A DISSERTATION REPORT
ON
CONSUMER BUYING BEHAVIOR
AT
BIG BAZAAR
PATIA, BHUBANESWAR

A project report submitted in partial fulfilment of Bachelor of Business Administration (B.B.A) Degree requirement under Utkal University

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2011
DECLARATION

I, Ranjan kumar Ram, a student of BBA-5th semester at NIIS Institute of Information Science and Management, Bhubaneswar, bearing University Roll no. - 56312UT09038, hereby declare that I had undertaken an investigatory dissertation titled “CONSUMER BUYING BEHAVIOUR AT BIG BAZAAR” during the academic year 2011-2012 for the partial fulfilment of my BBA 5th semester University Examination requirement. The project submitted by me is my original work and hasn’t been copied or published before.

~ Ranjan ku. Ram
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ACKNOWLEDGEMENT

Any accomplishment requires the effort of many people and this project is no different. So, I would like to thank the Store manager of Big Bazaar (future group Ltd), patia, Bhubaneswar, Mr. Aminesh Tiwary who acted as my external guide in this project, for being kind enough to spare a few hours out of his very busy schedule to help me out with my project. I would also like to thank my internal project guide, Mr. Satyajit Pattanaik whose patience, able guidance and support was instrumental in accomplishing this project. Much information in this project is a collection from various sources such as Books and Internet. Unfortunately, these sources were not always noted or available; hence it became impractical to provide an accurate acknowledgement. Regardless of the source, I wish to express my gratitude to all those who may have contributed to this project, even though anonymously.

~ Ranjan ku. Ram
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CHAPTER - I

- Introduction
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Introduction

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 bought 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. Technology is one of the major factors which is responsible for this paradigm shift in the market. New generation people are no more dependent on haat market and far off departmental stores. 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.

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 is on determining the customer’s buying behavior of customer’s in big bazaar and the satisfaction level of customers in big bazaar. My study will find out the current status of big bazaar and determine where it stands in the current market. This market field survey will help in knowing the present customers tastes and preferences. It will help me in estimating the customer’s future needs, wants & demands.
OBJECTIVES OF THE STUDY

1. To find out the buying behavior of the customers coming in to Big Bazaar in BBSR.

2. To determine the current status of Big Bazaar.

3. To find out the customers response towards Big Bazaar.

4. To study the satisfaction level of customers in different attributes of Big Bazaar.

5. To identify main competitors of Big Bazaar.
**Scope of Study**

The scope of this research is to identify the buying behavior of customers of Big Bazaar in BBSR 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 BBSR 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 BBSR area. It provides help to further the research for organized retail sector in BBSR area. It aim to understand the skill of the company in the area like technological advancement, competition in management.
Importance of the Study

The study shows customers buying pattern with Big Bazaar in BBSR area. Its provide guideline for further research in BBSR area for organized retail. Research says about customer buying behavior towards Big Bazaar in BBSR area. The study rate of customer satisfaction level with Big Bazaar for BBSR area. The research is also important to identify Market size, growth and Market Potential of Big Bazaar in BBSR area. The research shows future Scenario of Big Bazaar in current perspective. The study shows Opportunities and challenges for Big Bazaar respect of internal & external environment. Research say about main competitors in the field of organized retail sectors. The study provide guideline to further extension of Big Bazaar in BBSR area. The study provide help to know the customers satisfaction with Big Bazaar stores.
Research Methodology

Technology, customers tastes and preferences play a vital role in today’s generation. Research Methodology is a set of various methods to be followed to find out various information’s regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

**Area of study:**

The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes.

**Research Design -**

Exploratory Research.

**Sampling Design:**

Non Probability sampling- Convenience sampling

**Sample Size:**

50 Customers

**Data Collection : -**

Data is collected from various customers through personal interaction. Specific questionnaire is prepared for collecting data. Data is collected with mere interaction and formal discussion with different respondents. Some other relevant information collected through secondary data
CHAPTER-II

❖ COMPANY PROFILE
COMPANY PROFILE

FUTURE GROUP

Future group, led its founder & group CEO Mr. Kishore Biyani is one of India leading business house with multiple business spanning across the consumption space. While retail firm the core business activity of future group, group subsidiaries are present in consumer finance, capital, insurance, brand development & entertainment. The first set of Big bazaar store open in 2001 in Kolkata, Hyderabad and Bangalore.

BOARD OF DIRECTORS

Mr. Kishore Biyani, Managing Director

Kishore Biyani is the Managing Director of Pantaloon Retail (India) Limited and the Group Chief Executive Officer of Future Group.

Mr. Gopikishan Biyani, Wholetime Director

Gopikishan Biyani, is a commerce graduate and has more than twenty years of experience in the textile business.

Mr. Rakesh Biyani, Wholetime Director

Rakesh Biyani, is a commerce graduate and has been actively involved in category management; retail stores operations, IT and exports.
Mr. Ved Prakash Arya, Director

Ved Prakash Arya, is an engineer by training and is a graduate of the Indian Institute of Management, Ahmedabad. Prior to joining Pantaloon Retail, he was the CEO of Globus.

Mr. Shailesh Haribhakti, Independent Director

Shri Shailesh Haribhakti, is a Chartered Accountant, Cost Accountant, and a Certified Internal Auditor. He is the Deputy Managing Partner of Haribhakti & Co., Chartered Accountants and past president of Indian merchant Chamber several Public Limited Companies, including Indian Petrochemicals Corporation Ltd., Ambuja Cement Eastern Ltd. etc. He is on the Board of Company since June 1, 1999.

Mr. S Doreswamy, Independent Director

S. Doreswamy, is a former Chairman and Managing Director of Central Bank of India and serves on the board of DSP Merrill Lynch Trustee Co and Ceat Limited

Dr. D O Koshy, Independent Director

D. O. Koshy, holds a doctorate from IIT, Delhi and is the Director of National Institute of Design (NID), Ahmedabad. He has over 24 years of rich experience in the textiles and garment industry and was instrumental in the setting up of NIFT centres in Delhi, Chennai and Bangalore. He is a renowned consultant specializing in international marketing and apparel retail management.

