

Project Dissertation

A STUDY ON BUYING BEHAVIOR OF CUSTOMERS AT BIG BAZAAR

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CERTIFICATE FROM INSTITUTE

This is to certify that the Dissertation Report titled A study on Buying Behavior of customers at Big Bazaar, is a bonafide work carried out by Mr. Rohan Yadav of MBA 2013-15 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.

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DECLARATION

I Rohan Yadav, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on A study on Buying Behavior of customers at Big Bazaar, submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Rohan Yadav

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Rohan Yadav

ABSTRACT

The shopping habits and purchase patterns of the Indian consumer have seen a drastic change in the past decade. This research aims at identifying the profile of this new Indian consumer, how they purchase, what are the factors that influence their consumer behavior towards Big Bazaar (shopping malls) and how do they choose their shopping destination. This study will reveal the purchase pattern of the consumers of Big Bazaar. Big Bazaar is India's largest hypermarket chain that offers fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods, electronics, toys, footwear, men's and women's apparel, accessories such as sunglasses, watches, and handbags, luggage, fruits, vegetables, and stationary products. The company sells its products through its retail stores located nationwide. As customer's tastes and preferences are changing, the market scenario is also changing from time to time. Today's market scenario is very different from that of the market scenario before 1990. There have been many factors responsible for the changing market scenario. It is the changing tastes and preference of customer which has brought in a change in the market. Income level of the people has changed; life styles and social class of people have completely changed now than that of olden days. There has been a shift in the market demand in today's world. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shopper's stop, malls, branded retail outlets and specialty stores. In today's world shopping is not any more tiresome work rather it's a pleasant outing phenomenon now. The study is on determining the customer's buying behavior in big bazaar and the satisfaction level of customers in big bazaar. The study is based on a survey done on customers of a hypermarket named big bazaar. The study will find out the current status of big bazaar and determine where it stands in the current market. Thereby recommending how can Big Bazaar position itself better in the minds of its consumers and paving a way for further research.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

1.1 Introduction to Project

The Indian retail industry is one of the most vibrant industries in the country. It is currently ranked at 20th position among the top 30 developing countries identified by management consulting firm AT Kearney in its 2014 Global Retail Development Index (GRDI). India remains an appealing, long-term retail destination for several reasons starting with its demography – half of India’s population is less than 30 years of age and roughly one-third of the population lives in cities. The disposable income of Indians is increasing - allowing them to spend more and try new products, brands, and categories. With the growth in the retail industry, the corresponding demand for real estate is also being created. Further, with the online medium of retail gaining more and more acceptance, there is a tremendous growth opportunity for retail companies, both domestic and international.

India’s retail market is likely to touch a whopping Rs 47 trillion (US\$ 738.71 billion) by 2016-17, expanding at a compounded annual growth rate of 15 per cent, a Yes Bank-Assocham study says. The retail market, which comprises both organized and unorganized segments, stood at Rs. 23 lakh crore in 2011-12. “Favorable demographics, increasing urbanization, nuclearisation of families, rising affluence amid consumers, growing preference for branded products and higher aspirations are other factors which will drive retail consumption in India Further, Indian online retail market is estimated to grow over 4-fold to touch USD 14.5 billion by 2018 on account of rapid expansion of e-commerce in the country. According to research and consultancy firm RNCOS, the online retail market is projected to grow at a compound annual rate of 40-45 per cent during 2014-18. “The Indian online retail market has been striding leaps and bounds over the past few years on account of digital revolution. The trend is expected to continue as the online retail market in India is estimated to touch the mark of USD 14.5 billion by 2018,” a report by RNCOS said. The Indian retail industry in the single brand segment has received FDI equity inflows to the tune of US\$ 159.17 million in the period April 2000—September 2014, according to the Department of Industrial Policies and Promotion (DIPP). Due to changing demographics, the retail industry in India is on a growing trend. Presently, a large and growing middle class in India is not only buying luxury

goods and services but also redefining the luxury market. About 40 per cent of the luxury goods purchase in India occurs from the non-metros which in itself is a healthy sign for the countries investing in this sector.

As customer's tastes and preferences are changing, the market scenario is also changing from time to time. Today's market scenario is very different from that of the market scenario before 1990. There have been many factors responsible for the changing market scenario. It is the changing tastes and preference of customer which has brought in a change in the market. Income level of the people has changed; life styles and social class of people have completely changed now than that of olden days. There has been a shift in the market demand in today's world. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shopper's stop, malls, branded retail outlets and specialty stores. In today's world shopping is not any more tiresome work rather it's a pleasant outing phenomenon now.

My study is on determining the customer's buying behavior in big bazaar and the satisfaction level of customers in big bazaar. My study is based on a survey done on customers of a hypermarket named big bazaar. Big bazaar is a new type of market which came into existence in India since 1994. It is a type of market where various kinds of products are available under one roof. My study will find out the current status of big bazaar and determine where it stands in the current market.

1.2 Indian retail industry

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US\$ 500 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 2013, 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 retailers such as Wal-Mart, 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.^[7]

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.^[11] 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. Some states will allow foreign supermarkets like Wal-Mart, Tesco and Carrefour to open while other states will not.

Organized retailing, in India, refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include

the publicly traded supermarkets, corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses.

Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local corner shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organized retailing was absent in most rural and small towns of India in 2010. Supermarkets and similar organized retail accounted for just 4% of the market.

Most Indian shopping happens in open markets or numerous small grocery and retail shops. Shoppers typically wait outside the shop, ask for what they want, and cannot pick or examine a product from the shelf.^[17] Access to the shelf or product storage area is limited. Once the shopper requests the food staple or household product they are looking for, the shopkeeper goes to the container or shelf or to the back of the store, brings it out and offers it for sale to the shopper. Often the shopkeeper may substitute the product, claiming that it is similar or equivalent to the product the consumer is asking for. The product typically has no price label in these small retail shops; all packaged products must display the maximum retail price above which the product cannot be sold. It is a criminal offence to do so. . The shopkeeper can price the food staple and household products arbitrarily, and two consumers may pay different prices for the same product on the same day but never will those price be above the maximum retail price. Price is rarely negotiated between the shopper and shopkeeper. The shoppers usually do not have time to examine the product label, and do not have a choice to make an informed decision between competitive products.^[18]

India's retail and logistics industry, organized and unorganized in combination, employs about 40 million Indians (3.3% of Indian population). The typical Indian retail shops are very small. Over 14 million outlets operate in the country and only 4% of them being larger than 500 sq ft (46 m²) in size. India has about 11 shop outlets for every 1000 people. Vast majority of the unorganized retail shops in India employ family members, do not have the scale to procure or transport products at high volume wholesale level, have limited to no quality control or fake-versus-authentic product screening technology and have no training on safe and hygienic storage, packaging or logistics. The unorganized retail shops source their products from a chain of middlemen who mark up the product as it moves from farmer or

producer to the consumer. The unorganized retail shops typically offer no after-sales support or service. Finally, most transactions at unorganized retail shops are done with cash, with all sales being final.

Until the 1990s, regulations prevented innovation and entrepreneurship in Indian retailing. Some retailers faced complying with over thirty regulations such as "signboard licenses" and "anti-hoarding measures" before they could open doors. There are taxes for moving goods to states, from states, and even within states in some cases. Farmers and producers had to go through middlemen monopolies. The logistics and infrastructure was very poor, with losses exceeding 30 percent.

Through the 1990s, India introduced widespread free market reforms, including some related to retail. Between 2000 to 2010, consumers in select Indian cities have gradually begun to experience the quality, choice, convenience and benefits of organized retail industry.

India in 1997 allowed foreign direct investment (FDI) in cash and carry wholesale. Then, it required government approval. The approval requirement was relaxed, and automatic permission was granted in 2006. Between 2000 to 2010, Indian retail attracted about \$1.8 billion in foreign direct investment, representing a very small 1.5% of total investment flow into India

Single brand retailing attracted 94 proposals between 2006 and 2010, of which 57 were approved and implemented. For a country of 1.2 billion people, this is a very small number. Some claim one of the primary restraints inhibiting better participation was that India required single brand retailers to limit their ownership in Indian outlets to 51%. China in contrast allows 100% ownership by foreign companies in both single brand and multi-brand retail presence.

Indian retail has experienced limited growth, and its spoilage of food harvest is amongst the highest in the world, because of very limited integrated cold-chain and other infrastructure. India has only 5386 stand-alone cold storages, having a total capacity of 23.6 million metric tons. However, 80 percent of this storage is used only for potatoes. The remaining infrastructure capacity is less than 1% of the annual farm output of India and grossly inadequate during peak harvest seasons. This leads to about 30% losses in certain perishable agricultural output in India, on average, every year.

Indian laws already allow foreign direct investment in cold-chain infrastructure to the extent of 100 percent. There has been no interest in foreign direct investment in cold storage infrastructure build out. Experts claim that cold storage infrastructure will become economically viable only when there is strong and contractually binding demand from organized retail. The risk of cold storing perishable food, without an assured way to move and sell it, puts the economic viability of expensive cold storage in doubt. In the absence of organized retail competition and with a ban on foreign direct investment in multi-brand retailers, foreign direct investments are unlikely to begin in cold storage and farm logistics infrastructure.

Until 2010, intermediaries and middlemen in India have dominated the value chain. Due to a number of intermediaries involved in the traditional Indian retail chain, norms are flouted and pricing lacks transparency. Small Indian farmers realize only 1/3rd of the total price paid by the final Indian consumer, as against 2/3rd by farmers in nations with a higher share of organized retail. The 60%+ margins for middlemen and traditional retail shops have limited growth and prevented innovation in Indian retail industry.

India has had years of debate and discussions on the risks and prudence of allowing innovation and competition within its retail industry.^[24] Numerous economists repeatedly recommended to the Government of India that legal restrictions on organized retail must be removed, and the retail industry in India must be opened to competition. For example, in an invited address to the Indian parliament in December 2010, Jagdish Bhagwati, Professor of Economics and Law at the Columbia University analysed the relationship between growth and poverty reduction, then urged the Indian parliament to extend economic reforms by freeing up of the retail sector, further liberalization of trade in all sectors, and introducing labor market reforms. Such reforms Professor Bhagwati argued will accelerate economic growth and make a sustainable difference in the life of India's poorest.

