manufacturer to distributor to retailer to customer along a chain. This is certainly part of supply chain, but it is also important to visualize information, funds and products flows along both directions of this chain.

In reality a manufacturer may receive material from several supplier and then supply several distributors' supply chain ,may includes a variety of stages;

1. Customer
2. Retailer
3. Wholesaler/distributor
4. Manufacturer
5. Component/raw material
6. Supplier

CASH COUNTER

Big Bazaar

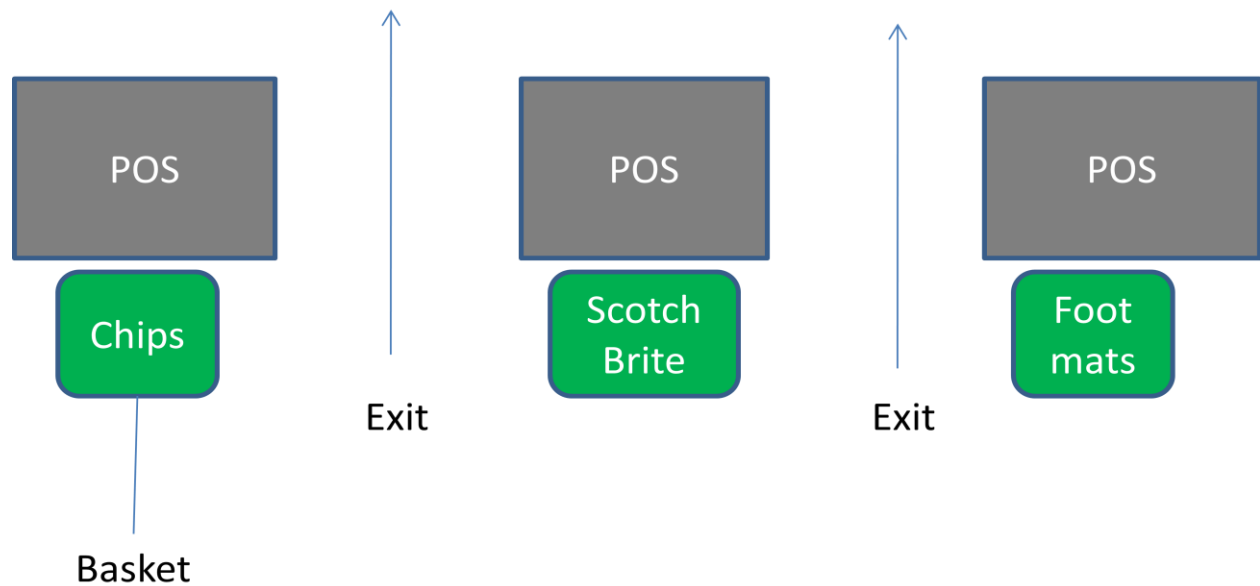


Fig. 1.1-Cash Counter of Big Bazaar (Scribd.com, 2004)

As we already know that hypermarket is meant to provide almost everything a customer want under one roof, which means they are expected to cater to huge rush and bulk buying in their stores. Cash counter in these types of stores are like Toll Booths on highways so that customer can easily take their trolley easily outside the store and not making hassle here and there inside the store to get their items checkout. Fast billing is a must to clear the customer purchase as they are in bulk quantity. As people are expected to spend few moments at the cash counter Big Bazaar has placed one basket in front of each cash counter to cash in those few minutes to increase their average bill size.

OBJECTIVE OF THE STUDY

- To analyze the buying behaviour of Consumers in Big Bazaar.
- To analyze the current design of Point of Sale System in Big Bazaar.
- To find out customer behaviour at cash counters and placement of merchandise at cash counters.
- To suggest methods to improve current Point of Sale System at Big Bazaar.

CHAPTER-2

LITERATURE

REVIEW

Consumer buying behaviour

Buying Behavior is the decision processes and acts of people involved in buying and using products.

The decision making process:

Consumer behaviour is a field of study that focuses on consumer activities. This has been a topic of vast interest for the marketers all over the world. The marketing managers always study these consumer behavioural changes and make continuous changes in products and services. According to Blackwell et al. (2006), consumer behaviour is defined as the activities that people undertake when obtaining, consuming and disposing of products and services that they expect will satisfy their personal needs. Blackwell et al. (2006) mentions that a customer follows a sequence before buying a product or service. They are as follows:

Need Recognition:

Looking at the needs, there could be various things that influence the need to buy a product or service. Environmental influences such as situation, culture, family etc might be a few of them. There are also individual differences such as knowledge, attitude and lifestyles.

Information Search:

Once the customer thinks that they need to buy something, then the search for information begins. There are two types of search, internal or external. Internal search is retrieving the knowledge from the memory. External search is influenced by the environmental factors.

Evaluation of alternatives:

The next consumer decision process is the search for the purchase evaluation alternatives. A consumer might look for various other options. This could be product replacements, which will depend on external factors such as price, quality, variety etc.

Purchase of the product:

Once all the options are evaluated, the consumer decides to buy a product. Purchase is the next step. A customer might have choice for purchase influenced by the in store choices, sales persons etc. One thing that could happen differently from a pre-planned purchase is the impulse purchase. One might choose to buy something else because of the sales promotion that is going on at that particular store. The customer could also find another product that is better value for money than the one he intended to buy. The consumption of the product happens at the point when the consumers use the products.

Post consumption evaluation:

The next stage is the post consumption evaluation when a customer is satisfied or dissatisfied with the product. Customers are satisfied if the expectations are matched by the performance and opposite if otherwise. If it is a satisfied customer, there are chances that the product might be bought again. This leads to the consumer loyalty of the customer. The last stage of the consumer buying process is the divestment where consumer has options to dispose or remarket the product after the usage.

Factors that affect consumer behaviour:

There are several factors that affect consumer behaviour. The market is an ever-changing place and it's significant to understand what factors influence the consumer behaviour. According to Kotler and Armstrong, (2007), the consumer behaviour is influenced by the four main factors namely: Cultural factors, social factors, personal factors and physiological factors.

Cultural factors:

Cultural factors integrate rules and traditions of the members of the society, shared religion. A particular group of people usually have a unique culture. Consumer culture decides the relationship between consumers and different activities or products and also decides the success or failure of specific products and services. The culture exists in every organization or society and it affects the purchase behaviour differently in different countries. Group of people are identified by social classes. Typically, people in the same class exhibit similar buying behaviour.

Social Factors:

The main social factors that influence consumer buying are groups, family, roles and status.

Groups:

Groups are group of people that work together to achieve their individual goals. By knowing the reference group, a person's buying behaviour, attitude, product decisions and brand choices can be easily understood.

Family:

Family members can strongly influence buying behaviour. A family's values and beliefs can determine the preferences. Children may also strongly influence the family.

Roles and Status:

In each group that were discussed above, each person has its own role status and this status reflects the general position in the society. A role embraces, expected activities of a person in a particular situation according to that person's situation. The role and status of a person affects the buying behaviour.

Personal Factors:

The personal factors that influence the consumer behaviour are age and life cycle stage, occupation, economic situation, lifestyle and self-concept.

Age and Life cycle stage:

Age is a very important factor in terms of purchasing. The needs for the people in different age groups are different. Even if the individuals are of the same age, the consumption will differ due to their level and occupation the behaviour of buying is formed in the different stages of a consumer's life cycle.

Occupation:

Consumers with different occupation buy different goods and it has a good influence in the buying behaviour. E.g., a businessperson buys business suits where as a plumber buys casual clothes.

Economic situation:

The economic situation of consumers will decide what product or service they can buy. The economic situation consists of their income, saving and interest rates.

Lifestyle:

This represents the kind of living that people lead. People with same culture or social class may have different life styles. The life style can reflect a consumer's pattern in the purchasing world.

Personality and self concept:

Personality can reflect a person's unique characteristics that determine and influence what responses and behaviours a person has in a particular situation. Self-concept is closely related with personality, which is a kind of person with traits, relationships, habits, possessions and ways of purchasing behaviour. Both personality and self-concept affects consumer buying behaviour, which is different for every person.

Psychological factors:

Individuals have different psychological reasons to purchase goods. There are four main psychological factors that affect the consumer buying behaviour. They are motivation, perception, learning and beliefs & attitudes.

Motivation:

Different consumers have different motivation to satisfy their needs. Some may be instant or some may be delayed. An individual's buying decisions are influenced by conscious motives, which is a need to make the person satisfied.

Perception:

This is the process of understanding the reality including selection, processing and interpretation of information from the environment to make them meaningful and purposeful.

Learning:

When people improve their experience, they change their buying behaviour. These are shown through interaction of drives, responses, stimuli and reinforcement.