Ms. Anju Poddar, Independent Director

Anju Poddar, holds a Bachelor of Engineering from University of Oklahoma and is a Director, NIFT, Hyderabad chapter. She also serves on the board of Maharishi Commerce Ltd and Samay Books Ltd,
Ms. Bala Deshpande, Independent Director

Bala Deshpande, is Independent Director, Pantaloon Retail (India) Ltd. and also serves on the boards of Deccan Aviation, Nagarjuna Construction, Welspun India and Indus League Clothing Ltd,

Mr. Anil Harish, Independent Director

Anil Harish, is the partner of DM Harish & Co. Associates & Solicitors and an LLM from University of Miami. He also serves on the board of Mahindra Gesco, Unitech, IndusInd Bank and Hinduja TMT,

Major Milestones

- **1987** Company incorporated as Manz Wear Private Limited. Launch of Pantaloons trouser, India’s first formal trouser brand.

- **1991** Launch of BARE, the Indian jeans brand.

- **1992** Initial public offer (IPO) was made in the month of May.

- **1994** The Pantaloon Shoppe – exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.

- **1995** John Miller –Formal shirt brand launched.

- **1997** Pantaloons – India’s family store launched in Kolkata.

- **2001** Big Bazaar, ‘Is se sasta aur accha kahi nahin’ - India’s first hypermarket chain launched.

- **2002** Food Bazaar, the supermarket chain is launched.
- **2004** Central – ‘Shop, Eat, Celebrate in the Heart of Our City’ - India’s first seamless mall is launched in Bangalore.

- **2005** Fashion Station - the popular fashion chain is launched

- **2006** Future Capital Holdings, the company’s financial arm launches real estate funds Kshittij and Horizon and private equity fund In division. Plans forays into insurance and consumer credit. Multiple retail formats including Collection i, Furniture Bazaar, Shoe Factory, EZone, Depot and futurebazaar.com are launched across the nation. Group enters into joint venture agreements with ETAM Group and Generali.

- **2007** - future group cross $1 billion mark.

- **2008** - future group holding becomes the second group company to make a successful initial public offering in the Indian capital market.
Mr. Kishore Biyani

( The Group Chief Executive Officer of Future Group)
**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 is present in 61 cities and 65 rural locations. The group’s flagship company, Pantaloon Retail (India) Limited operates over 10,000,000 square feet (930,000 m²) of retail space, has over 1,000 stores and employs over 30,000 people. Some of its leading retail formats include Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, eZone, Depot, Future Money and online retail format www.futurebazaar.com.

Future Group companies includes, Future Capital Holdings, Future Generali India, Indus League Clothing and Galaxy Entertainment which manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group’s financial arm, focuses on asset management and consumer credit. It manages assets worth over $1 billion that are being invested in developing retail real estate and consumer-related brands and hotels.

The group’s joint venture partners include Italian insurance major Generali, French retailer ETAM group, US-based stationary products retailer Staples Inc and UK-based Lee Cooper and India-based Talwalkar’s, Blue Foods and Liberty Shoes.

Future Group’s vision is to, “Deliver Everything, Everywhere, Everytime 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.
Big Bazaar: Is se sasta aur acha kahin nahin

Big bazaar is the company’s foray into the world of hypermarket discount stores, the first of its kind in India. Price and the wide array of products are the USP’s in Big Bazaar. Close to two lakh products are available under one roof at prices lower by 2 to 60 per cent over the corresponding market prices. The high quality of service, good ambience, implicit guarantees and continuous discount programmes have helped in changing the face of the Indian retailing industry. A leading foreign broking house compared the rush at Big Bazaar to that of a local suburban train.
Food Bazaar – Wholesale prices

Food Bazaar’s core concept is to create a blend of a typical Indian Bazaar and International supermarket atmosphere with the objective of giving the customer all the advantages of Quality, Range and Price associated with large format stores and also the comfort to See, Touch and Feel the products. The company has recently launched an aggressive private label programme with its own brands of tea, salt, spices, pulses, jams, ketchups etc. With unbeatable prices and vast variety (there are 42 varieties of rice on sale), Food Bazaar has proved to be a hit with customers all over the country.

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'FOOD BAZAAR' a division of Pantaloon Retail India Ltd is a chain of large supermarkets with a difference. It was flagged off in April'02. With store sizes ranging from 8,000 sq ft to 15,000 sq. ft. in Mumbai (two stores), Kolkata, Bangalore & Hyderabad, it is opening more stores at Gurgaon (Delhi), New Bombay & Nagpur. It currently caters to over 1.2 million customers every day across 4 outlets in India and is soon set to expand and double this figure across 8 outlets all over the country by June 2003.

Food Bazaar offers the Indian consumer the best of Western and Indian values. The western values of convenience, cleanliness and hygiene are offered through pre packed commodities and the Indian values of "See- Touch- Feel" are offered through the “Mandi” atmosphere created by displaying staples out in the open, all at very economical and affordable prices without any compromise on quality. This satisfies the Indian consumer and comforts her before making her final buying decision. At other super markets, the consumer is deprived of this factor. Truly the Indian consumer now agrees with Food Bazaar: "Ab Ghar Chalaana kitna Aasaan". This positioning platform of Food Bazaar is evident from the higher discounts and the wholesale price-points which is below MRP. Food Bazaar represents the company’s entry into food retail and is targeted across all classes of population. Food Bazaar replicates a local
‘mandi’, to provide the much important ‘touch & feel’ factor which Indian housewives are used to in the local bazaar. Food Bazaar has over 50,000 stock keeping units which cover grocery, FMCG products, milk products, juices, tea, sugar, pulses, masalas, rice wheat etc, besides fruits and vegetables. All products are sold below MRP and discounts range between 2% to 20%. Fruits and vegetables are sold at prices comparable to wholesale prices.