A 2007 report noted that an increasing number of people in India are turning to the services sector for employment due to the relative low compensation offered by the traditional agriculture and manufacturing sectors. The organized retail market is growing at 35 percent annually while growth of unorganized retail sector is pegged at 6 percent.

The Retail Business in India is currently at the point of inflection. As of 2008, rapid change with investments to the tune of US\$25 billion were being planned by several Indian and multinational companies in the next 5 years. It is a huge industry in terms of size and according to India Brand Equity Foundation (IBEF), it is valued at about US\$395.96 billion. Organised retail is expected to garner about 16-18 percent of the total retail market (US\$65–75 billion) in the next 5 years.

India has topped the A.T. Kearney's annual Global Retail Development Index (GRDI) for the third consecutive year, maintaining its position as the most attractive market for retail investment. The Indian economy has registered a growth of 8% for 2007. The predictions for 2008 is 7.9%.The enormous growth of the retail industry has created a huge demand for real estate. Property developers are creating retail real estate at an aggressive pace and by 2010, 300 malls are estimated to be operational in the country.

Before 2011, India had prevented innovation and organized competition in its consumer retail industry. Several studies claim that the lack of infrastructure and competitive retail industry is a key cause of India's persistently high inflation. Furthermore, because of unorganized retail, in a nation where malnutrition remains a serious problem, food waste is rife. Well over 30% of food staples and perishable goods produced in India spoils because poor infrastructure and small retail outlets prevent hygienic storage and movement of the goods from the farmer to the consumer.

One report estimates the 2011 Indian retail market as generating sales of about \$470 billion a year, of which a minuscule \$27 billion comes from organized retail such as supermarkets, chain stores with centralized operations and shops in malls. The opening of retail industry to free market competition, some claim will enable rapid growth in retail sector of Indian economy. Others believe the growth of Indian retail industry will take time, with organized retail possibly needing a decade to grow to a 25% share. A 25% market share, given the expected growth of Indian retail industry through 2021, is estimated to be over \$250 billion a year: revenue equal to the 2009 revenue share from Japan for the world's 250 largest retailers.

The Economist forecasts that Indian retail will nearly double in economic value, expanding by about \$400 billion by 2020. The projected increase alone is equivalent to the current retail market size of France.

In 2011, food accounted for 70% of Indian retail, but was under-represented by organized retail. A.T. Kearney estimates India's organized retail had a 31% share in clothing and apparel, while the home supplies retail was growing between 20% to 30% per year. These data correspond to retail prospects prior to November announcement of the retail reform

1.3 Objectives of the Study

The objectives of the study are:

- i) To find out the buying behavior of the customers coming in to Big Bazaar in Delhi.
- ii) To generate a profile of the consumers visiting Big Bazaar
- iii) To study the satisfaction level of customers of Big Bazaar

1.4 Scope of the Study

The scope of this research is to identify the buying behavior of customers of Big Bazaar in NCR area. This research is based on primary data and secondary data. Due to time constraint only limited number of persons contacted. This study only focuses on urban buying behavior of customers because the research conducted in NCR area. The study does not say anything about rural buying behavior of customer because rural norms/status/attitude & acceptance of the rural customers differs with urban customers. The scope of research is limited for NCR area. It provides help to further the research for organized retail sector in NCR area.

1.5 Company Profile

Big Bazaar is India's largest hypermarket chain that offers fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods, electronics, toys, footwear, men's and women's apparel, accessories such as sunglasses, watches, and handbags, luggage, fruits, vegetables, and stationary products. The company sells its products through its retail stores located nationwide. Big Bazaar Pvt., Ltd was founded in 2001 and is based in Mumbai, India. Big Bazaar

Pvt., Ltd operates as a subsidiary of Future Retail Limited. It had revenue of 130 billion crore rupees in 2012 and employs around 36000 people.

Strategy

According to Kishore Biyani's 3-C theory, Change and Confidence among the population is leading to rise in Consumption, through better employment and income. Big Bazaar has divided India into three segments:

- India one: The Consuming class which includes upper middle and lower middle class (14% of India's population).
- India two: The Serving class which includes people like drivers, household helps, office persons, liftmen, and washermen (55% of India's population) and
- India three: The Struggling class (31% of India's population).

Schemes and Innovations

- 1) Wednesday Bazaar: The concept of Wednesday Bazaar was promoted as 'Hafta Ka Sabse Sasta Din' (Cheapest Day of the Week). Initiated in January 2007, the idea behind this scheme was to draw customers to stores on Wednesdays, the day when consumer presence is usually less. According to the chain, the aim of the concept was 'to give homemakers the power to save the most'
- 2) Maha Bachat: The concept of 'Maha Bachat' (Mega Saving) was introduced in the year 2006 as a single day campaign with promotional offers across the company outlets. Over the years, the concept has grown to become a six-day biannual campaign. During the campaign, offers are given in all the value formats including Big Bazaar, Food Bazaar, Electronic Bazaar, Furniture Bazaar, Fashion bazaar
- 3) The great Exchange Offer: Introduced on 12 February 2009, 'The Great Exchange Offer' allows customers to exchange their old goods for Big Bazaar coupons. The coupons can be redeemed later for buying brand new goods from Big Bazaar outlets across the nation.

Store Layout

HELP DESK – The Help Desk is located in a place where everyone has their first sight that is in front of the entrance. This shows that when a person enters in to big bazaar it can get all information about the stores of big bazaar from the person sitting in the help desk.

KIDS SECTION – The kids section is located just at the left corner of the entrance of big bazaar. In the kid's section kid's accessories like diapers, trolleys, suckers, water bottles are available in one part. Kid's jackets and baba suits are available in another part. Kids casual wear (jeans and shorts) are placed in one part of it and infant shirts & t-shirts are also placed in another part. In this section the pillars are used for displaying information like size chart and section description. The apparels are available at a price of Rs59 onwards.

MENS SECTION – Next to it is the men's section that is in the center. It is divided in to five parts. At one part men formal shirts are available. In other parts men trousers, suits and blazers, fabrics and ethnics are available respectively. Here the price ranges from a minimum of Rs99 to Rs899.

LADIES SECTION – Next to it is the ladies section that is in the extreme right side. The ladies section is segregated in to seven parts. Ladies section starts from ladies ethnics, ladies western wear, ladies formals (office wear), ladies accessories – lingerie's, ladies perfumeries, and ladies cosmetics respectively. Here the price of the apparel ranges from Rs99 to Rs1000 approx.

Promotional scheme – In addition to the above products there are various other products which are available with a promotional scheme. The various products under this scheme includes girl t-shirts, infant winter wear etc.

Non-Promotional scheme – There are various other products available without any promotional scheme which includes jeans, infant baba suits, infant t-shirts, kids night wear, kids salwar suits etc.

Sports Store – At the extreme corner there is a sports store where various kinds of sport items are available.

Food Bazaar – The food bazaar is in the 1st floor of the building. Various kinds of food items, fruits and vegetables are available there. Sitting arrangements are well made so that people can sit and take tea, coffee or snacks or any other food item and can relax.

Cash Counter – The cash counter is located just near the exit.

CHAPTER 2

LITERATURE REVIEW

LITERATURE REVIEW

Consumer buying behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

It is useful and significant for marketers to have a deep understanding about buying behavior of the customer. Purchasing behavior is a decision making process and act, including purchasing and using products, or in a comprehensive way as to why a consumer makes his/her purchase to get advantage from it. Consequently, the marketers will know how to set objectives, design and plan in order to sell their products in the most appropriate way, especially when the purchaser motives are obviously defined.

In an economist's eyes, a consumer is described as "a man with a problem". Naturally, the man usually goes through the following processes: identifying, searching, evaluating, and decision making to respond for his problem. The nature of consumer behavior is clearly identified by a simple but powerful model including environmental factors and buyer factors that motivate the consumer purchase decision.

In earlier times, marketers could understand consumers well through the daily experience of selling to them. But as firms and markets have grown in size, many marketing decision makers have lost direct contact with their customers and must now turn to consumer research. They spend more money than ever to study consumers, trying to learn more about consumer behavior. Who buys? How do they buy? When do they buy? Where do they buy? Why do they buy? The central question for marketers is; how do consumers respond to various marketing stimuli that the company might use? The company that really understands how consumers will respond to different product features, prices and advertising appeals has a great

advantage over its competitors. Therefore, companies and academies have researched heavily the relationship between marketing stimuli and consumer response. Their starting point is the stimulus - response model of buyer behavior shown in Figure. This shows that marketing and other stimuli enter the consumer's 'black box' and produce certain responses. Marketers must figure out what is in the buyer's black box. Marketing stimuli consist of the four Ps: product, price, place and promotion. Other stimuli include significant forces and events in the buyer's environment; economic, technological, political and cultural. All these stimuli enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing and purchase amount. The marketer wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior. This chapter first looks at buyer characteristics as they affect buying behavior, and then examines the buyer decision process. We will never know what exactly is in the black box or be able perfectly to predict consumer behavior, but the models can help us understand consumers, help us to ask the right questions, and teach us how to influence them.

Environmental factors		Buyer's black box		Buyer's response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technological	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Demographic	Lifestyle	Post-purchase behaviour	Purchase amount
	Natural	Knowledge		

Figure 1: Nature of Consumer Behavior

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods.

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy

and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs.

The marketers therefore tries to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed, and thus the need to study the behavior of consumers was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What the consumer thinks of the company's products and those of its competitors?
- How can the product be improved in their opinion?
- How the customers use the product?
- What is the customer's attitude towards the product and its advertising?
- What is the role of the customer in his family?

The following key questions should be answered for consumer research. A market comes into existence because it fulfills the needs of the consumer. In this connection, a marketer has to know the 70's framework for consumer research.