Beliefs and attitudes:

Belief represents an individual's attitude, opinion and knowledge. Attitudes depict the opinions, expectations and orientation towards products and services are difficult to change.

Point of Sale System

Point of Sale System is basically considered as the Cash counter where customers finally pay for the products and move out. The objective of Point of Sale System is not to amuse customers as they stand in a queue at checkouts, the objective is to get them buying products that they may not have otherwise considered.

As we probably know, to get a new customer, we need to invest money in marketing. This means that we have an acquisition cost for each new customer. The acquisition cost is determined by how much our marketing costs divided by how many customers it brings into our store. Once we have calculated this figure we can then work out how many times each customer needs to purchase from us before they become profitable. In the average business this will mean selling to them 2.5 times before we begin to make a profit.

Point of Sale System then is the tool that we use to increase our average Rupee sale. If our customers buy the bare minimum from us, we'll actually be losing money each time we acquire a new customer. By using a well thought out Point of Sale System, we can increase the amount of money that each customer spends with us, thus turning them into, a profitable customer.

Point of Sale system is one of the main integral part of the store that helps in branding of the store, that each store of a Company should be similar to each other so that it can help in creating

a same atmosphere for a customer visiting store in some other place, which helps in bringing reliability about the quality of products in the mind of customers.

Components of Point of Sale System

There are a number of key elements which combined, go to making up a successful Point of Sale System.

Cash Counter:

Common POS systems include a computer, receipt printer, lockable cash drawer, a scanner to read the bar code, a magnetic swipe reader. Then there is the POS software. Cash counter systems these days have come a long way from the early ones and do much more work. In fact they now do so much more that the cash counter element has now become just one more module in amongst many others, but it is none the less an important part of each business.

Shelf Talkers:

These are not little people who stand on our shelves telling people how good our products are. These are the signs that we place on shelves that list the benefits, and key features of each product. Shelf talkers need to be used sparingly or people will start to ignore them. We should only place them under any products that are new in our store that are on sale or those that we're desperately trying to shift.

Now shelf talkers can be as simple as a sign saying 'was Rs.2995, now only Rs.1295!!!'

Posters :

Posters form the backbone of any Point of Sale System. They can be placed throughout the store, or at our counter, so people see them as they shop and are encouraged to take action. They're also a great way to draw attention to any flyers or catalogues that we have on our counters.

Promotional Cards:

These are basically loyalty cards which are provided by the stores to the customers to prompt them to visit their stores again. VIP card or a bonus card where each time they make a purchase, they get credited with bonus points.

Product Bins:

Product bin is not garbage where we throw slow moving stock. We definitely place slow moving stock in them, but not for the purpose of throwing them but to make optimum use of space available to us in store and place other rewarding merchandise in prominent places. Product bins are the tables, or bins that we fill with any items that we're trying to sell off cheap.

For example an apparel store want to get rid of old round neck t-shirt, which didn't perform well and sending them back will incur more cost thus they are put in product bins making space for other products.

Video Catalogues:

There are new way of promoting products and schemes and thus we can't limit our self to stationary signage and displays when putting together our Point of Sale system. There are many other opportunities that we can look at that will give system the edge. Among those is video displays or 'Video Catalogues'. The way this works is quite simple. We place a TV and video, near the products we're trying to promote, or near the store counter. We then run a promotional tape on a continuous cycle. By that I mean that the video keeps playing over and over. On many new video machines, this can be as simple as setting repeat on the TV itself.

Audio Tapes:

Audio recordings are one of the options when video catalogue is not appropriate to make. These audio recordings can be used to play through store's Music system so people can listen to them while they shop.

These tapes can be made up to promote any special offers that are currently running, or to talk about any new products or services we offer.

Tips Flyers:

A Flyer with some fashion tips for the current season, suggesting different colors and dresses to the people, to wear on different occasion to make them look better. It comes in the form of getting people to buy more products, and embark on projects they might otherwise not have considered.

Catalogues & Brochures:

A Catalogue and Brochure is a medium of communication which helps in reducing communication gap about the company and its product offering to the prospective customers. They help in making customer aware about the Store's product range. A Catalogue is a bound booklet or book that contains a complete list of items that store is selling and on what price. While a brochure is a pamphlet has more information about a product, event or services that a company offers than a catalogue has.

Newsletter:

Just as catalogues and brochures should be included in POS system, so should newsletters. Well catalogue explain full range of products and services, and our brochures have the benefit of letting customers know what's on sale, having customers browse through newsletter has many worthwhile benefits for business. Newsletter is chance to showcase expertise, and has the advantage of letting people know of any upcoming events.

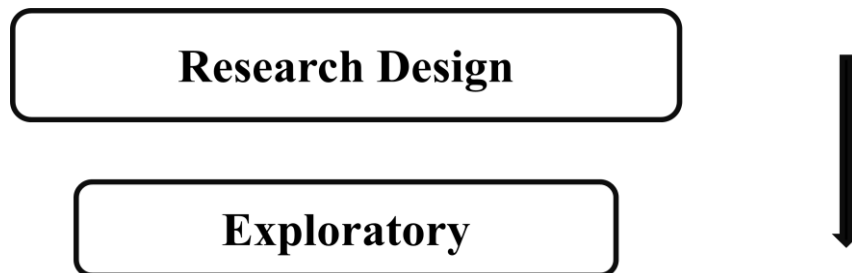
CHAPTER-3

RESEARCH

METHODOLOGY

RESEARCH DESIGN

A Research design is a frame work or blue print for conducting marketing research project. It details the procedures necessary for obtaining information needed to structure marketing research problems. A research design specifies the nuts and bolts of implementing any approach towards the project.

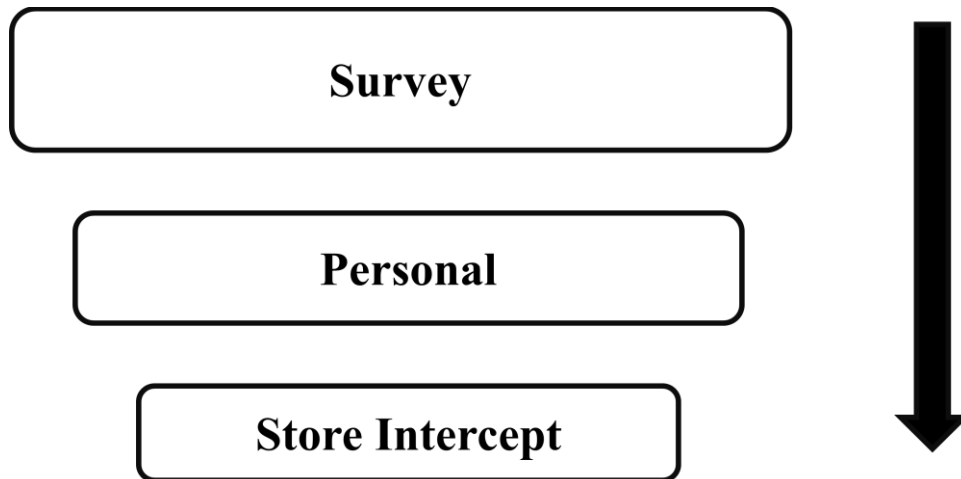


Exploratory Research

Exploratory research is a type of research conducted because a problem has not been clearly defined. Exploratory research provides insights into and comprehension of an issue or situation. It helps determine the research design, data collection method and selection of subjects. As the name suggests, exploratory research allows the marketer to gain a greater understanding of something that she/he doesn't know enough about.

SURVEY TECHNIQUE

As the research data is primary and the design is descriptive we have taken quantitative data through survey.



Survey method

Personal

Personal method of survey involves personal interviews of the respondents by asking them questions face to face and noting down their responses simultaneously.

Used for project

I came up with personal method of survey, by interviewing in-store customers at Big Bazaar the respondents were interviewed face to face through the questionnaire.

SAMPLING

The objective of most marketing research project is to obtain information about the characteristics or parameters of a population.

Population

A population is an aggregate of all the elements that share some common set of characteristic and that comprise the marketing research problem

Sample

A sample is the subgroup of population selected for participation in the study. Sample characteristics called statistics are then used to make inferences about population parameter.

Sample design

The target population of the study included the customers visiting the retail Stores. Non Probability sampling technique was used and convenience sampling was done to carry out survey.

Sample size

Sample size refers to the number of elements to be included in the study. Determining the sample size is complex and depends upon the nature of research

In this research project **sample size of 150 customers** will be taken which were equally divided into three areas i.e. 50 each. These customers were selected randomly inside the retail stores.