**Big Bazaar**

Big Bazaar is a chain of shopping malls in India, owned by the Pantaloon Group and which work on Wal-Mart type economies of scale. They have had considerable success in many Indian cities and small towns. Big Bazaar provides quality items but at an affordable price. It is a very innovative idea and this hypermarket has almost anything under one roof….Apparel, Footwear, Toys, Household Appliances and more. The ambience and customer care adds on to the shopping experience **Is Se Sasta Aur Accha Kahin Nahin !!**

**What's in store for you at Big Bazaar?**

1,70,000 products at 6-60% discount.

At Big Bazaar, you will get: A wide range of products at 6 – 60% lower than the corresponding market price, coupled with an international shopping experience.

**If you deal in the categories mentioned there's a big deal of success for you.**
**Products available in Big bazaar**

Apparel and Accessories for Men, Women and Children.

<table>
<thead>
<tr>
<th>Baby Accessories</th>
<th>Toys</th>
<th>Luggage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cosmetics</td>
<td>Home Textiles</td>
<td>Linens</td>
</tr>
<tr>
<td>Crockery</td>
<td>Home Needs</td>
<td>Sarees</td>
</tr>
<tr>
<td>Dress Materials Suiting &amp; Shirting</td>
<td>Household Appliances</td>
<td>Stationery</td>
</tr>
<tr>
<td>Electrical Accessories</td>
<td>Household Plastics</td>
<td>Utensils &amp; Utilities</td>
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<tr>
<td>Electronics</td>
<td>Hardware</td>
<td></td>
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<tr>
<td>Footwear</td>
<td>Home Decor</td>
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</tbody>
</table>
GROUP VISION AND MISSION:

Group Vision

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner.

Group Mission

- We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments – for classes and for masses.
- We shall infuse Indian brands with confidence and renewed ambition.
- We shall be efficient, cost-conscious and committed to quality in whatever we do.
- We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

Core Values

- Indianness: confidence in ourselves.
- Leadership: to be a leader, both in thought and business.
- Respect & Humility: to respect every individual and be humble in our conduct.
• Introspection: leading to purposeful thinking.
• Openness: to be open and receptive to new ideas, knowledge and information.
• Valuing and Nurturing Relationships: to build long term relationships.
• Simplicity & Positivity: Simplicity and positivity in our thought, business and action.
• Adaptability: to be flexible and adaptable, to meet challenges.
• Flow: to respect and understand the universal laws of nature.
POSITIONING STRATEGY

BIG BAZAAR RETAIL MIX- caters to all age groups of a family.
A layout chart of Big bazaar located at patia

LAYOUT INDEX

1. HELP DESK
2. KIDS ACCESSORIES
3. JACKETS
4. BABA SUITS
5. LADIES TOPS
6. TRIAL ROOM
7. PILLARS USED FOR DISPLAYING INFORMATION (SIZE CHART, SECTION DESCRIPTION)
8. WOOLEN CLOTHS FOR KIDS
9. WINTER WEAR
10. KIDS CASUAL WEAR
11. KIDS JEANS AND SHORTS
12. INFANT SHIRTS AND T-SHIRTS
13. MEN ACCESSORIES – SUNGLASSES, WRIST WATCHES ETC
14. SOFT TOYS
15. HOME DECORATIVE ITEMS
16. MUSIC COUNTER
17. LADIES ETHNIC
18. LADIES WESTERN
19. LADIES FORMALS (OFFICE WEAR)
20. LADIES ACCESSORIES – LINGERIES
21. LADIES PERFUMERIES
22. LADIES COSMETICS
23. LUGGAGE
24. FOOTWEAR
25. SPORTS
26. SCHEME BASED PROMOTIONAL ITEMS
27. CASH COUNTER
28. HOME FURNISHING (CURTAIN CLOTHS, CARPETS)
29. MEN FORMAL SHIRTS
30. MEN TROUSERS
31. MEN SUITS AND BLAZERS
32. MEN FABRICS
33. MEN ETHINICS
DESCRIPTION

HELP DESK – As you can see from the layout, 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. Help Desk uses paging service as a tool for the convenience of its employees and customers.

KIDS SECTION – The kids section is located just at the 1st floor of the middle 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 2nd flour. 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 of the 1st flour. 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** – With an add on 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
SWOT ANALYSIS OF BIG BAZAAR

Strengths:-

• EDLP [Every Day Low Pricing]
• Experienced marketing team & executive staff.
• Strong culture, ethics and values are followed
• Emphasis on providing total customer satisfaction
• Point of purchase promotion to increase the purchase
• Variety of stuff under single roof
• Increase sales with the help of healthy competition between different department
• Maintains good employer-employee relation
• Cost control initiatives that is critical in a retail operations business
• Periodical reviews of the various operations have been done on regular basis to identify the any possible threat and address the same within time

Weakness:-

• Unable to meet store opening targets.
• Unavailability of popular brand items with regard to clothing.
Opportunities:-

- Population of the country is growing where the scope of market is kept on increasing for the retail sector.
- Organized Retail less penetrated in India so it acts as a great opportunity to the organization for its growth.
- Evolving consumer preferences.
- Economy is developing as the employment opportunities are increasing and the income of the people is also increasing which increases life standards of people.
- Company has more scope of expansion in two and three tier cities.

Threats:-

- Competitors Strategies
- Advancement of technology day by day.
- Government policies.
- Unorganized Retail sector
- Foreign direct investment cause more problems in future because of that many mergers and acquisition are happening in Indian retail sector
CHAPTER-III

 Description about Consumer Buying Behaviour
**CONSUMER BUYING BEHAVIOR**

**Definition:-**

*Consumer behavior* is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, 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.