Who constitutes the market?	Parent, Child, Male, Female	Occupants
What does the market buy?	Soap, Regular, Medicated, with Glycerine, Herbal what Brand, what size	Objects
Who participates in buying?	Parent, Child, Male, Female	Organisations
How does the market buy?	Cash, Credit, Mail-order etc.	Operations
When does the market buy?	Monthly, Weekly etc. Prescribed by Doctor (Medicinal)	Occasions
Where does the market buy?	Supermarket, Retail store etc.	Outlet
Why does the market buy?	For Cleansing, Bathing, Fresh feeling etc.	Objectives

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. In formulating the marketing strategy, to sell the product effectively, cost-benefit analysis must be undertaken. There can be many benefits of a product, for example, for owning a motor bike one can be looking for ease of transportation, status, pleasure, comfort and feeling of ownership. The cost is the amount of money paid for the bike, the cost of maintenance, gasoline, parking, risk of injury in case of an accident, pollution and frustration such as traffic jams. The difference between this total benefit and total cost constitutes the customer value. The idea is to provide superior customer value and this requires the formulation of a marketing strategy. The entire process consists of market analysis, which leads to target market selection, and then to the formulation of strategy by juggling the product, price, promotion and distribution, so that a total product (a set of entire characteristics) is offered. The total product creates an image in the mind of the consumer, who undergoes a decision process

which leads to the outcome in terms of satisfaction or dissatisfaction, which reflects on the sales and image of the product or brand.

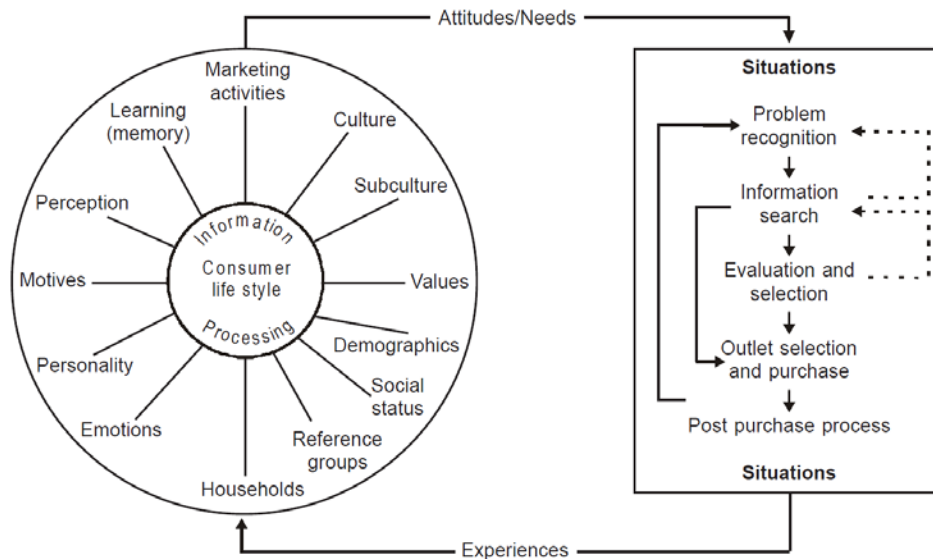


Figure 2: A simplified framework for studying consumer behavior

The figure gives in detail the shaping of consumer behavior, which leads a consumer to react in certain ways and he makes a decision, keeping the situations in mind. The process of decision-making varies with the value of the product, the involvement of the buyer and the risk that is involved in deciding the product/ service. The figures show the consumer life style in the center of the circle. The consumer and his life style is influenced by a number of factors shown all around the consumer. These are culture, subculture, values, demographic factors, social status, reference groups, household and also the internal makeup of the consumer, which are a consumer's emotions, personality motives of buying, perception and learning. Consumer is also influenced by the marketing activities and efforts of the marketer. All these factors lead to the formation of attitudes and needs of the consumer. Then follows the process of decision-making, as shown in the rectangle which consists of the problem recognition, information search, then the evaluation and selection procedure, and finally the purchase. After the purchase and use of the product the customer may be satisfied or dissatisfied with the product. This is known as post-purchase behavior. The existing situations also play an important role in the decision-making process. The dotted line shows the feedback.

Factor Influencing Behavior

Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics, as shown in Figure 3. For the most part, marketers cannot control such factors, but they must take them into account. We illustrate these characteristics for the ease of a hypothetical customer, Anna Flores. Anna is a married graduate who works as a brand manager in a leading consumer packaged-goods company. She wants to buy a camera to take on holiday. Many characteristics in her background will affect the way she evaluates cameras and chooses a brand.

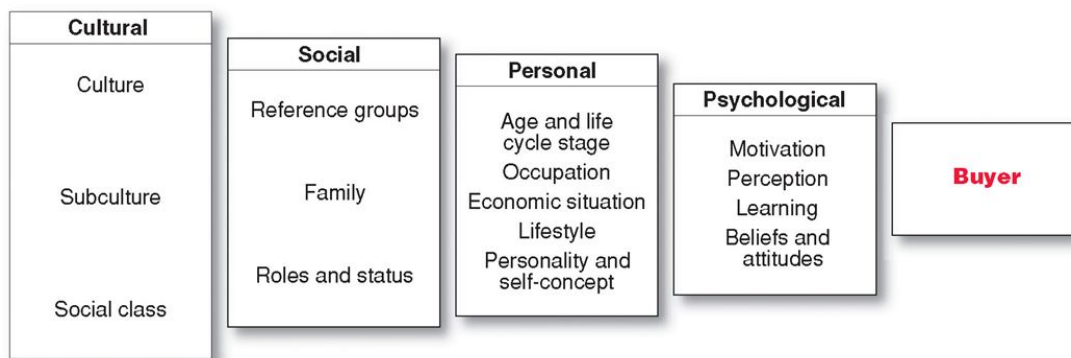


Figure 3: Factors influencing behavior

Cultural Factors

Cultural factors *exert* the broadest and deepest influence on consumer behaviour. The marketer needs to understand the role played by the buyer's culture, subculture and social class.

i) Culture: Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Growing up in a society, a child learns basic values, perceptions, wants and behaviors from the family and other important institutions. Like most people, in her childhood Anna observed and learned values about achievement and success, activity and involvement, efficiency and practicality, progress, material comfort, individualism, freedom, humanitananism, youthfulness, and fitness and health. Sometimes we take these values for granted, but they are nol cultural universals.

Marketers are always trying to spot cultural shifts in order to imagine new products that might be wanted. For example, the cultural shift towards greater concern about health and fitness has created a huge industry for exercise equipment and clothing, lower-calorie and more natural foods, and health and fitness services. This allowed

Snapple to change the face of the US soft-drinks market with its 'new age' iced teas and fruit-flavored drinks. The shift towards informality has resulted in more demand for casual clothing, simpler home furnishings and lighter entertainment. And the increased desire for leisure time has resulted in more demand for convenience products and services, such as microwave ovens, fast food and direct line financial services such as First Direct and Direct Line.

ii) Subculture: Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programs tailored to their needs," The huge US market of 260 million people has Hispanic (approaching 40 million) and black (over 30 million) subcultures that are bigger than most national markets. In all developed economies the greying population is growing rapidly. Marketers often have a poor understanding of these over-55s who will be a huge market force in the next millennium. Like all other people, Anna Florc's buying behavior will be influenced by her subculture identification. It will affect her food preferences, clothing choices, recreation activities and career goals. Subcultures attach different meanings to picture taking and this could affect both Anna's interest in cameras and the brand she buys.

iii) Social Class: Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors. Some class systems have a greater influence on buying behavior than others. In most western countries 'lower' classes may exhibit upward mobility, showing buying behavior similar to that of the 'upper' classes. But in other cultures, where a caste system gives people a distinctive role, buying behavior is more firmly linked to social class. Upper classes in almost all societies are often more similar to each other than they are to the rest of their own society. When selecting products and services, including food, clothing, household items and personal care products, they make choices that are less culture-bound than those of the lower classes. Generally, the lower social classes are more culture-bound, although young people of all classes are less so. Anna Flores's social class may affect her camera-buying decision. If she comes from a higher social class

background, her family probably owned an expensive camera and she might have dabbled in photography.

Social Factors

i) Groups: Groups influence a person's behavior. Groups that have a direct influence and to which a person belongs are called membership groups. Some are primary groups with whom there is regular but informal interaction - such as family, friends, neighbors and fellow workers. Some are secondary groups, which are more formal and have less regular interaction. These include organizations like religious groups, professional associations and trade unions.

Reference groups are groups that serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or behavior. Reference groups to which they do not belong often influence people. For example, an aspirational group is one to which the individual wishes to belong, as when a teenage football player hopes to play some day for Manchester United. He identifies with them, although there is no face-to-face contact between him and the team. Marketers try to identify the reference groups of their target markets. Reference groups influence a person in at least three ways. They expose the person to new behaviours and lifestyles. They influence the person's attitudes and self-concept because he or she wants to 'fit in'.