SCOPE OF THE PROJECT

Scope of the project was limited to three areas. Following assumptions are made related to areas

Vasant Kunj - A class catchment

Noida - B class catchment

Faridabad - C class catchment

Process flow

Carrying out an exploratory research through questionnaire to find out what could be the customers behaviour

Step 1- Preparation of questionnaire at the customers end to find out customer behavior at the cash counter related to placement of merchandise.

Step 2- Selection of the sample size and research area. The scope of questionnaire filling was limited to Delhi as the place has 3 distinct catchments in three different localities.

- a) Vasant Kunj - 'A' class catchment area (demographically affluent).
- b) Noida - 'B' class catchment area (demographically neutral).
- c) Faridabad - 'C' class catchment area (demographically poor).

Step 3- A sample size of 150 customers was taken which was divided equally amongst all these localities.

Step-4- Interpretation of results and suggestion

CHAPTER-4

ANALYSIS AND
FINDINGS

ANALYSIS

1. Age of the customers?

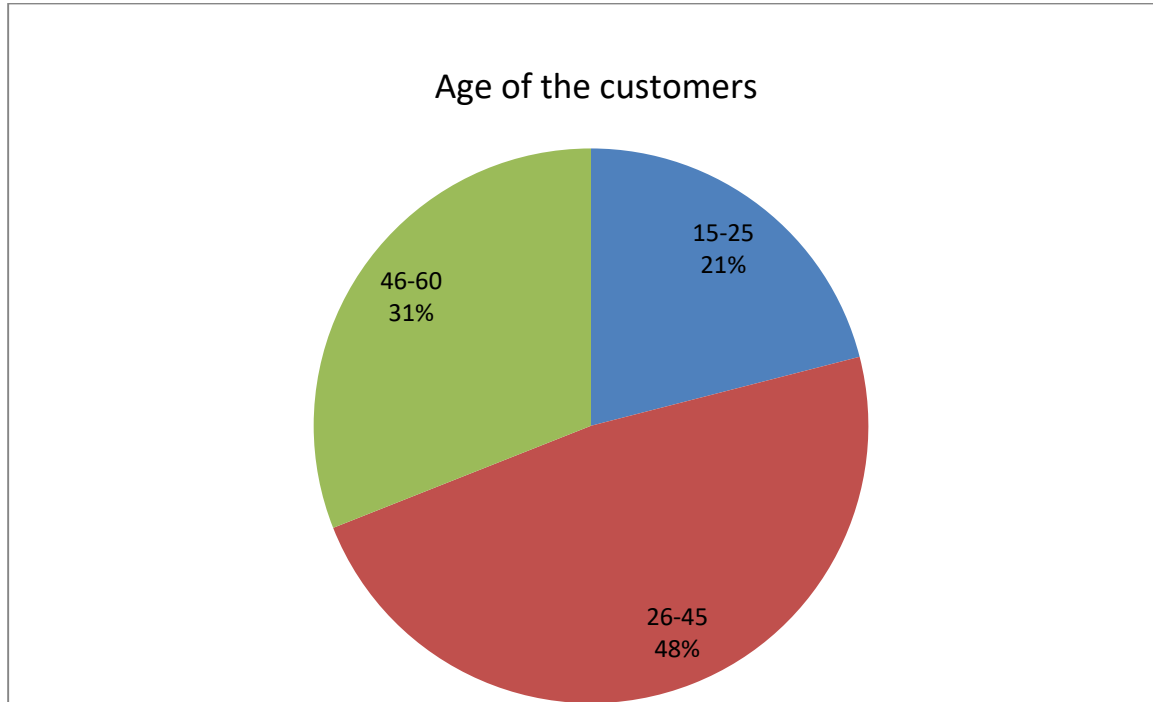


Fig.4.1- Pie-chart showing the breakup of total customer age wise

By survey on customers by the help of questionnaires we have found that 48% of the respondents fall between the age of 26-45 years while 31% of the consumers fall between the age of 46-60 and remaining 21% respondents fall under the age of 15-25. Thus age of most of the respondents is 26-45 years.

2. Annual income of the respondents?

It was necessary to know about the income in all the different catchments so that few conclusions can be made.

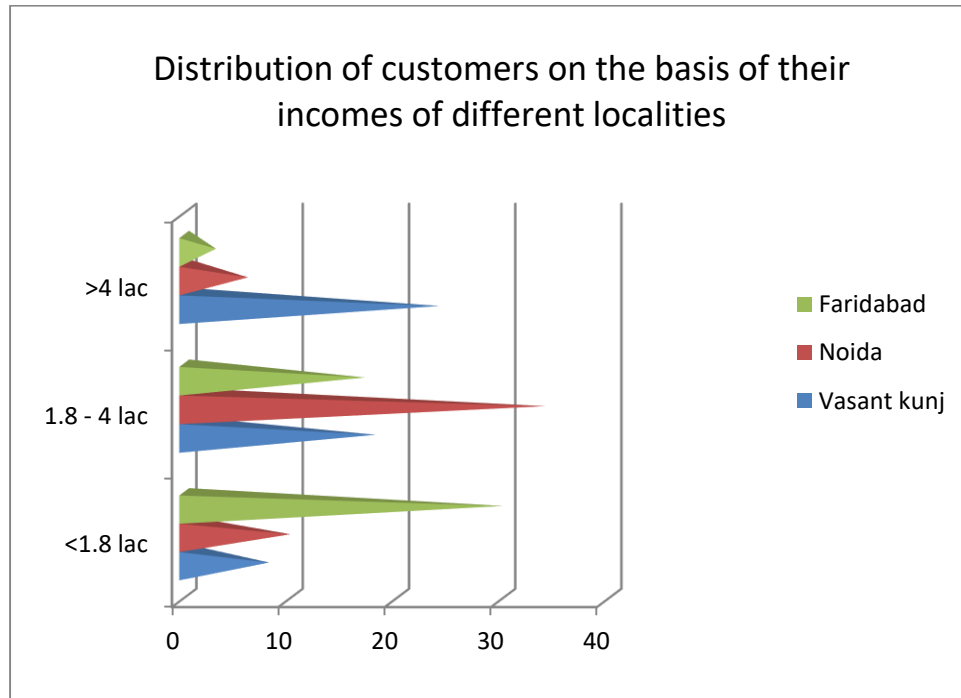


Fig.4.2- Histogram showing the breakup of total customer income and locality wise

The above shown histogram is prepared to show the breakup of total customer surveyed income and locality wise.

In Vasant Kunj, most of the respondents had annual income >4 lakhs, showing it to be most affluent area of the three areas surveyed. In Noida and Faridabad most of the respondents had annual income 1.8-4 lakhs and <1.8 lakhs respectively.

3. How much part of average monthly income spends in retail outlet?

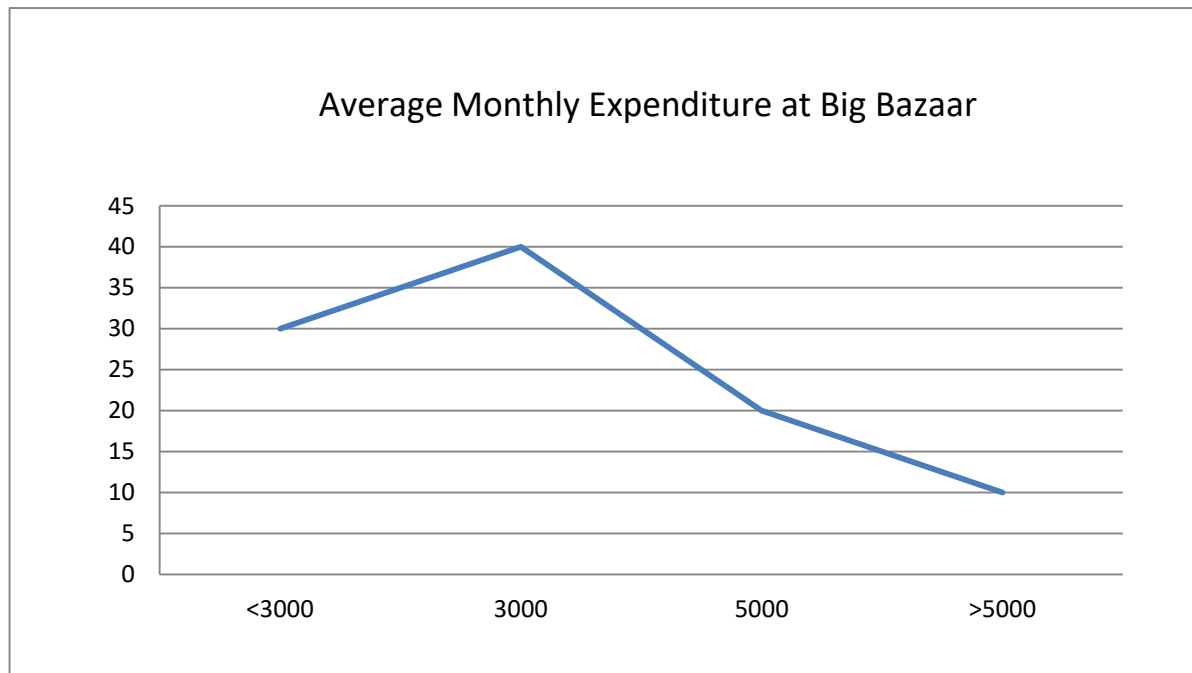


Fig.4.3- Graph showing the Average Monthly spend on Big Bazaar

In the above graph, the horizontal axis shows four different ranges of average monthly income people spend in a retail outlet. By the help of chart it can be observed that 30% of the people spent less than Rs.3000 per month, 40% of the people spent Rs.3000 per month, 20% of the people spent Rs.5000 per month and 10% of the people spent more than Rs.5000 per month; Thus most of the respondents spend Rs 3000 monthly on Big Bazaar.