**A. Model of consumer behaviour**

Consumers make many buying decisions every day. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy. Marketers can study actual consumer purchases to find out what they buy, where, and how much. But learning about the whys of consumer buying behaviour is not so easy—the answers are often locked deep within the consumer's head.

The central question for marketers is: How do consumers respond to various marketing efforts 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. The starting point is the stimulus-response model of buyer behaviour shown in Figure 1. This figure 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.

**Model of consumer behaviour**

Marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs 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 behaviour. This chapter looks first at buyer characteristics as they affect buying behaviour, and then discusses the buyer decision process.

Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics, as shown in Figure For the most part, marketers cannot control such factors, but they must take them into account.

**B. Factors influencing consumer behaviour**

Markets have to be understood before marketing strategies can be developed. People using consumer markets buy goods and services for personal consumption. Consumers vary tremendously in age, income, education, tastes, and other factors. Consumer behaviour is influenced by the buyer's characteristics and by the buyer's decision process. Buyer characteristics include four major factors: cultural, social, personal, and psychological. We can say that following factors can influence the Buying decision of the buyer:

a. Cultural
b. Social
c. Personal
d. Psychological

**a. 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

Every group or society has a culture, and cultural influences on buying behaviour may vary greatly from country to country. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. For example, business representatives of a U.S. community trying to market itself in Taiwan found this out the hard way. Seeking more foreign trade, they arrived in Taiwan bearing gifts of green baseball caps. It turned out that the trip was scheduled a month before Taiwan elections, and that green was the colour of the political opposition party. Worse yet, the visitors learned after the fact that according to Taiwan culture, a man wears green to signify that his wife has been unfaithful. The head of the community delegation later noted, "I don't know whatever happened to those green hats, but the trip gave us an understanding of the extreme differences in our cultures." International marketers must understand the culture in each international market and adapt their marketing strategies accordingly.

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. Here are examples of four such important subculture groups.

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 behaviours. Social class is not determined by a single factor, such as income, but is measured as a combination of occupation, income, education, wealth, and other variables. In some social systems, members of different classes are reared for certain roles and cannot change their social positions. Marketers are interested in social class because people within a given social class tend to exhibit similar buying behaviour. Social classes show distinct product and brand preferences in areas such as clothing, home furnishings, leisure activity, and automobiles.

b. Social Factors

A consumer's behaviour also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.
I. Groups

Many small groups influence a person’s behaviour. Groups that have a direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct (face-to-face) or indirect points of comparison or reference in forming a person's attitudes or behaviour. Reference groups to which they do not belong often influence people. Marketers try to identify the reference groups of their target markets. Reference groups expose a person to new behaviours and lifestyles, influence the person's attitudes and self-concept, and create pressures to conform that may affect the person's product and brand choices.

The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects. Purchases of products that are bought and used privately are not much affected by group influences because neither the product nor the brand will be noticed by others.

II. Family

Family members can strongly influence buyer behaviour. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

Husband-wife involvement varies widely by product category and by stage in the buying process. Buying roles change with evolving consumer lifestyles.

Children may also have a strong influence on family buying decisions. For example, it ran ads to woo these "back-seat consumers" in Sports Illustrated for Kids, which attracts mostly 8- to 14-year-old boys. "We're kidding ourselves when we think kids aren't aware of brands," says Venture's brand manager, adding that even she was surprised at how often parents told her that kids played a tie-breaking role in deciding which car to buy. In the case of expensive products and services, husbands and wives often make joint decisions.

III. Roles and Status

A person belongs to many groups—family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them.
c Personal Factors

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and lifecycle 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 stage of 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. Traditional family life-cycle stages include young singles and married couples with children.

II. Occupation

A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits. 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 Situation

A person's economic situation will affect product choice. Marketers of income-sensitive goods 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 closely.

IV. Lifestyle

People coming from the same subculture, social class, and occupation may have quite different lifestyles. Life style is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions—activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products). 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.
V. Personality and Self-Concept

Each person's distinct personality influences his or her buying behaviour. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness. Personality can be useful in analysing consumer behaviour for certain product or brand choices. For example, coffee marketers have discovered that heavy coffee drinkers tend to be high on sociability. Thus, to attract customers, Starbucks and other coffeehouses create environments in which people can relax and socialize over a cup of steaming coffee.

Many marketers use a concept related to personality—a person's self-concept (also called self-image). The basic self-concept premise is that people's possessions contribute to and reflect their identities; that is, "we are what we have." Thus, in order to understand consumer behaviour, the marketer must first understand the relationship between consumer self-concept and possessions. For example, the founder and chief executive of Barnes & Noble, the nation's leading bookseller, notes that people buy books to support their self-images:

d Psychological Factors

A person's buying choices are further influenced by four major 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. Psychologists have developed theories of human motivation. Two of the most popular—the theories of Sigmund Freud and Abraham Maslow—have quite different meanings for consumer analysis and marketing.

II. Maslow's Theory of Motivation

Abraham Maslow sought to explain why people are driven by particular needs at particular times. Why does one person spend much time and energy on personal safety and another on gaining the esteem of others? Maslow's answer is that human needs are arranged in a hierarchy, from the most pressing to the least pressing. Maslow's hierarchy of needs is shown in Figure. In order of importance, they are physiological needs, safety needs, social needs, esteem needs, and
self-actualization needs. A person tries to satisfy the most important need first. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next most important need. For example, starving people (physiological need) will not take an interest in the latest happenings in the art world (self-actualization needs), nor in how they are seen or esteemed by others (social or esteem needs), nor even in whether they are breathing clean air (safety needs). But as each important need is satisfied, the next most important need will come into play.

III. Perception

A motivated person is ready to act. How the person acts is influenced by his or her own perception of the situation. 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. 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. People are exposed to a great amount of stimuli every day. For example, the average person may be exposed to more than 1,500 ads in a single day. It is impossible for a person to pay attention to all these stimuli. Selective attention—the tendency for people to screen out most of the information to which they are exposed—means that marketers have to work especially hard to attract the consumer's attention.