The importance of group influence varies across products and brands, but it tends to be strongest for conspicuous purchases. A product or brand can be conspicuous for one of two reasons. First, it may be noticeable because the buyer is one of few people who owns it-luxuries, such as a vintage Wurlitzer juke box or a Rolex, are more conspicuous than necessities because fewer people own the luxuries. Second, a product such as Carlsberg ICE beer or Perrier can be conspicuous because the buyer consumes it in public where others can see it.

ii) Family: Family members can strongly influence buyer behavior. We can distinguish between two families in the buyer's life. The buyer's parents make up the family of orientation. Parents provide a person with an orientation towards religion, politics and economics, and a sense of personal ambition, self-worth and love. Even if the buyer no longer interacts very much with his or her parents, the latter can still significantly influence the buyer's behavior. In countries where parents continue to live with their children, their influence can be crucial. The family of procreation - the buyer's spouse and children - has a more direct influence on everyday buying

behavior. This family is the most important consumer buying organization in society and it has been researched extensively. Marketers are interested in the roles and relative influence of the husband, wife and children on the purchase of a large variety of products and services.

iii) Buying Roles: Group members can influence purchases in many ways. For example, men normally choose their own newspaper and women choose their own tights. For other products, however, the decision-making unit is more complicated with people playing one or more roles:

- Initiator: The person who first suggests or thinks of the idea of buying a particular product or service. This could be a parent or friend who would like to see a visual record of Anna's holiday.
- Influencer: A person whose view or advice influences the buying decision, perhaps a friend who is a camera enthusiast or a salesperson.
- Decider: The person who ultimately makes a buying decision or any part of it - whether to buy, what to buy, how to buy or where to buy.
- Buyer: The person who makes an actual purchase. Once the buying decision is made, someone else could make the purchase for the decider.
- User: The person who consumes or uses a product or service. Once bought, other members of her family could use Anna's camera

Personal Factors

A buyer's decisions are also influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

i) Age and Life cycle stage: People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture and recreation are often age related. Buying is also shaped by the family life cycle - the stages through which families might pass as they mature over time. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. Psychological life-cycle stages have also been identified. Adults experience certain passages or transformations as they go through life. Thus Anna Florcs may move from being a satisfied brand manager and wife to being an unsatisfied person searching for a new way to fulfill herself. In fact, such a change

may have stimulated her strong interest in photography. The main stimuli to people taking photographs are holidays, ceremonies marking the progression through the life cycle (weddings, graduations and so on) and having children to take photographs of. Marketers must pay attention to the changing buying interests that might be associated with these adult passages.

ii) Occupation: A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more work clothes, whereas white-collar workers buy more suits and ties. Marketers try to identify the occupational groups that have an above-average interest in their products and services. A company can even specialize in making products needed by a given occupational group. Thus computer software companies will design different products for brand managers, accountants, engineers, lawyers and doctors.

iii) Economic Circumstances: A person's economic situation will affect product choice. Anna Flores can consider buying an expensive Olympus autofocus superzoom camera if she has enough disposable income, savings or borrowing power. Marketers of income sensitive goods closely watch trends in personal income, savings and interest rates. If economic indicators point to a recession, marketers can take steps to redesign, reposition and reprice their products.

iv) Lifestyle: People coming from the same subculture, social class and occupation may have quite different lifestyles. Lifestyle is a person's pattern of living as expressed in his or her activities, interests and opinions. Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world. The lifestyle concept, when used carefully, can help the marketer understand changing consumer values and how they affect buying behavior. Anna Flores, for example, can choose to live the role of a capable homemaker, a career woman or a free spirit - or all three. She plays several roles, and the way she blends them expresses her lifestyle. If she ever became a professional photographer, this would change her lifestyle, in turn changing what and how she buys.

Psychological Factors

A person's buying choices are further influenced by four important psychological factors: motivation, perception, learning, and beliefs and attitudes.

i) Motivation: A person has many needs at any given time. Some are biological, arising from states of tension such as hunger, thirst or discomfort. Others are

psychological, arising from the need for recognition, esteem or belonging. Most of these needs will not be strong enough to motivate the person to act at a given point in time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive (or drive) is a need that is sufficiently pressing to direct the person to seek satisfaction. We know that Anna Flores became interested in buying a camera. Why? What is she really seeking? What needs is she trying to satisfy?

ii) Perception: A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Two people with the same motivation and in the same situation may act quite differently because they perceive the situation differently. Anna Flores might consider a fast-talking camera salesperson loud and false. Another camera buyer might consider the same salesperson intelligent and helpful. Why do people perceive the same situation differently? All of us learn by the flow of information through our five senses: sight, hearing, smell, touch and taste. However, each of us receives, organizes and interprets this sensory information in an individual way. Thus perception is the process by which people select, organize and interpret information to form a meaningful picture of the world. People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion and selective retention.

iii) Learning: When people act, they learn. Learning describes changes in an individual's behavior arising from experience. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of stimuli, cues, responses and reinforcement. We saw that Anna Flores has a drive for self-actualization. A drive is a strong internal stimulus that calls for action. Her drive becomes a motive when it is directed towards a particular stimulus object - in this case, a camera. Anna's response to the idea of buying a camera is conditioned by the surrounding cues.

Cues are minor stimuli that determine when, where and how the person responds. Seeing cameras in a shop window, hearing a special sale price, and her husband's support are all cues that can influence Anna's response to her interest in buying a camera.

The practical significance of learning theory for marketers is that they can build up demand for a product by associating it with strong drives, using motivating cues and providing positive reinforcement. A new company can enter the market by appealing to the same drives that competitors appeal to and by providing similar cues, because

buyers are more likely to transfer loyalty to similar brands than to dissimilar ones (generalization). Or a new company may design its brand to appeal to a different set of drives and offer strong cue inducements to switch brands (discrimination).

iv) Beliefs and Attitudes: Through doing and learning, people acquire their beliefs and attitudes. These, in turn, influence their buying behaviour. A belief is a descriptive thought that a person has about something. Anna Flores may believe that a Nikon camera takes great pictures, stands up well under hard use and is good value. These beliefs may be based on real knowledge, opinion or faith, and may or may not carry an emotional charge. For example, Anna Flores' belief that a Nikon camera is heavy may or may not matter to her decision. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior. If some of the beliefs are wrong and prevent purchase, the marketer will want to launch a campaign to correct them.

People have attitudes regarding religion, politics, clothes, music, food and almost everything else. An attitude describes a person's relatively consistent evaluations, feelings and tendencies towards an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving towards or away from them. Thus Anna Flores may hold such attitudes as 'Buy the best', 'The Japanese make the best products in the world' and 'Creativity and self-expression are among the most important things in life'. If so, the Nikon camera would fit well into Anna's existing attitudes.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

3.1 Research Problem

The research problem is stated as follows: “To determine the consumer buying behavior at the Big Bazaar”

3.2 Research Design

A research design is a framework or blueprint for conducting the marketing research. It details the procedure necessary for obtaining the information needed to structure or solve the marketing research problems. Descriptive research design was selected for the study. Descriptive research is a conclusive research that has its major objective to describe something usually market characteristics or functions.

3.3 Data Collection

Data can be classified under two categories depending upon the sources utilized. These two categories are: Primary data and Secondary Data.

- i) **Primary Data:** Primary data was collected using the questionnaire. The questionnaire had 15 questions which were easy and simple to understand. The questionnaire was filled by the consumers at the Big Bazaar mall at Netaji Subhash Place, New Delhi.
- ii) **Secondary Data:** The Secondary Data collection involved internet search, browsing magazines, newspapers and articles. Numerous Journals and books related to the topic were also browsed to understand the dynamics of the industry.

3.4 Sampling Design

- i) **Target Population:** The target population is the customers visiting the Big Bazaar for shopping.
- ii) **Sampling Technique:** The sampling technique used for research is sampling without replacement.

- iii) **Sample Size:** The sample size for the research is 200.

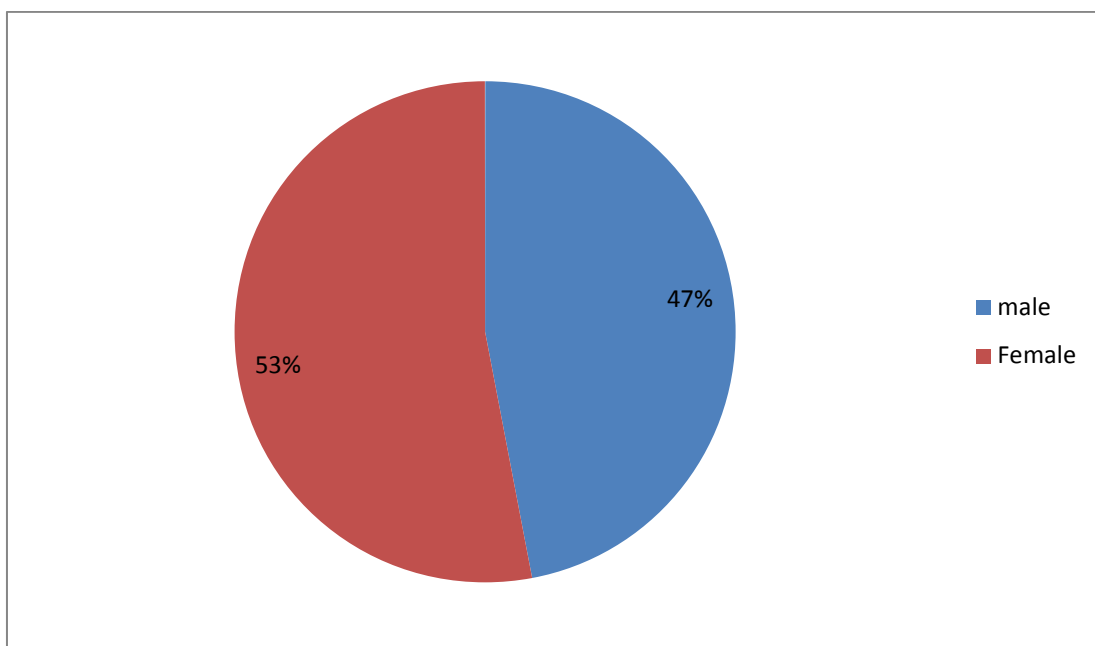
- iv) **Sampling Technique:** The sampling technique used in research study is Nonprobability Convenience Sampling.