4. Do you prefer to buy daily need products from Big Bazaar?

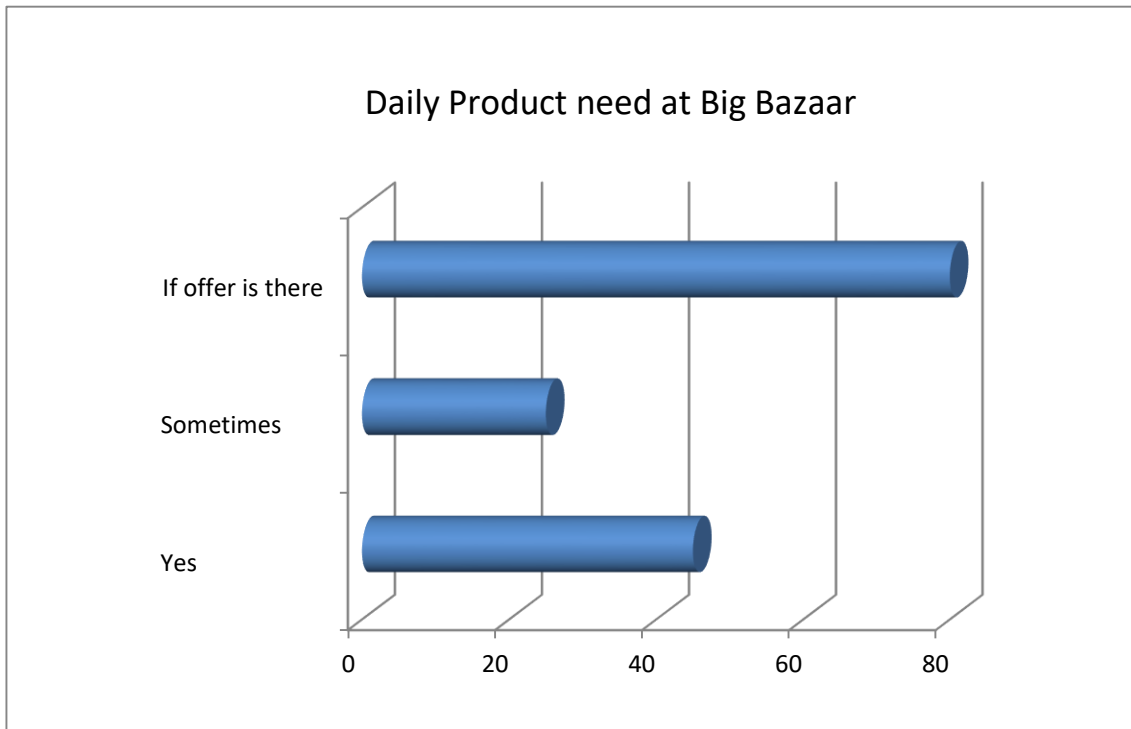


Fig.4.4- Bar-Graph showing the breakup of total customer into their preference to buy daily needs products

Above Bar Graph shows the breakup of total customer into their preference to buy daily needs product. It was found out that more than 50% of the respondents would like to buy the daily need products from Big Bazaar when there is an offer. Followed by regular buyers who always buy daily need product from Big Bazaar..

5. Do you buy daily need products from a Big Bazaar store every time or do you keep on shifting stores?

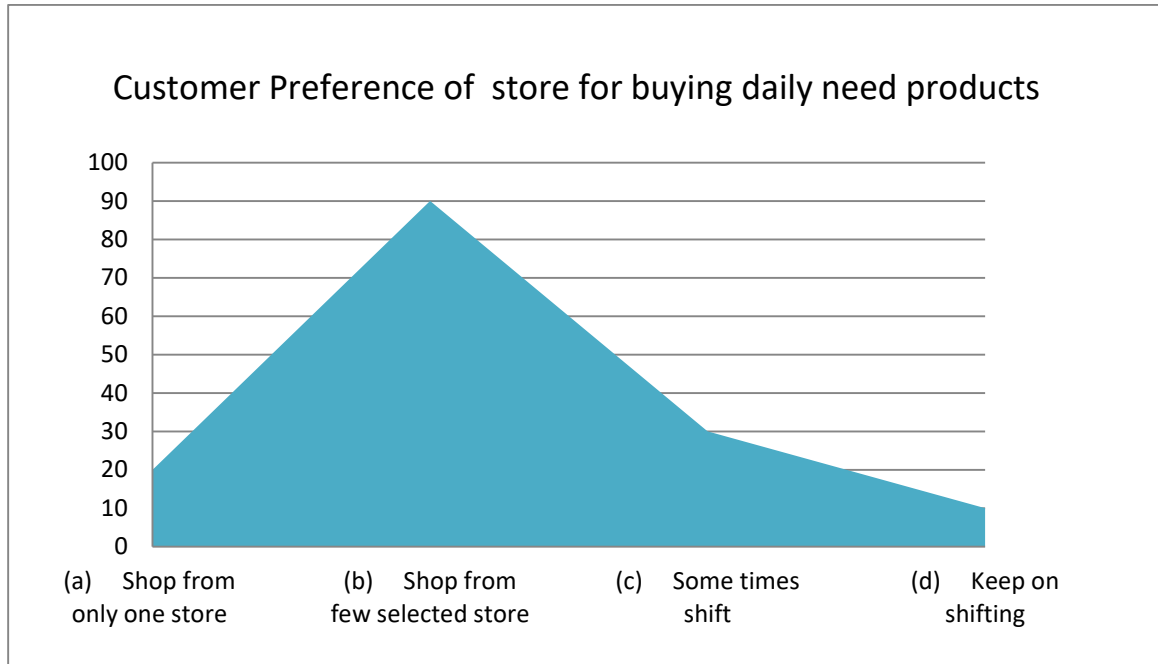


Fig.4.5 - Histogram showing customer preference in selecting stores for daily needs product

The above histogram indicates that 60% of the respondents have few selected stores from where they buy daily needs product. Also it can be observed in the above Histogram that there are just 13% of respondents who buy only from Big Bazaar.