IV. Learning

When people act, they learn. Learning describes changes in an individual's behaviour arising from experience. Learning theorists say that most human behaviour is learned. Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement.

V. Beliefs and Attitudes

Through doing and learning, people acquire beliefs and attitudes. These, in turn, influence their buying behaviour. A belief is a descriptive thought that a person has about something. Buying behaviour differs greatly for a tube of toothpaste, a tennis racket, an expensive camera, and a new car. More complex decisions usually involve more buying participants and more buyer deliberation. Figure shows types of consumer buying behaviour based on the degree of buyer involvement and the degree of differences among brands.
C. Types Buying Behaviours:

• **Complex Buying Behaviour**

Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive. Typically, the consumer has much to learn about the product category. For example, a personal computer buyer may not know what attributes to consider. Many product features carry no real meaning: a "Pentium Pro chip," "super VGA resolution," or "megs of RAM." This buyer will pass through a learning process, first developing beliefs about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high-involvement products must understand the information-gathering and evaluation behaviour of high-involvement consumers. They need to help buyers learn about product-class attributes and their relative importance, and about what the company's brand offers on the important attributes. Marketers need to differentiate their brand's features, perhaps by describing the brand's benefits using print media with long copy. They must motivate store salespeople and the buyer's acquaintances to influence the final brand choice.

• **Dissonance-Reducing Buying Behaviour**

Dissonance reducing buying behaviour occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands. For example, consumers buying carpeting may face a high-involvement decision because carpeting is expensive and self-expressive. Yet buyers may consider most carpet brands in a given price range to be the same. In this case, because perceived brand differences are not large, buyers may shop around to learn what is available, but buy relatively quickly. They may respond primarily to a good price or to purchase convenience.

• **Habitual Buying Behaviour**

Habitual buying behaviour occurs under conditions of low consumer involvement and little significant brand difference. For example, take salt. Consumers have little involvement in this product category—they simply go to the store and reach for a brand. If they keep reaching for the same brand, it is out of habit rather than strong brand loyalty. Consumers appear to have low involvement with most low-cost, frequently purchased products.
In such cases, consumer behaviour does not pass through the usual belief-attitude-behaviour sequence. Consumers do not search extensively for information about the brands, evaluate brand characteristics, and make weighty decisions about which brands to buy. Instead, they passively receive information as they watch television or read magazines.

Marketers can try to convert low-involvement products into higher-involvement ones by linking them to some involving issue. Procter & Gamble does this when it links Crest toothpaste to avoiding cavities. At best, these strategies can raise consumer involvement from a low to a moderate level. However, they are not likely to propel the consumer into highly involved buying behaviour.

- **Variety-Seeking Buying Behaviour**

Consumers undertake variety seeking buying behaviour in situations characterized by low consumer involvement but significant perceived brand differences. In such cases, consumers often do a lot of brand switching. For example, when buying cookies, a consumer may hold some beliefs, choose a cookie brand without much evaluation, then evaluate that brand during consumption. But the next time, the consumer might pick another brand out of boredom or simply to try something different. Brand switching occurs for the sake of variety rather than because of dissatisfaction.

In such product categories, the marketing strategy may differ for the market leader and minor brands. The market leader will try to encourage habitual buying behaviour by dominating shelf space, keeping shelves fully stocked, and running frequent reminder advertising. Challenger firms will encourage variety seeking by offering lower prices, special deals, coupons, free samples, and advertising that presents reasons for trying something new.

**D. Buyer Decision Process**

Now that we have looked at the influences that affect buyers, we are ready to look at how consumers make buying decisions. Figure shows that the buyer decision process consists of five stages: *need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour*. Clearly, the buying process starts long before actual purchase and continues long after.
• Need Recognition

The buying process starts with need recognition—the buyer recognizes a problem or need. The buyer senses a difference between his or her actual state and some desired state. The need can be triggered by internal stimuli when one of the person's normal needs—hunger, thirst—rises to a level high enough to become a drive. A need can also be triggered by external stimuli. At this stage, the marketer should research consumers to find out what kinds of needs or problems arise, what brought them about, and how they led the consumer to this particular product. By gathering such information, the marketer can identify the factors that most often trigger interest in the product and can develop marketing programs that involve these factors.

• Information Search

An aroused consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake an information search related to the need. At one level, the consumer may simply enter heightened attention. The consumer can obtain information from any of several sources. These include personal sources (family, friends, neighbours, acquaintances), commercial sources (advertising, salespeople, dealers, packaging, displays, Web sites), public sources (mass media, consumer-rating organizations), and experiential sources (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer.

People often ask others—friends, relatives, acquaintances, professionals—for recommendations concerning a product or service. Thus, companies have a strong interest in building such word-of-mouth sources. These sources have two chief advantages. First, they are convincing: Word of mouth is the only promotion method that is of consumers, by consumers, and for consumers. Having loyal, satisfied customers that brag about doing business with you is the dream of every business owner. Not only are satisfied customers repeat buyers, but they are also walking, talking billboards for your business. Second, the costs are low. Keeping in touch with satisfied customers and turning them into word-of-mouth advocates costs the business relatively little. As more information is obtained, the consumer's awareness and knowledge of the available brands and features increases. The information also helped her drop certain brands from consideration. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers’ sources of information and the importance of each source. Consumers should be asked how they first heard about the brand, what information they received, and what importance they placed on different information sources.
• **Evaluation of Alternatives**

The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, consumer guides, or salespeople for buying advice. Marketers should study buyers to find out how they actually evaluate brand alternatives. If they know what evaluative processes go on, marketers can take steps to influence the buyer's decision.

• **Purchase Decision**

In the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others. The second factor is unexpected situational factors. The consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change the purchase intention. Thus, preferences and even purchase intentions do not always result in actual purchase choice.