CHAPTER 4

DATA ANALYSIS

1. Gender of respondents visiting Big Bazaar

Gender	No. of respondents
Male	94
Female	106

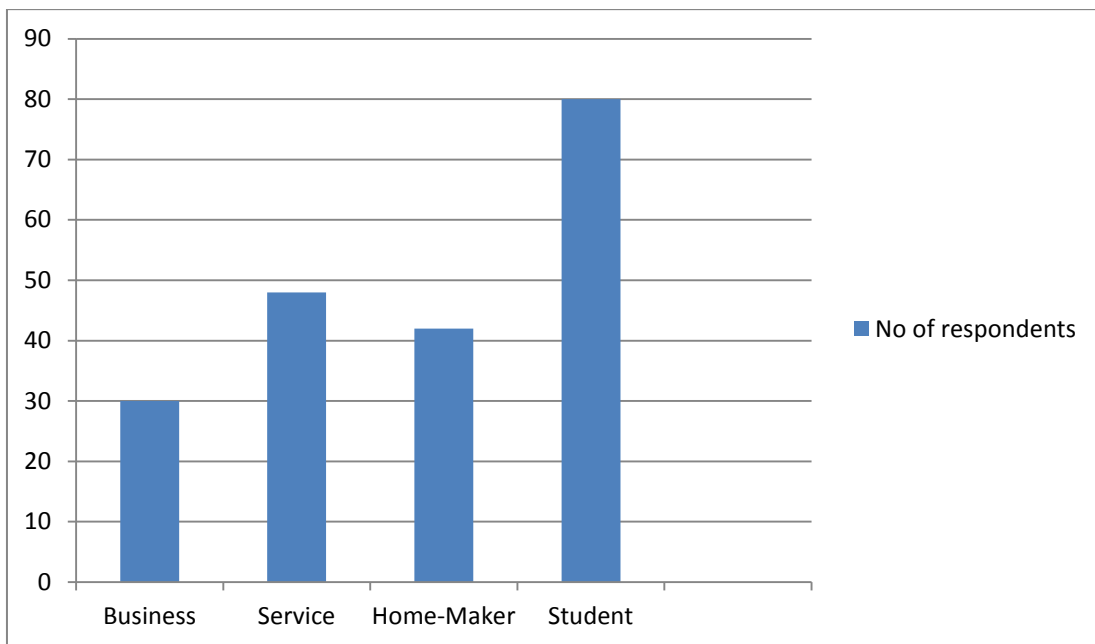


Interpretation

The proportion of gender visiting Big Bazaar is balanced and the population is divided equally, where the proportion of women visiting Big Bazaar is slightly more than the men.

2. Profession of respondents visiting Big Bazaar

Profession	No of respondents
Business	30
Service	48
Home-Maker	42
Student	80
Total	200

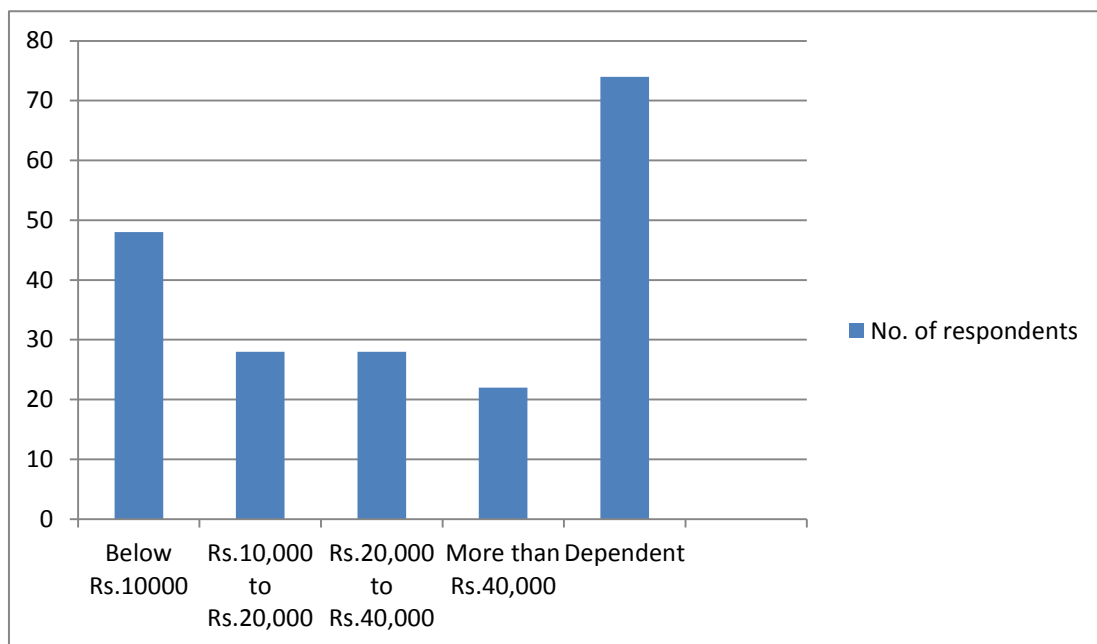


Interpretation

Students make the largest part of the population visiting Big Bazaar, followed by working professionals and Home-makers. The reason why home-makers are not at the 1st rank is probably because they tend to make most of their purchases from vendors near their residence. Business profession forms smallest part of profession.

3. Income of respondents

Monthly Income	No. of respondents
Below Rs.10000	48
Rs.10,000 to Rs.20,000	28
Rs.20,000 to Rs.40,000	28
More than Rs.40,000	22
Dependent	74
Total	200

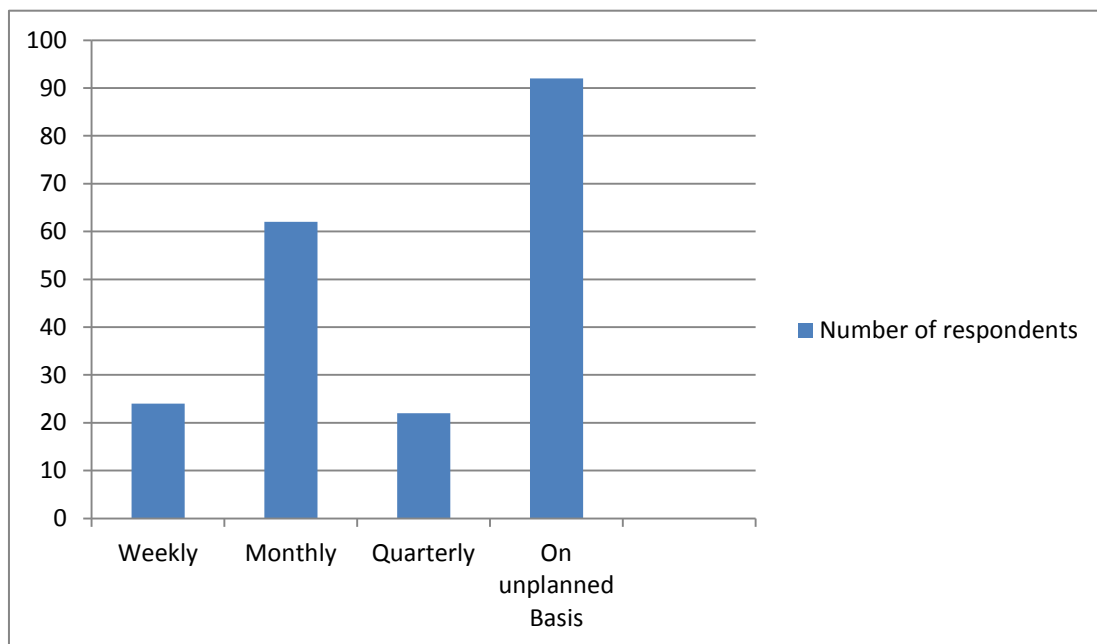


Interpretation

The table describes the break-up of the sample population based on their monthly incomes. It was found that the highest number of respondents were dependents. And the least are the respondents who were the highest in income in our parameters. This shows that the positioning of Big Bazaar as 'Sabse Sasta, Sabse Achcha' has impressed its target audience.

4. Frequency of visit to Big Bazaar

Frequency	Total	percentage
Weekly	24	12
Monthly	62	31
Quarterly	22	11
On unplanned Basis	92	46
Total	200	100

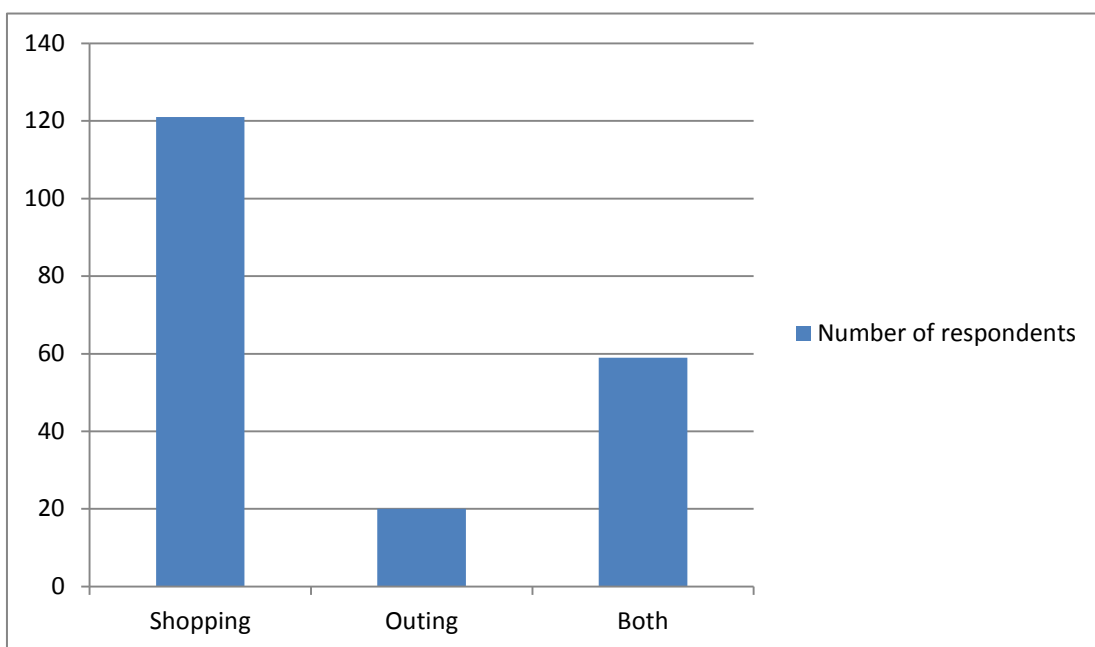


Interpretation

The table describes the frequency of visits by the respondents to Big Bazaar. 92 out of 200, the highest number of respondents said, their visits were unplanned, as against that weekly and quarterly visitors were the least at 24 and 22 respectively. The most of respondents don't plan their visit to store and visit whenever they want to.