6. While you go for the purchasing, do you compare the weekly or Big day offer of Big Bazaar with other retail outlet?

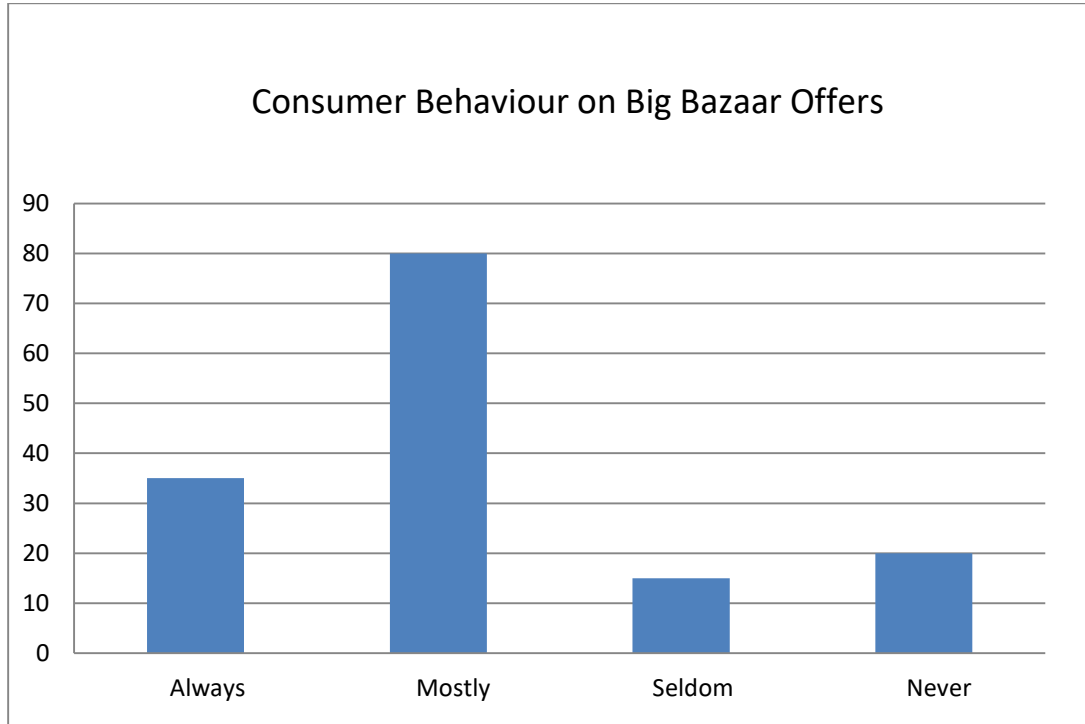


Fig4.6: Bar Graph showing consumer behaviour on Big Bazaar offers

Above Bar-Graphs shows that 80% of the respondents always compare Big Bazaar offers with other Retail outlets. 23% of them mostly compare followed by 23% of the respondents who seldom or never compare; thus most of the buyers compare Big Bazaar offers with other modern Retail outlets prior purchase.

7. How do you rate Big Bazaar's Cash Counters?

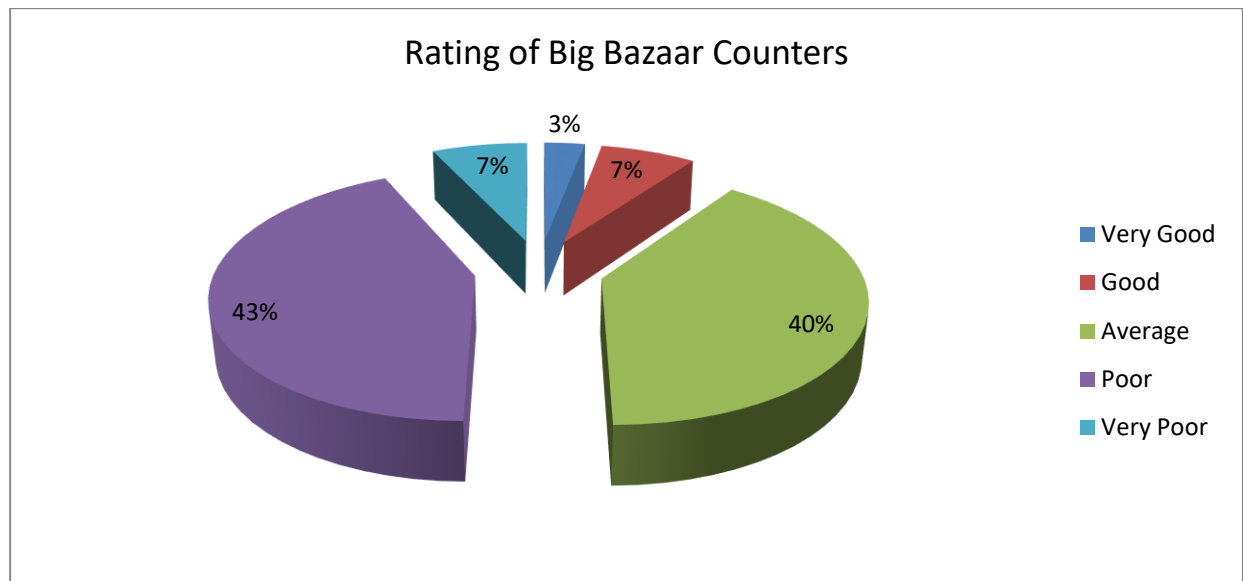


Fig.4.7- Pie Chart shows different rating of modern retail outlet's cash counters

Under the studied sample, it was observed that 43% of the respondents rated retail store's cash counter as poor and 40% rated it as an average counter. This data clearly reflects the condition of cash counter in surveyed retail store which lacks in basic aesthetic features. Customers were not satisfied with existing cash counter designs. This negative point of Cash counter leads to creation of bad image in the mind of the customer.

8. How important is billing time in your shopping?

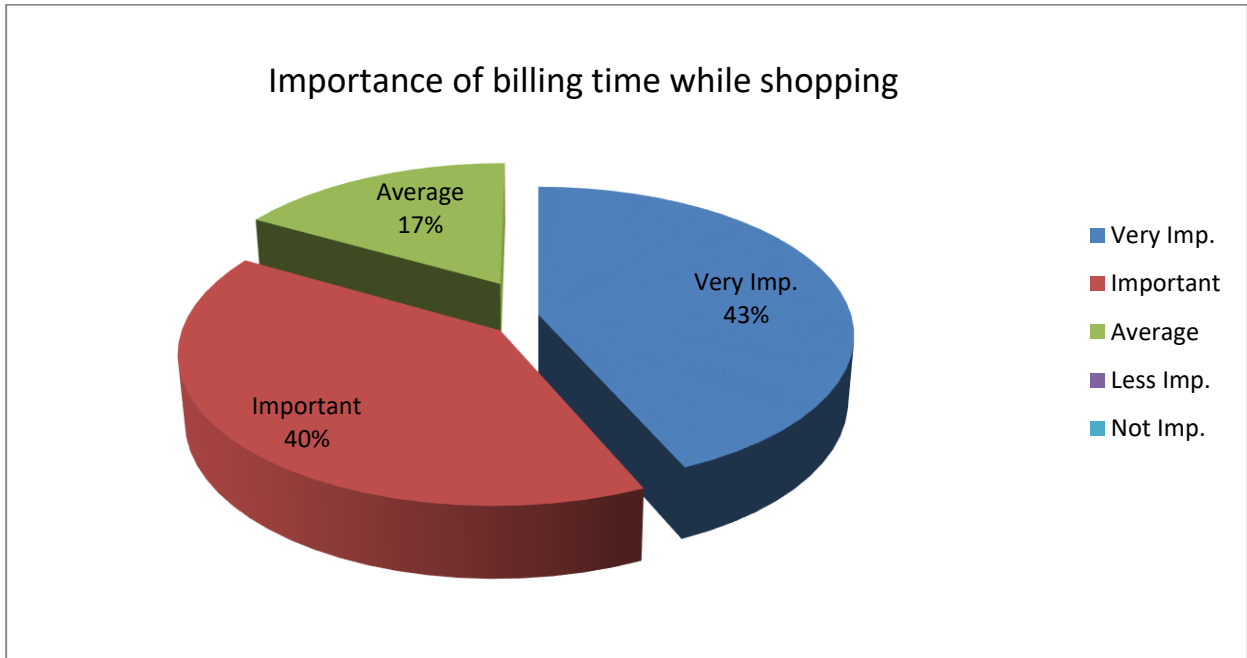


Fig4.8- Pie chart showing importance of billing time in shopping

Under the studied sample, 43% of consumer said that billing time is very important and 40% said it is important, which simply shows that billing time plays a pivotal role in their decision making process while selecting any store for shopping. Thus to make these customers loyal customer of a retail store, less billing time will play an important role. And antagonistically it can also lead to loss of these customers if billing time in the store will not be in accordance of their expectation.

9. How do you rate billing time at Big Bazaar's Cash Counters?

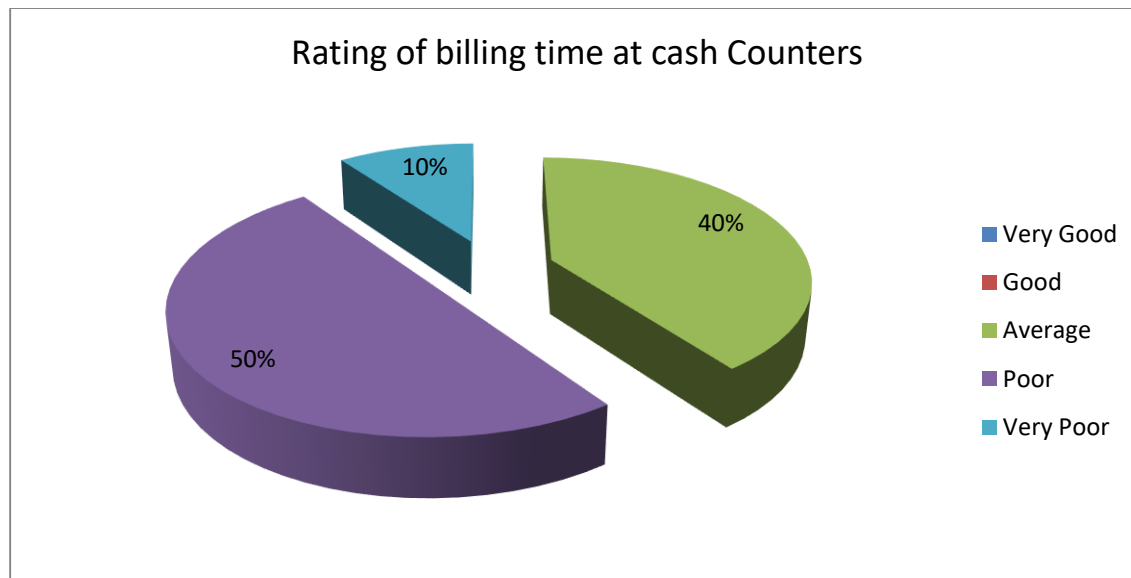


Fig.4.9- Pie Chart showing rating of billing time at Cash counters

Under the studied sample, it can be seen that 50% customers have rated billing at retail store as poor and 40% of respondents have rated it as a an average. These responses show that there are few problems at the billing counter that are leading to billing problems which in turn are leading to dissatisfaction of the customers. Responses of the customers give an indication of problem at the cash counters.