• **Post purchase Behaviour**

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behaviour of interest to the marketer. What determines whether the buyer is satisfied or dissatisfied with a purchase? The answer lies in the relationship between the consumer's expectations and the product's perceived performance. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted. The larger the gap between expectations and performance, the greater the consumer's dissatisfaction.
This suggests that sellers should make product claims that faithfully represent the product’s performance so that buyers are satisfied. Some sellers might even understate performance levels to boost consumer satisfaction with the product. For example, Boeing’s salespeople tend to be conservative when they estimate the potential benefits of their aircraft. They almost always underestimate fuel efficiency—they promise a 5 percent savings that turns out to be 8 percent. Customers are delighted with better-than-expected performance; they buy again and tell other potential customers that Boeing lives up to its promises.

Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. However, every purchase involves compromise. Consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post purchase dissonance for every purchase.

• The Buyer Decision Process for New Products

We have looked at the stages buyers go through in trying to satisfy a need. Buyers may pass quickly or slowly through these stages, and some of the stages may even be reversed. Much depends on the nature of the buyer, the product, and the buying situation. We now look at how buyers approach the purchase of new products. A new product is a good, service, or idea that is perceived by some potential customers as new. It may have been around for a while, but our interest is in how consumers learn about products for the first time and make decisions on whether to adopt them. We define the adoption process as "the mental process through which an individual passes from first learning about an innovation to final adoption, and adoption as the decision by an individual to become a regular user of the product."
CHAPTER - IV

- Data collection
- Data analysis and Interpretations
Data Collection

Data can be classified under two categories depending upon the sources utilized. These categories are,

i) Primary data
ii) Secondary data

DATA COLLECTION

Data is collected by using various methods. For the purpose of fulfilling the objective of study and for completing the Research project Report, both primary and secondary data collected.

PRIMARY SOURCES:

Questionnaire

Keeping in view the objective of study a questionnaire (as given Annexure) was selected there is Ten in all. All questions are small in size and arranged logically. The language is simple to understand.

Interview

Information was also obtained by conversation with Customers .they were interviewed personally.

SECONDARY DATA:

The second information is taken from company document available on websites
The other related journals information and industry association’s sites have also been viewed.
SAMPLING DESIGN

In the backdrop of objective set, a sample study conducted in patia, BBSR.

SAMPLE SIZE: 50 CONSUMERS contacted during this research work. The nature of sampling is NON PROBABILITY – CONVINANCE SAMPLING helped in keeping the path of research in focus throughout the work.

Collection of the questionnaire
Sufficient time was given to the respondents to answer the questionnaire.

Problem faced while collecting and filling questionnaire
Some of the respondents were hesitant to answer the questionnaire.
Some respondents did not want to answer the questionnaire, so they left it unanswered.
Where the respondents did not find the relevant answer in his choice provided, they added their own choice or left it unanswered.

Tabulation
After all the questionnaires were collected back, the responses were tabulated.
Each answer of the respondent was tabulated to its respective category.
ANALYSIS

I have done a market field survey on big bazaar. I have surveyed around 50 respondents of BBSR who come to visit big bazaar. A specific questionnaire is prepared for the customers and data is obtained from them by moving around big bazaar and personally interacting with them. The customers gave me valuable information regarding their consumption pattern in big bazaar. I collected all those information and a proper analysis is done.

All the analysis and its interpretations are discussed below. Each of the analysis is done as per the information obtained from the customers and a serious interpretation has been done to best of my effort.
**Analysis:** The above diagram shows the distribution of income level of customers coming into big bazaar. Among the 50 respondents 50% of customers are of middle income level that is between Rs10000 – 40000 per month. Least number of customers visiting Big bazaar are the higher income level people (> Rs.60000 pm) that constitute only 5%. The lower income level of people coming to big bazaar constitutes of 20%. 25% of people belong to no income group which mostly consists of students.
**Interpretation:** Big bazaar is the hub of shopping for middle level income group people because of its reasonable price on its each product category. The higher level income group people don’t prefer to do shopping in big bazaar as it doesn’t deal with branded products. The higher level income group people are very status conscious and their psychology is such type that they don’t prefer much to visit big bazaar as it is a discounted store. The lower income group people come in to big bazaar as they get goods at a discounted price. Hence big bazaar should include branded products in its product category which will encourage higher income group people to come in to big bazaar. Probably not much of lower income group people come to big bazaar as they don’t like to have any shopping experience rather they just go for nearby store where they can get their necessity goods. Even they purchase goods on a regular basis on a small quantity. So they don’t have much interest to come to big bazaar and do shopping.
Customers visit Big Bazaar

Weekly 29%
Monthly 34%
Quarterly 23%
On unplanned basis 14%

**Interpretation:** From this I interpret that in big bazaar 34% customers visit monthly, 29% customer visit weekly 23% customers visit quarterly and 14% customers visit on planned basis, it means mostly customers visit weekly and monthly basis for purchasing their requirements.
Apart from Big Bazaar visit retail outlet

Yes 64%
No 36%

**Interpretation:** From this I interpret that 64% customers of big bazaar visit other retail stores for their requirements and 36% customers of big bazaar generally do not visit other retail stores. It shows that customers satisfaction level is more in big bazaar.
Purpose behind visiting big bazaar

Shopping  60%
Outing  10%
Both  30%

Analysis: Out of the 50 respondents 60% of respondents visit big bazaar for shopping, 10% for outing and 30% visit big bazaar for both the purposes.
**Interpretation:** From this I interpret that 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. The infrastructure and ambience of big bazaar is so that people even like to go there even also they don’t have to purchase anything. People enjoy doing shopping in big bazaar. This is very nice for it as often customers.