5. Purpose of visit

Purpose	No. of respondents
Shopping	121
Outing	20
Both	59
Total	200

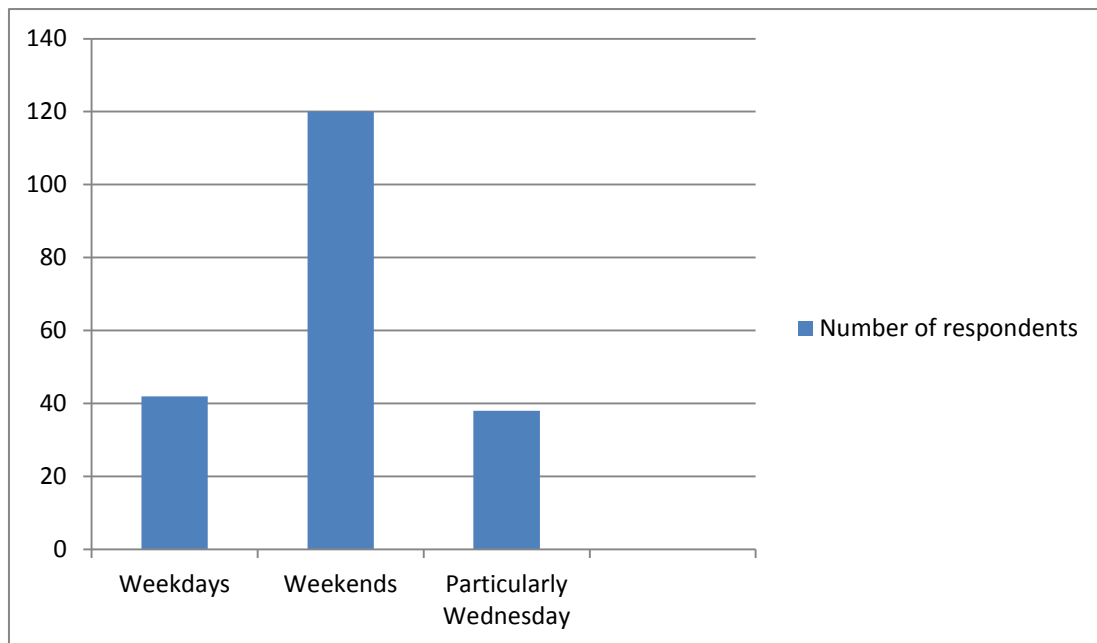


Interpretation

Out of 200 respondents 121 visit Big Bazaar for shopping, 20 visit for outing and 59 visit for both shopping and outing. So, Big Bazaar is purely a shopping complex but it also facilitates a certain kind of ambience and decorum to the people that they also visit it for the purpose of outing.

6. Preferred day of visit

Preferred days	Number of respondents
Weekdays	42
Weekends	120
Particularly Wednesday	38
Total	200

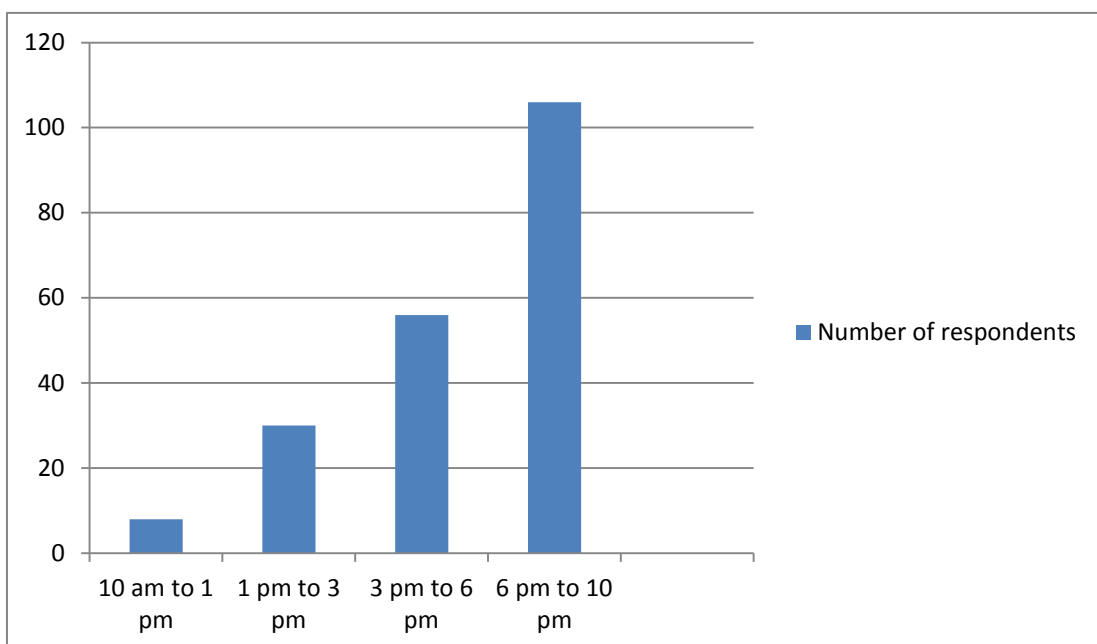


Interpretation

The weekends are the most preferred days of the week by most of the respondents followed by weekdays. Particular Wednesday (mega sale day) was least preferred by respondents.

7. Preferred time of visit

Mostly preferred Time	Number of respondents
10 am to 1 pm	8
1 pm to 3 pm	30
3 pm to 6 pm	56
6 pm to 10 pm	106
Total	200

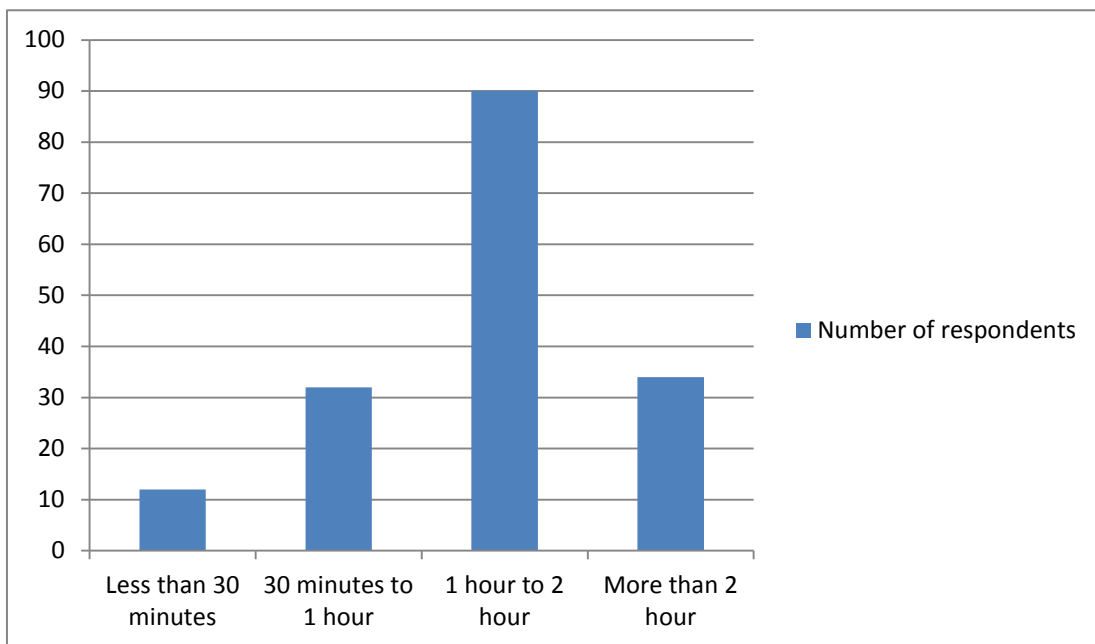


Interpretation

The after work hours in the evening, between 6 pm and 10 pm was the most preferred time slot for the respondents to visit Big Bazaar. It was followed by time between 3 pm and 6 pm. The morning time between 10 am and 1 pm was least preferred.

8. Time spent per visit

Time spent	Number of respondents
Less than 30 minutes	12
30 minutes to 1 hour	32
1 hour to 2 hour	90
More than 2 hour	34
Total	200

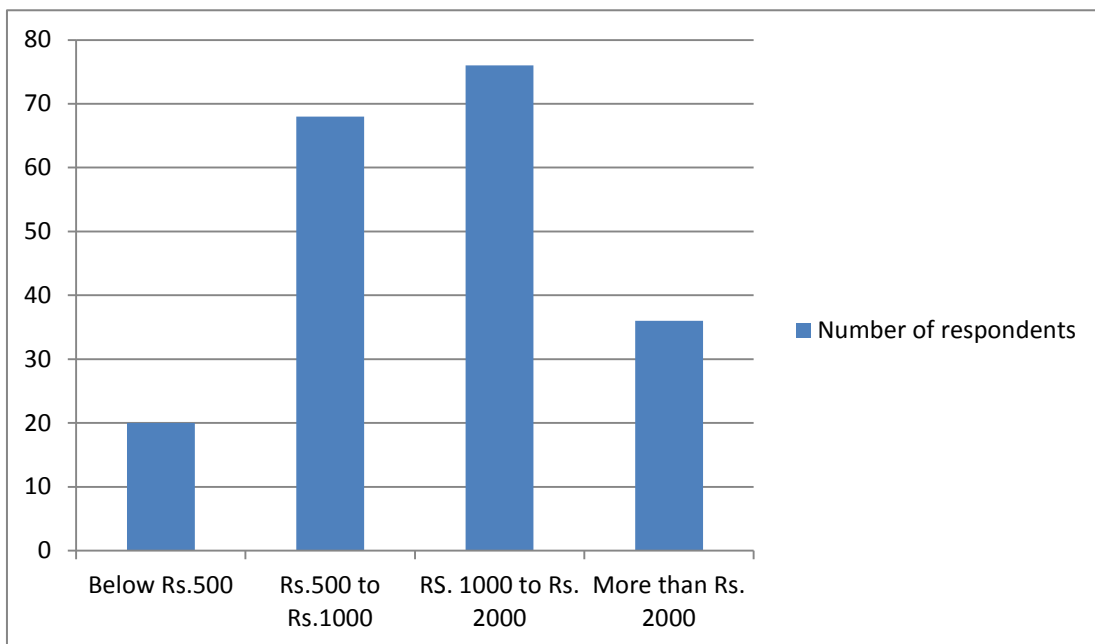


Interpretation

The table shows that 1-2 hours was spent by the highest number of respondents at Big Bazaar in a visit. Only 12 respondents out of 200 said they spent less than 30 minutes at Big Bazaar. So most of the respondents spend more than 30 minutes per visit to store.