10. If billing time increases, do you leave store without buying?

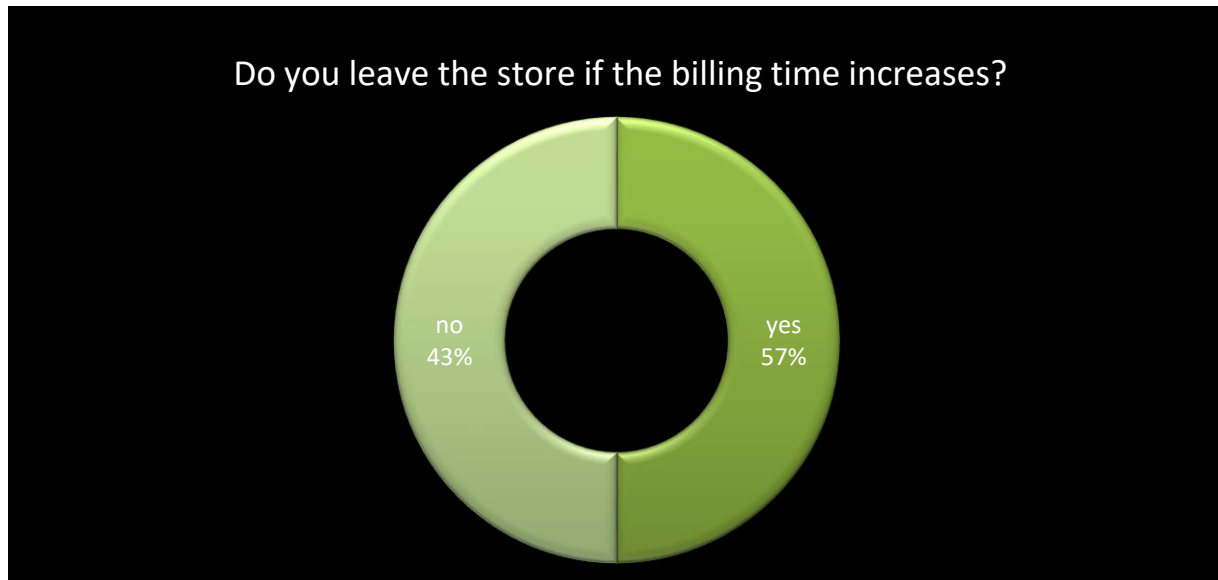


Fig.4.10- Pie Chart showing relation between billing time and leaving store without buying

Under the studied sample, 57% of the respondents replied in an affirmative response that they will leave the store without buying anything if they have to wait for long time at the billing counter. These respondents are impatient kind of customers and they never like to wait for anything and if they are supposed to wait they can't. Thus to keep these kind of customers it is utmost to make them never wait. While on the other hand there are respondents who are fine with waiting at cash counter. These types of customers are those who try and pick up items placed near by the cash counter and help in increasing the average bill value.

11. Have you ever bought product from the cash counter?

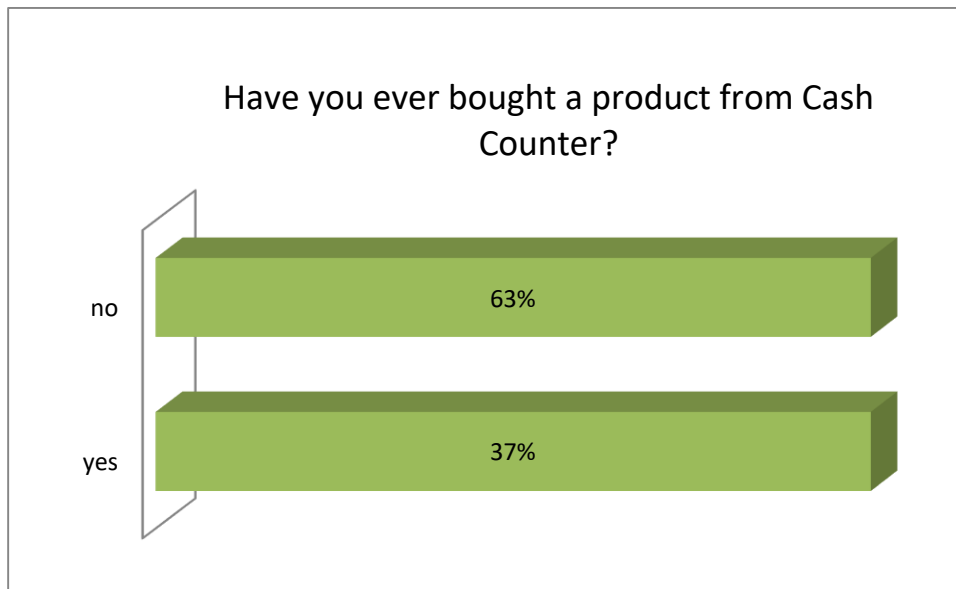


Fig.4.11- Pie chart showing product sale from cash counter

From this questionnaire it was tried out to find out does merchandise placed at the cash counter leads to increase in average bill value of the customer. From the responses it is now clear that it may lead to some profitability as 37% of respondents have said that they had bought products from the cash counter. But it is not clear that how much productive is this. While rest of the respondents doesn't buy products from the cash counter, they are very straight about what they want to buy and in what quantity. They are among those customers who don't like to wait at cash counter.

12. Do you choose a shop where billing takes less time, but has less variety?

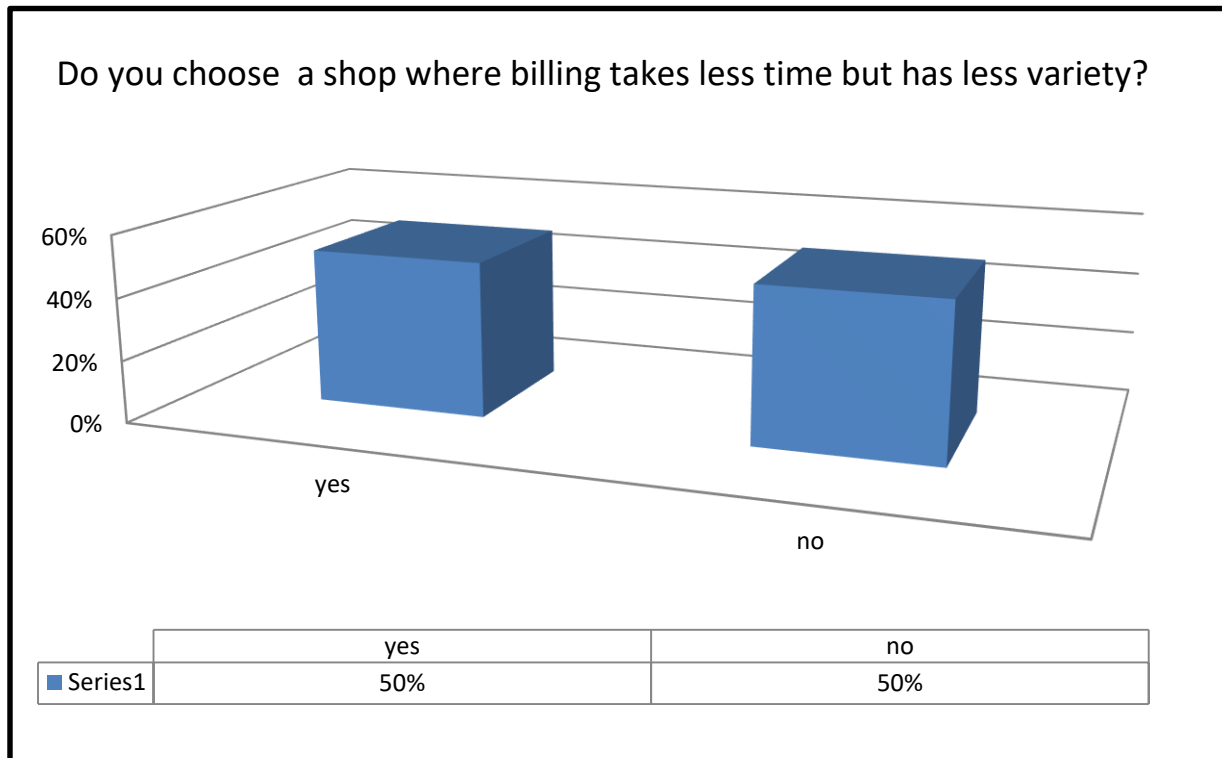


Fig.4.12- Graph showing buying behaviour at shops with low billing time and low variety

Responses from customers are divided into two equal segments, 50% customers say yes that means they will prefer to visit stores which will do fast billing though it has less variety, which shows that these customers are short of time and don't mind to accommodate with less variety of clothes. While the rest half has responded in a negative way meaning they won't comprise with variety they are looking for if it comes at the cost of waiting.