**Time spent by customers in shopping in big bazaar**

- Less than half an hour: 10%
- Half an hour to 1 hour: 15%
- 1 hour to 1 1/2 hours: 35%
- 1 1/2 hours to 2 hours: 22%
- More than 2 hours: 18%
**Analysis:** People spend a lot of time in shopping in big bazaar. Majority of the respondents (35%) said that they spend at least 1 hour to 1 ½ hours in big bazaar. 22% respondents also said that they spend 1 ½ hours to 2 hours in their visit to big bazaar. Only 10% of people said that they spend very little time that is less than half an hour in big bazaar.

**Interpretation:** As per the given data I interpret that customers are very product choosy now a days and that’s why they spend a lot of time in shopping in big bazaar. Probably customers might even be spending more time in big bazaar as it provides a very nice ambience and atmosphere for the people to shop in. Hence those persons who spend half an hour or less than half an hour in big bazaar are those persons who just come to purchase limited products and come only because of low pricing of products. People also spend much time in it but purchase very few goods. The sales personnel should focus on the people who take long time in shopping and purchases a lot and provide special kind of service to them as they are the major customers.
Customers preference of timing to visit big bazaar

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>10 A.M - 1 P.M</td>
<td>8%</td>
</tr>
<tr>
<td>1 P.M - 3 P.M</td>
<td>17%</td>
</tr>
<tr>
<td>3 P.M - 6 P.M</td>
<td>35%</td>
</tr>
<tr>
<td>6 P.M - 10 P.M</td>
<td>40%</td>
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Analysis: The above pie chart shows that most of the people prefer to visit big bazaar in evening time than that of the day time. Only 25% of people tend to visit big bazaar during day time while 75% of people tend to visit big bazaar during after noon time.

Interpretation: From the above analysis I interpret that evening time is the peak time for big bazaar and day time is the off peak time for big bazaar. There is more number of people
found in big bazaar during evening time than that of day time. Probably more of products are being sold during evening time in big bazaar than that of day time. Big bazaar shall provide some special offerings during day time so that more people should come in during day time. It could offer some special kind of product in daytime which will be not available during evening time. In this way it will bring in more number of people during day time for getting the special kind of products but along with that it will be able to sale other products as people do a lot of impulse buying at big bazaar.

Comparison of customers purchasing with planned list of products and purchasing products on unplanned basis

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<tr>
<td>Yes</td>
<td>50%</td>
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<tr>
<td>No</td>
<td>40%</td>
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<tr>
<td>Ever</td>
<td>10%</td>
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**Analysis:** As shown in the graph out of my total respondents of 50, 50% of customers come to big bazaar with a planned list of products. 40% of people come in to big bazaar without any planned list of products to be purchased from big bazaar.

**Interpretation:** As per the data obtained from the customers of big bazaar I interpret that most of the customers comes in to big bazaar with a planned list of products. Few customers come to big bazaar without any planned list of products and purchases products depending on their selection. These people basically come to the mall and hence get in to big bazaar. Depending on the product category and brand and quality of products they purchases goods. Some couples come to mall and go to food bazaar to have food together and to have chit chat among them. The customer who comes with a planned list of products purchases more products than that of the customers who comes without any planned list of products. So big bazaar should provide more variety and essential goods so that more number of people should come in with a planned list of products.
Mode of payment of customers in big bazaar

Cash Payment 55%
Credit Card 19%
Debit Card 26%
**Analysis:** As per my study is concerned, out of the total respondents 55% of people make cash payment in big bazaar. 19% of them uses credit card as their mode of payment and 26% of the people makes payment in big bazaar through their debit card.

**Interpretation:** As per the obtained data I interpret that more number of people makes cash payment in big bazaar. A fraction of people uses their credit card for payment in big bazaar and a very few people uses their debit card for payment. I can interpret that quick exchange of money for goods is done in big bazaar as most of the people mode of payment is cash payment. Hence sometimes big bazaar has to wait for a short time period as some of the customers make their payment through credit and debit card.
Comparison of factors which encourages customers to come in to big bazaar

Price 60%
Service 40%
Ambience 50%
Product Variety 65%
Product Quality 20%
Convenience 35%
**Analysis:** People are mostly encouraged to come to big bazaar because of its cheap price and availability of variety of products. Around 65% of the total respondent said they are mostly encouraged to come to big bazaar as it has variety options. Even most of the customers said that they get goods there in a discounted price and so they come in to it. Many customers also said that they feel good about the service and ambience provided by big bazaar. Around 35% of customers also said that convenience is also another factor which leads them to come to big bazaar. Product quality is rated at very low that is only 20% which encourages the customers to come to big bazaar.

**Interpretation:** From this analysis I interpret that big bazaar is a well known for its variety options. People mostly come to big bazaar as they get various kinds of products under one roof. It is also clearly known that big bazaar sales its goods at a discounted price as compared to the market. Even it provides a good service and ambience to its customers which encourages them to visit big bazaar more and more times. I can also interpret from this that big bazaar has located itself in a good place from where it is able to attract customers. As a hypermarket which is to be located far off the city, big bazaar has located itself in a good place from where it is convenient for people to visit big bazaar. Big bazaar should try and produce more qualitative products so that customers can get more satisfaction and would never think of not doing shopping in big bazaar.
Services of the sales personnel in Big Bazaar

Very good 17%
Good 29%
Ok 36%
Poor 13%
Very poor 5%

Interpretation: From this I interpret that 36% customers realize service of sale personnel in Big Bazaar is OK, 29% realize good, 17% realize Very Good, 13% realize Poor and 5% customers is very dissatisfied with sales personnel’s in Big Bazaar.
CHAPTER - V

- FINDINGS
- SUGGESTION
- CONCLUSION
- LIMITATION OF THE STUDY


Findings

1. Most of the customers buy their requirement in Big Bazaar on the basis of Weekly and monthly basis. Customers realized that Big Bazaar stores provide qualitative products/service with reasonable price.