9. Money spent per visit

Money Spent	Number of respondents	Percentage
Below Rs.500	20	10
Rs.500 to Rs.1000	68	34
RS. 1000 to Rs. 2000	76	38
More than Rs. 2000	36	18
Total	200	100

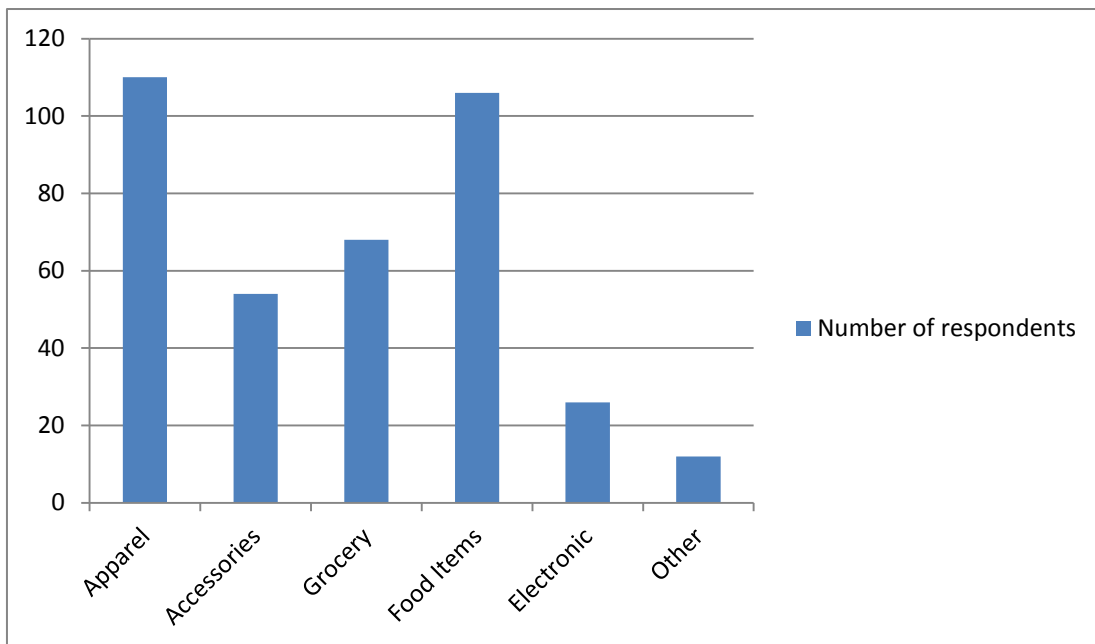


Interpretation

38% of respondents revealed that they spent between 1000 and 2000 rupees per visit at Big Bazaar and another 18% said they spent more than 2000 rupees per visit. This means that more than 50% of Big Bazaar customers pay a bill of more than 1000 rupees per visit.

10.Types of products purchased from Big Bazaar

Product	Number of respondents
Apparel	110
Accessories	54
Grocery	68
Food Items	106
Electronic	26
Other	12

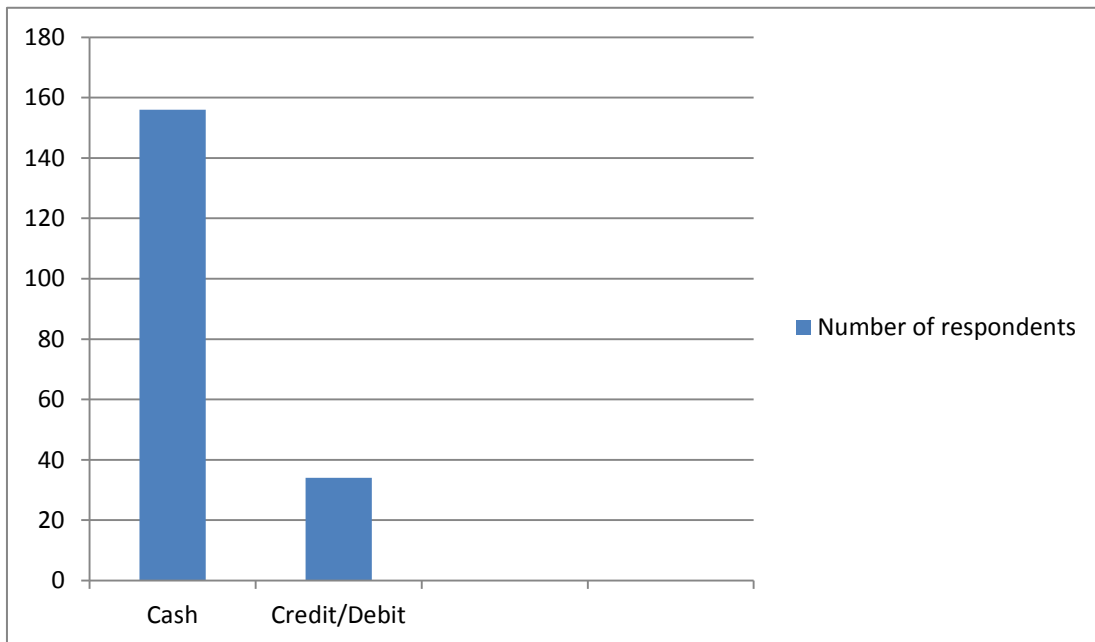


Interpretation

The most purchased product by respondents was apparels, closely followed by food items. Electronics was the least purchased product from big bazaar.

11. Preferred mode of payment

Payment mode	Number of respondents
Cash	156
Credit/Debit	44
Total	200



Interpretation

Most of respondents (156 out of 200) prefer to pay by cash. Only a minor portion of respondents preferred to pay by cash.

12.Brand Preference of customers

Product Type	Branded	Non branded
Apparel	56	144
Electronics	158	42
Grocery	90	110
Accessories	83	117

Interpretation

The respondents preferred to purchase non branded apparel products as compared to branded apparel. Out of 200 respondents, 144 prefer to buy non branded apparel products.

In electronics, most of respondents prefer to purchase branded products more than non-branded. Out of 200 respondents, 158 prefer branded electronics product.

In grocery items, respondents prefer non respondents prefer non branded products but there is not a major difference.

In accessories products, respondents prefer non branded products as compared to branded products.

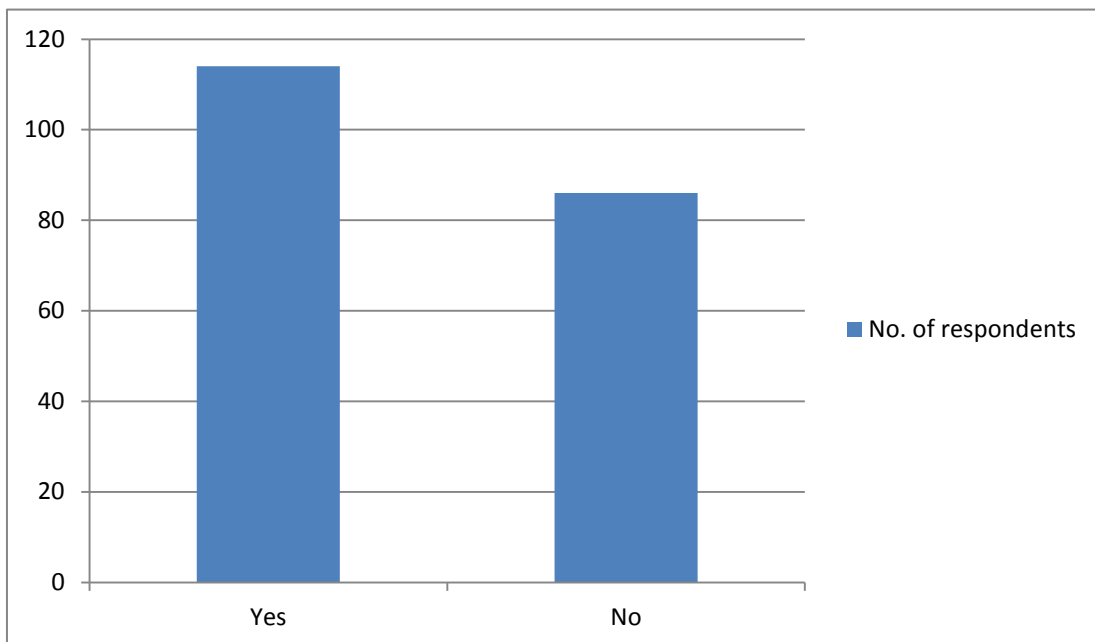
So, in apparel products brand preference is highly in favour of non-branded products.

But in electronics products, brand preference is highly in favour of branded products.

In grocery and accessory products, preference is towards non branded products.

13.Social Influence on purchase decision

Social Influence	No. of respondents
Yes	114
No	86
Total	200



Interpretation

Respondents were asked whether they consider the advice of their friends and family while making a purchase decision to identify social influence on decision. It was found out that 57% of respondents are socially influenced while making a purchase decision and 43% are not socially influenced.

14. Factors that impact preference for Big Bazaar for shopping needs

Attribute	Extremely Satisfied	Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Total
Price	42	90	64	4	0	200
Service	20	104	70	6	0	200
Quality	32	96	68	4	0	200
Variety	36	104	54	6	0	200
Ambience	16	96	72	8	8	200

Respondents were supposed to rate various features of Big Bazaar on basis of how satisfied they are with features. The 5 point scale was used with values ranging from 'extremely satisfied' to 'not at all satisfied'.

To analyze the data weights from '1 to 5' were assigned to values in the following manner: '5 for extremely satisfied', '4 for satisfied', '3 for somewhat satisfied', '2 for not satisfied' and '1 for 'not at all satisfied'.

Following table shows the descriptive statistics of data. The means of various features are calculated.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	200	2	5	3.85	.768
Service	200	2	5	3.69	.690
Quality	200	2	5	3.78	.731
Variety	200	2	5	3.85	.742
Ambience	200	1	5	3.52	.856

Interpretation

Price and Variety of products are the most preferred factors that impact the shopping behavior of respondents. It is followed by quality of product. The ambience of mall

is least preferred by respondents. The following table shows the ranking of various attributes.