13. What do you do while waiting for billing?

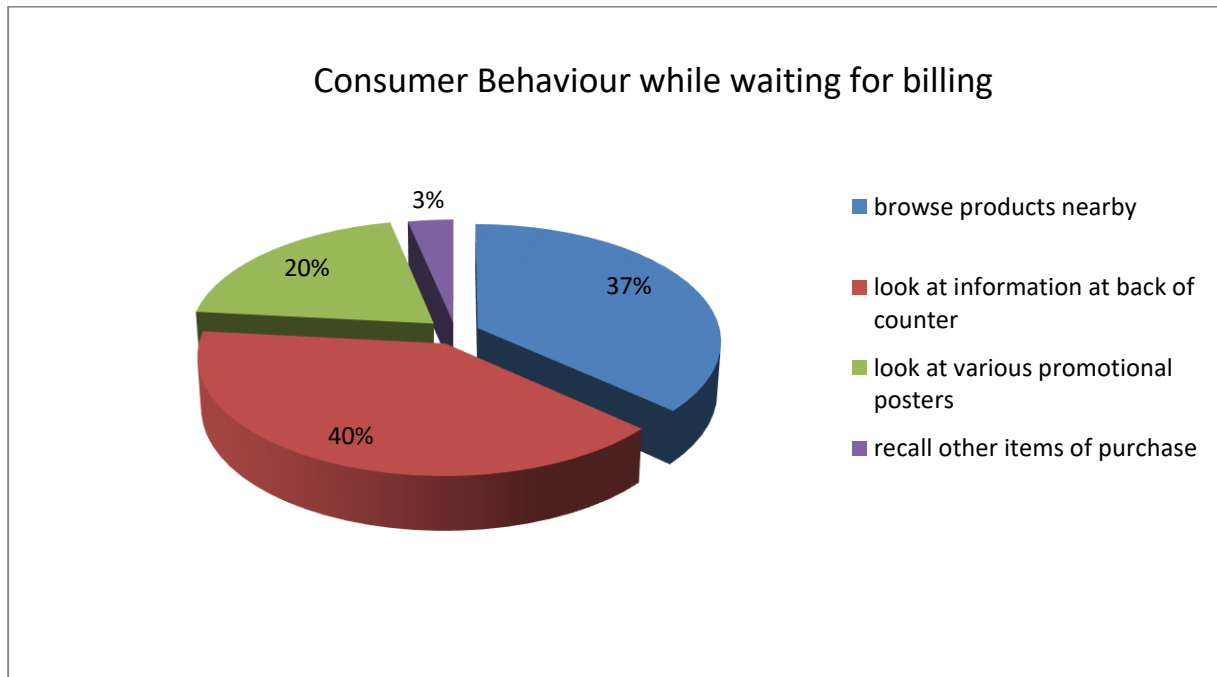


Fig.4.13- Pie chart showing customer behaviour while waiting for billing

Under the studied sample, this question was basically asked to know about the customer behaviour while waiting for their products' billing done at the cash counter.

From the responses, it can be easily seen that 40% most of the people look at the information at the cash counter thus this place can well used for communication to tempt them for future purchases.

Second largest response went to the option that they browse products placed nearby Cash counter thus providing a chance to increase average bill size of customers.

20% of the respondents look at various promotional posters inside the store even after standing at the Cash counter which shows that they are those type of customers who are looking for discounts in the stores and can be brought back again in store by communicating all discount schemes to them.

14. Products placed at the back wall of cash counter, increase the billing time?

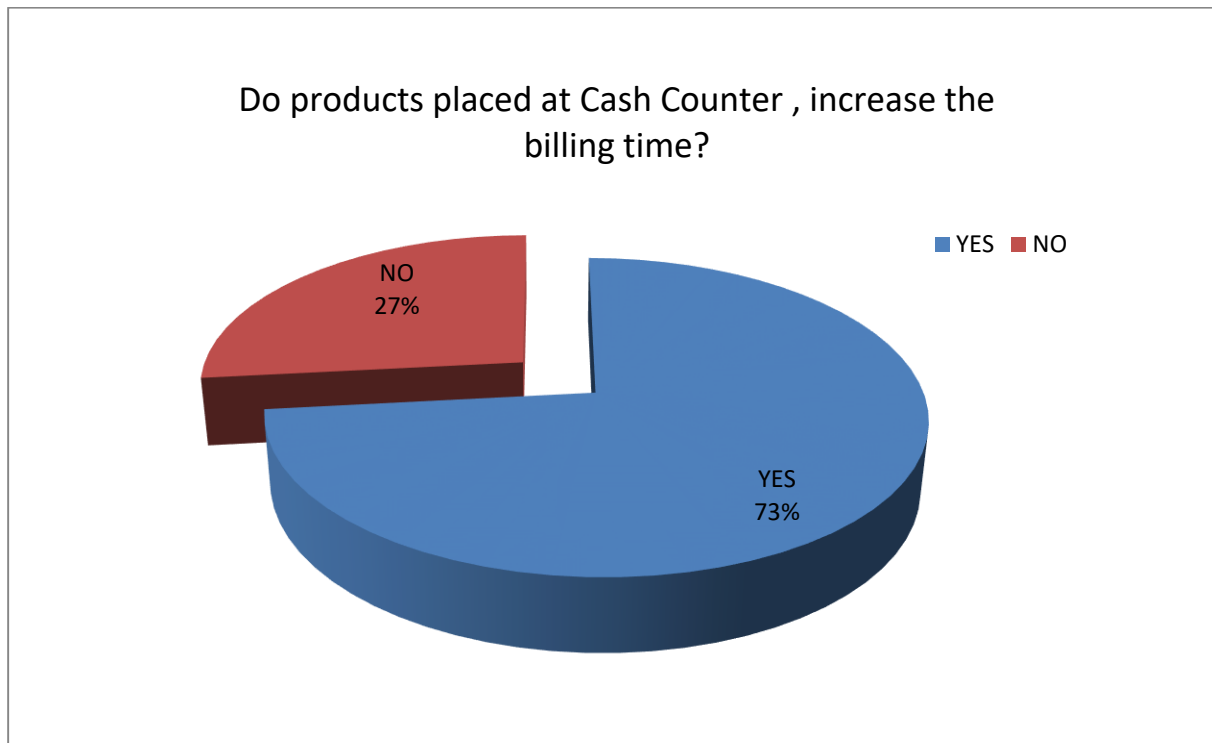


Fig.4.14- Pie chart showing relationship between product placed at cash counter and billing time

This question was asked to customers to find out that, does products placed behind Cash counter has ever lead to increase in billing time at the counter and the responses from 73% customers said that yes it has lead to increase in billing time at the cash counter.

As to have access to these products customer has to ask cashier to coordinate which in turn divert cashier from its main work of billing. Customers standing in the que can get frustrated because of more time taken in billing of customers.

From the data analysis we can observe that Customers have rated cash counter of present day retail store as very poor and also a large number of customer also say that they left the store without buying in case billing time is increased.

Vasant Kunj store stands out among all other stores in terms being its cash counter rated as very poor and also most of the customers at their stores can leave the stores in case of increase in billing time.

One more peculiar observation is that most of the customers in higher slab have decided to move out of the stores in case of increase in billing time while a good chunk of customers from lowest income slab have decided not to leave the store in case of billing of other customer takes longer time. It does not mean that these people love to wait but might because of increased spending which will be incurred if they decide to move out of the store and has to visit other place to buy the required products.