2. At present time Big Bazaar provide different types of product assortments to the customers.

3. Continuously opening of Big Bazaar chains in different major cities, increasing quantities of the customers & profit show that Big Bazaar most accepted name in organized retail chain in India.

4. Big Bazaar mainly deal with middle income group people who want qualitative product with reasonable cost.

5. Big bazaar has a good reputation of itself in the market.

6. Big bazaar has positioned itself in the market as a discounted store.

7. Big bazaar holds a huge customer base. The majority of customers belong to middle class family.

8. Impulse buying behavior of customers comes in to play most of the times in big bazaar.

9. There are more than 50 big bazaars in different cities of India, it seems that there is a vast growth of big bazaar lying as customers demand is increasing for big bazaars.

10. Big bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through the year.

11. The major players in retail industries are Big bazaar, The Tata Groups (Croma), Vishal Retail Group, Reliance Retail, etc.
Suggestions

- Big bazaar should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar.

- Big bazaar should provide large parking space for its customers so that they can easily park their vehicles.

- It should make different cash counters for different customers. Cash counter and credit card payment counter should be placed differently in order to reduce the rush and save the customer’s time. This will be a kind of motivator for the customers of big bazaar.

- The service of the sales person is needed to be improved. Personal care should be taken by the sales person for the customers so that the customers feel good.

- During the off peak hour’s big bazaar should provide some offers to its customers so that people would be encouraged to come to big bazaar during off peak hours. The customers who are present in the mall during the off peak hours of big bazaar will definitely go in to big bazaar if surprise offers are made at that time.

- Customer care department is needed to take proper care of customer complaints and queries. The person sitting at the help desk of big bazaar should be able to provide all necessary information to the customers whenever it is required.

- The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar during those days.
Conclusion

Big bazaar is a major shopping complex for today’s customers. It is a place where customers find variety of products at a reasonable price. Big bazaar has a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The youth generation also likes shopping and moving around big bazaar. Volume sales always take place in big bazaar. Impulse buying behaviour of customers comes in to play most of the times in big bazaar.

Big bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through the year. It holds a large customer base and it seemed from the study that the customers are quite satisfied with big bazaar. As of now there are 34 big bazaars in different cities of India, it seems that there is a vast growth of big bazaar lying as customers demand is increasing for big bazaars.

Big bazaar is a hypermarket store where varieties of products are being sold on different product category. It has emerged as a hub of shopping specially for middle class people.

Different types of products starting from a baby food to pizzas all are available under one roof. In Delhi it is the middle class people who mostly do marketing from big bazaar. Even most of the people do their monthly shopping from big bazaar. People not only visit big bazaar to do shopping but also visit for outing purpose as it provides a very nice ambience to its customers. As people go to malls they just tend to move around big bazaar whether it is for shopping purpose or for outing purpose. Grocery, apparels and food items are the products which are demanded most by the customers of BBSR in big bazaar. The major drawback of big bazaar is that it lacks in providing enough parking space for its customers. This may discourage the customers to come to big bazaar and shop as they face difficulty in parking their vehicles. Even though some customers say that they don’t feel problem in parking their vehicle, it is because of
the parking space available to them by the mall. As it is surveyed it seems that the biggest competitors of big bazaar discounted specialty stores like Vishal mega mart, pall heights, The Tata Groups (Croma),& Reliance Retail, etc.

**Limitations of the study**

Certain limitations do creep in a research study due to constraints of the time, money and human efforts, the present study is also not free from certain limitation, which were unavoidable.

Although all effort were taken to make the result of the work as accurate as possible as survey but the survey have following constraints.

I- Some customers were not willing to give appointment due to their busy schedule.

II- Due to very large size of the population, only a selected sample of customer could be contacted.

III- Due to time constraint and other imperative work load during the t period it could not be made possible to explore more area of concern pertaining to study.

IV- Also impossible for company to prove information is confidential.

V- Due to fast pace of life, some customers were not able to do justification to the questionnaire.

VI- Personal biases might have come while answer the questionnaire.

VII- As per company rule many information was not disclose as the manager are busy in their daily schedule. It is not possible for us to spend more time in interaction with the
CHAPTER – VI

➢ QUESTIONNAIRE

➢ BIBLIOGRAPHY
Questionnaire

PART-1

1. Name: -
2. Age: -
3. Gender: -
4. Address: -
5. Qualification: -
6. Profession: -
7. Ph.

PART-2

1. What’s your monthly income?
   a) Below 10,000
   b) 20,000 – 40,000
   c) 40,000 – 60,000
   d) More than 60,000

2. How frequently do you visit Big Bazaar?
   a) Weekly
   b) Monthly
   c) Quarterly
   d) On unplanned basis

3. Apart from Big Bazaar do you intend to visit any other retail outlet in a Mall?
   a) Yes
   b) No
4. What is the purpose behind visiting Big Bazaar?
   a) Shopping
   b) Outing
   c) Others

5. How much time do you spend in a visit to Big Bazaar?
   d) Less than half an hour
   e) Half an hour to 1 hour
   f) 1 hour to 1 ½ hours
   g) 1 ½ hours to 2 hours
   h) More than 2 hours

6. Which time of the day do you mostly prefer to visit Big Bazaar?
   i) 10am – 1pm
   j) 1pm - 3pm
   k) 3pm-6pm
   l) 6pm – 10pm

7. Do you go with a planned list of products to be purchased from Big Bazaar?
   a) Yes
   b) No
   c) some time

8. What is your mode of payment in Big Bazaar?
   a) Cash payment
   b) Credit Card
   c) Debit Card
9. What encourages you to visit Big Bazaar?

   a. Price
   b. Service
   c. Ambience
   d. Product Variety
   e. Product Quality
   f. Convenience

10. How would you rate the services of the sales personnel in Big Bazaar on a 1 – 5 scale?

    Excellent
    Good
    Ok
    Poor
    Very poor
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INTERNET WEB PAGE

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