Attribute	Rank
Price	1
Variety	2
Quality	3
Service	4
Ambience	5

15.Do customers visit other retail stores

Other retail visit	No. of respondents
Yes	122
No	78
Total	200

Interpretation

61% of respondents also visit other retail stores as compared to 39% who don't visit other retail store.

Hypothesis Testing

1) **Null Hypothesis (H0):** There is no relationship between gender and factors impacting preference for big bazaar.

Alternative Hypothesis (H1): There is a relationship between gender and factors impacting preference for big bazaar.

To test the hypothesis Chi square test was performed with gender and factors impacting preference as two variables. It was found out that there is no association between gender and factors impacting preference for big bazaar. This was because most of respondents gave high ratings to big bazaar irrespective of their gender. So, Null hypothesis is accepted.

2) **Null Hypothesis (H0):** There is no relationship between Profession and factors impacting preference for big bazaar.

Alternative Hypothesis (H1): There is a relationship between Profession and factors impacting preference for big bazaar.

To test the hypothesis Chi square test was performed with Profession and factors impacting preference as two variables. It was found out that there is no association between Profession and factors impacting preference for big bazaar. This was because most of respondents gave high ratings to big bazaar irrespective of their Profession. So, Null hypothesis is accepted.

3) **Null Hypothesis (H0):** There is no relationship between gender and time spent in big bazaar.

Alternative Hypothesis (H1): There is a relationship between Profession gender and time spent in big bazaar.

The following table shows relationship between gender and time spent. It can be clearly seen that female spend more time at big bazaar as compared to males. Most of the females spend '1hr-2hr' in big bazaar and most of men spend '30 min – 1hr' in big bazaar.

Gender * Time Spent Crosstabulation

Count		Time Spent				Total
		1hr-2hr	30 min - 1 hr	Less than 30 min	More than 2hr	
Gender	Female	76	10	2	28	116
	Male	14	54	10	6	84
Total		90	64	12	34	200

So, Null hypothesis is rejected. There is a relationship between gender and time spent in big bazaar.

5) **Null Hypothesis (H0):** There is no relationship between gender and social influence.

Alternative Hypothesis (H1): There is a relationship between gender and social influence.

To test the hypothesis chi square test was performed with gender and social influence as two variables. It was found out that there is an association gender and social influence (p value=0.02). Females are more socially influenced while making a purchase decision as compared to males. Females consider advices of their friends and family more than males.

So, Null hypothesis is rejected. There is a relationship between gender and social influence on purchase decision.

Gender * SocialInfluence Crosstabulation

Count		SocialInfluence		Total
		No	Yes	
Gender	Female	35	71	106
	Male	51	43	94
Total		86	114	200

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.167 ^a	1	.002		
Continuity Correction ^b	8.321	1	.004		
Likelihood Ratio	9.222	1	.002		
Fisher's Exact Test				.003	.002
N of Valid Cases	200				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 40.42.

b. Computed only for a 2x2 table

CHAPTER 5

FINDINGS & SUGGESTIONS

FINDINGS & SUGGESTIONS

- The proportion of gender visiting Big Bazaar is balanced and the population is divided equally, where the proportion of women visiting Big Bazaar is slightly more than the men.
- Students make the largest part of the population visiting Big Bazaar, followed by working professionals and Home-makers. The reason why home-makers are not at the 1st rank is probably because they tend to make most of their purchases from vendors near their residence. Business profession forms smallest part of profession.
- The most of the people visiting big bazaar are dependents or low to medium income group. This shows that the positioning of Big Bazaar as ‘Sabse Sasta, Sabse Achcha’ has impressed its target audience. The lower and middle income group people come in to big bazaar as they get goods at a discounted price. So, big bazaar should now target high income group by understanding their needs and then satisfy them.
- Most of the respondents visit the store in a unplanned manner. There is specific plan for when to visit store. They visit the store whenever they feel like they need to buy something.
- Most of people (60.5%) visit the big bazaar for shopping followed by people visiting for both outing & shopping (29.5%). Least number of people (10%) said that they visit only for outing. So, this a encouraging sign for big bazaar as most of the people are there for shopping. It provides an opportunity to provide high quality service to the so that they purchase the products and leave highly satisfied.
- The weekends are the most preferred days for the visit to store by people, followed by weekdays. Particular Wednesday (mega sale day) was least preferred by respondents. This showed people are not really concerned about mega sale days. They visit the store mostly on weekdays.
- The after work hours in the evening, between 6 pm and 10 pm was the most preferred time slot for the respondents to visit Big Bazaar. It was followed by time between 3 pm and 6 pm. The morning time between 10 am and 1 pm was least preferred.

- Majority of people spend around 1-2 hours in the store. Only a minute population spends time less than 30 minutes in store. This provides an opportunity for big bazaar to target the visiting customers and influence them to make purchase decision.
- 38% of respondents revealed that they spent between 1000 and 2000 rupees per visit at Big Bazaar and another 18% said they spent more than 2000 rupees per visit. This means that more than 50% of Big Bazaar customers pay a bill of more than 1000 rupees per visit.
- The most purchased product by respondents was apparels, closely followed by food items. Electronics was the least purchased product from big bazaar. Big should focus on apparel and food items since these two are most purchased products. To increase sales of electronics products they will need to provide huge discounts. In electronics products brand preference is also very high and it is not easy to provide discount on them.
- Most of respondents (156 out of 200) prefer to pay by cash. Only a minor portion of respondents preferred to pay by cash.
- The respondents preferred to purchase non branded apparel products as compared to branded apparel. In electronics, most of respondents prefer to purchase branded products more than non-branded. In grocery items, respondents prefer non respondents prefer non branded products but there is not a major difference. In accessories products, respondents prefer non branded products as compared to branded products.
- So, in apparel products brand preference is highly in favour of non-branded products. But in electronics products, brand preference is highly in favour of branded products. In grocery and accessory products, preference is towards non branded products.
- Price and Variety of products are the most preferred factors that impact the shopping behavior of respondents. The respondents are most satisfied by price and variety at big bazaar. It is followed by quality of product. The ambience of mall is least preferred by respondents. All attributes received high scores, which shows big bazaar has a very good brand image in the minds of consumers.

- 61% of respondents also visit other retail stores as compared to 39% who don't visit other retail store.
- There was no relationship between Gender and factors that impact preference. This was because both male and female gave high ratings to big bazaar.
- There was also no relationship between profession of visitor and factors that impact preference. This was because all profession people gave high ratings to big bazaar.
- It was found that females have more social influence in their purchase decision as compared to men. So, big bazaar should design marketing campaigns for women in such a way that they are socially influenced. A positive word of mouth about products should be started.
- It was found that that females spend more time at big bazaar as compared to men.

CHAPTER 6

LIMITATIONS OF STUDY

LIMITATIONS OF STUDY

- This research is geographically restricted to Delhi city only. Hence the result cannot be extrapolated to other places.
- Sample size was confined to 200 respondents keeping in view of time and cost constraints.
- Findings are based on sample survey. The information executed by respondents may or may not be true because some respondents may not be serious. However all possible effort has been made to collect the information as authentically as possible.
- All interview questions are undisguised or direct. Hence there is a scope for the respondents to be biased or pretentious.

CHAPTER 7

FUTURE SCOPE OF STUDY

FUTURE SCOPE OF STUDY

The present research was conducted with some limitations. First of all, sample size used for the research was small and because of small sample size inferences drawn could vary from real situations.

This study could be improved and made much comprehensive for other studies in the future by several possibilities. First and foremost, for the better accuracy and reliability, a good amount of size and diverse samples will be required. These samples will support for the researchers to analyze the results more intensely and precisely and have a comprehensive perspective. Second, a different approach, certain more qualitative, could be used in order to build a better understanding of consumer behavior.

The research can be considered as a starting point for other future studies to discover the consumer buying behavior at Big Bazaar.

CHAPTER 8

REFERENCES

REFERENCES

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QUESTIONNAIRE

QUESTIONNAIRE

Q 1: Your Gender:

- Male
- Female

Q 2: Your Profession:

- Business
- Service
- Home-Maker
- Student
- Other

Q 3: What is your monthly income?

- Below Rs. 10000
- Rs. 10000- Rs. 20000
- Rs. 20000 to Rs. 40000
- More than Rs. 40000
- Dependent

Q 4: How frequently you visit the Big Bazaar?

- Weekly
- Monthly
- Quaterly
- On Unplanned Basis

Q 5: What is purpose of your visit?

- Shopping
- Outing
- Both

Q 6: What is your preferred day of visit?

- Weekdays
- Weekends
- Particularly Wednesday

Q 7: What is your preferred time of visit?

- 10 AM - 1 PM
- 1 PM - 3 PM
- 3 PM - 6 PM
- 6 PM - 10 PM

Q 8: What amount of time do you spend at Big Bazaar in each visit?

- Less than 30 minutes
- 30 minutes to 1 hour
- 1 hour to 2 hour
- More than 2 hour

Q 9: What is average amount of money that you spent in one visit at big bazaar?

- Below Rs. 500
- Rs. 500 to Rs. 1000
- Rs. 1000 to Rs. 2000
- More than Rs. 2000

Q 10: Please tick the the type of product that you purchase from Big Bazaar.

- Apparel
- Accessories
- Grocery
- Food Items
- Electronics
- Others

Q 11: What is your preferred mode of payment?

- Cash
- Credit/Debit Card

Q 12: Do you buy branded or non-branded of following products?

	Branded	Non Branded
Apparel	<input type="radio"/>	<input type="radio"/>
Electronics	<input type="radio"/>	<input type="radio"/>
Grocery	<input type="radio"/>	<input type="radio"/>
Accessories	<input type="radio"/>	<input type="radio"/>

Q 13: Do you consider advice of your friends and family while purchasing?

- Yes
- No

Q 14: Please rate the following attributes for Big Bazaar on the basis of your satisfaction level:

	Extremely Satisfied	Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q 15: Do you visit other retail stores?

- Yes
- No