Findings

- It was found that about 70% of the people coming Big Bazaar are between the age 15-45 years. Thus most of the Respondents visiting Big Bazaar are young.
- Research showed that most of the respondents had annual income <1.8 lakhs, 1.8-4 lakhs, >4 lakhs in Faridabad, Noida and Vasant Kunj respectively. From the above data it can be concluded that assumption taken that Vasant Kunj is most affluent area followed by Noida and Faridabad.
- It was observed that 57% of the customers would leave the store without buying if billing time increases. Thus customers who have not purchase items from the cash counter and even does not like to wait in queue, thus buying of products from the cash counter from other customer may lead to delay in billing and can even lead to loss of such customers which is not profitable at all.
- Research shows that 37% of respondents have said that they had bought products from the cash counter. Thus keeping product at cash counter can be productive and leads to increase in sales. But rest 63% can't be ignored, these type of customers are very straight about what they want to buy and in what quantity. They are among those customers who don't like to wait at cash counter.
- Under the studied sample, 43% of consumer said that billing time is very important and 40% said it is important. From the responses of the customer it was clear that most of them give lot of attention to billing time in their shopping
- According to the Research 80% of the respondents always or mostly compare Big Bazaar offers with other modern retail stores before purchasing. Thus present day consumers are knowledgeable and check all the offers prior-purchase.
- It was observed that 43% of the respondents rated retail store's cash counter as poor and 40% rated it as an average; thus showing inefficiency of current cash counter system.

- From Primary Research it can be inferred that 80% of the respondents check Big Bazaar offers with other modern Retail outlets, it shows how important is competitive pricing in Big Bazaar offers in order to attract customers.
- More than 50% of the respondents buy products from Big Bazaar only when there is an offer. This shows the importance of communication and promotion of Big Bazaar offers. Therefore Big Bazaar always spend handsome amount of money on awareness campaigns like “**Sabse Saste 5 Din Offer from Big Bazaar...!!!**” and “**Big Bazaar - Sabse Sasta Wednesday; Hafte ka Sabse Sasta Din**”
- It was found out that Placement of merchandise at the cash counters leads to increase in billing time and 57% of the customers would leave store if billing time increases, thus trade-off between promotion and satisfaction of customer need to be done adequately.
- 33% of the Respondents have bought the product from cash counter; thus point of sale system can play a vital role to increase the store’s sale, if designed effectively.
- Though Placement of products at the cash counter can lead to increase in sales, 33% of customers have bought products from this region but there were a lot of them who neither liked to buy products from the cash counter nor wait in the queue. Thus it can lead to loss of such customers in case they have to wait for more time at the cash counter.
- Most of the customers waiting at the cash counter for billing, looks at the back of cash counter and the next highest set of customers prefer to browse products placed nearby the cash counter. Thus, back wall of cash counter can be used to educate customers about store return policy or to promote loyalty cards. The area near to the cash counter can be used to place product bins to cash in the set of customers who prefer to browse.
- Point of Purchase system not only includes cash counter of stores but also other components like Shelf talkers, Tips Flyers, Catalogue, Brochures, Posters, Promotional Cards and Newsletter which all help in increasing the profitability of the store.

- Posters inside the store are not only used to highlight the visual merchandising aspect but also in communicating different messages to the customers. They help in informing the customers about their return policy and also about different reward programmes.
- Catalogue and brochures are not prevalent in Indian stores, but they can be vital for any retail store as catalogue help customers in knowing about all the available products inside the store and brochures help them with latest schemes and offer, which are presently running in the store.
- Innovative tools like video recordings are one of the most effective in attracting customers to purchase products and also in explaining them how to use a product when it is launched.
- Newsletter is another important tool to showcase their expertise in handling of customers thereby retaining them in long term.

Suggestions

- It was observed that about 60% of respondents came to Big Bazaar only when there is an offer. Therefore they need to make frequent advertisements in both print and electronic media to communicate and promote their offers. They need to spend heavily on the awareness campaign.
- More than 50% of the Respondents buy their daily need products from few selected stores; therefore there should be competitive pricing of all the daily need products with respect to other modern day retail outlets.
- It was found that about 70% of the people coming Big Bazaar are young. Thus Digital Marketing can be used to communicate various schemes and offers as youth has fair amount of presence in the digital world.
- Big Bazaar must maintain proper display to create impulse. It is assumed that near about 70% sales comes from impulse marketing and if proper display is not maintained impulse cannot be created.

- It was observed that 43% of the respondents rated retail store's cash counter as poor and 40% rated it as an average, thus changes must be made in cash counter to increase customer convenience and their satisfaction level
- Cash Counter of retail store should be redesigned and all cash counter equipment and their colour should look same to create a similar kind of image in each store.
- About 33% of the respondents have bought the product from cash counter; therefore steps must be taken to increase effectiveness of point of sale system.
- About 60% of respondents compare Big Bazaar offers with other retail outlets; therefore they need to provide additional offers and discounts as per customer requirements.
- About 50% of the customers will prefer shopping from store having high variety of products even if the billing time of store is high; therefore there is a need to include varieties of all the items in the store. This will reduce the impact of high billing time and increase customer experience.
- Frequently visiting customers can be offered loyalty cards. This will make daily product buyers to visit big Bazaar more frequently and give it an advantage over other competitors.
- Back wall of cash counter can be used to promote store's loyalty card. Information should explain properly the benefits of it and how customers can get them.
- Productivity of the cash counter region can be increased by keeping baskets filled with items like Namkeen, Chips etc along with less costly merchandise like t- shirts and tops. This will create impulse in mind of the customer and ultimately leads to increase in sales.
- Shelf talkers can be improved by experimenting different ways of writing attractive headlines keeping in mind regional language and preference of customers.
- Posters should be used inside the store to help in promotion of certain products. These can be procured from the supplier or can be made by asking suppliers of the products to cooperate in it.

- Loyalty card should be introduced for apparel section like the Kirana section loyalty card, which helps in increasing sale and customer database both.
- A scratch card can be introduced where customer get a card if they spend certain amount of money in lieu of a prize.
- Product bins should be placed in the high traffic area of store and also nearby the cash counter.
- Video catalogues can be used for showing different schemes that are currently running inside the store and also display new products and their working to attract customers towards them to increase sales.
- If video catalogue is not possible audio recording of different schemes and offers can be done. And it can be played through music system of the store but care should be taken to play them only at the high traffic time of stores or else it will lead to irritation to employees.
- Catalogue and brochure can also be included in Point of Sale system. They can be placed on the stand with a sign that say 'Please take one' or on a table near our front door.
- Newsletter should include all the important section relevant to the customers as discussed in the report to make it attractive to make a bond between them and customers.

CHAPTER-6

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CHAPTER-7
ANNEXURE

Questionnaire

Dear Respondent,

We would be grateful if you could spare some time to respond to the following questionnaire. Needless to say, your response would be treated as confidential & would be used only for the purpose of the study. Thanks you for your time

1. **Name:**

2. **Age:**

3. **Genders:** M F

4. **What is your income group? (Monthly)**

< 10,000	10,000- 20,000	20,000- 30,000	30,000-40,000	> 40,000
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5. **Do you prefer to buy daily need products from Big Bazaar?**

- (a) Yes
- (b) Sometimes
- (c) If offer is there

6. **How much part of your average monthly income do you spend in Big Bazaar?**

- (a) 3000
- (b) 5000
- (c) More than 5000
- (d) Less than 3000

7. Do you buy daily need products from a selected store every time or do you keep on shifting stores?

- (a) Shop from only one store
- (b) Shop from few selected store
- (c) Sometimes shift
- (d) Keep on shifting

8. While you go for the purchasing, you compare the weekly or Big day offer of Big Bazaar with other retail outlets.

- (a) Always
- (b) Mostly
- (c) Seldom
- (d) Never

9. How do you rate present day Big Bazaar's Cash Counters?

Very good	Good	Average	Poor	Very Poor
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10. How do you rate billing time at present day Big Bazaar's Cash Counters?

Very good	Good	Average	Poor	Very Poor
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11. How important is billing time in your shopping?

Very Important	Important	Average	Less Important	Not Important
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12. If billing time increases, do you leave the store without buying?

Yes	No
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13. Do you chose a shop for shopping where billing takes less time, but has less variety?

Yes	No
-----	----

14. What do you do when waiting for billing at cash counter?

- Browse products placed nearby in baskets.
- Give a look on information on back wall of cash counter.
- Look on various promotional schemes' signage inside the store.
- Think about the other purchase items left in to purchase.

15. Products placed at the back wall of cash counter leads to increase in billing time.

Yes	No
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Any suggestions/comments:

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