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# CONSUMER BEHAVIOUR TOWARDS BIG BAZAAR IN HYDERABAD

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## ABSTRACT

Customer behavior distinguishes the behavior of the shopper upon that item and furthermore for the market. The principle goal of the examination is to locate the general purchaser behavior. Information from the customers visiting huge bazaar were gathered as populace consider. The essential information was gotten through poll and auxiliary information from the organization records and through web. The motivation behind the study procedure is to dissect the shopper behaviour of enormous bazaar. So as to accomplish an aggressive position in the market. The exploration work will propose a genuine thought that distinguishes key elements which are of extraordinary significance to customers. From the investigation it was discovered that the enormous bazaar fulfilling the shopper needs and needs.

In short customer discernment investigate is the goal and formal procedure of efficiently acquiring, breaking down and translating the information for significant basic leadership in customer observation towards an association (Big Bazaar, in my study).

**KEYWORDS:** Big Bazaar, Customer behavior, Chi-square

## 1. INTRODUCTION

Pantaloon Retail (India) Limited, is India's driving retailer that works various retail organizes in both the esteem and way of life section of the Indian buyer marker. Headquartered in Mumbai (Bombay), the organization works more than 5 million square feet of retail space, has more than 450 stores crosswise over 40 urban areas in India and utilizes over 18,000 people. The organization's driving configurations incorporate

Pantaloons, a chain of style outlets, Big Bazaar, a remarkably Indian hypermarket chain, Food Bazaar, a grocery store chain, mixes the look, contact and feel of Indian bazaars with parts of current retail like decision, comfort and quality and Central, a chain of consistent goal shopping centers. A portion of its different organizations incorporate, Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station. The organization additionally works an online gateway, futurebazaar.com. As customers tastes and preferences

are changing, the market situation is additionally changing every once in a while. It is the changing tastes and preferences of customer which has purchased in an adjustment in the market. Salary dimension of the general population has changed. New age individuals are not any more reliant on haat advertise and distant departmental stores. Today we can see another time in market with the opening up of numerous departmental stores, hyper showcase, customers stop, shopping centers, marked retail outlets and strength stores. My investigation depends on an overview done on customers of a hypermarket named enormous bazaar. Enormous bazaar is another kind of market which appeared in India since 1994. It is possessed by pantaloon retail India Ltd. It is a sort of market where different sorts of items are accessible under one rooftop. My examination is on deciding the customers purchasing behaviour of customers in huge bazaar and the fulfillment dimension of customers in enormous bazaar. My investigation will discover the present status of huge bazaar and figure out where it remains in the present market. This market field review will help in realizing the present customers tastes and preferences. It will help me in evaluating the customers future needs, needs and requests.

**OBJECTIVES OF THE STUDY:**

The principle objective is to decide the present shopping behavior dimensions of the customers concerning Big Bazaar.

- To study and analyze consumer shopping behavior towards Big Bazaar.
- To assess the behavior level of the different type of customers shopping at Big Bazaar.
- To distinguish what sort of procedures are appropriate for the organization to reach focused on customers.
- To discover the variables which impact the utilization of the items in Big Bazaar.
- To recognize powerful publicizing sources which are impacting customer buying behavior at Big Bazaar.
- To discover how the shoppers spent their earnings, time on the buying of the items.

**Scope of The Study**

The scope of this research is to distinguish the purchasing behaviour of customers in Big Bazaar. This examination depends on essential information and auxiliary information. This examination just spotlights on the urban purchasing behaviour of customers. The examination does not say anything regarding provincial purchasing behaviour of the customer in light of the fact that country standards/status/mentality and acknowledgment of the rustic customers varies with urban customers. It gives assistance to advance the exploration for the sorted-out retail area. It intends to comprehend the ability of

the organization in the region like mechanical progression, rivalry in the executives.

**Limitations of the Study:**

- Time has been a major constraint throughout the study as it has been only for duration of 2 months.
- Enough care is taken in formulating the questionnaire; still some errors may creep in.
- The consumer behaviour varies according to different products.
- The project is based on the interview methodology by a questionnaire and the personal skills of the person undertaking the project affect the results.

**2. LITERATURE REVIEW**

Researchers have investigated the significance of consumer loyalty, (Kotler, 2000) characterized fulfillment as "individual's sentiments of delight or disillusionment comes about because of contrasting an items saw act (or result) in connection to his or her desires". The key of accomplishing authoritative objectives comprises in deciding the necessities and needs of target showcases and conveying the ideal fulfillment more successfully and effectively than contenders [1].

Muhammad Ali Tirmizi, Kashif-ul-Rehman, M.Iqbal saif (2009), in their investigation on "An Empirical Study of Consumer Impulse Buying Behavior in Local Markets" have plainly shown that there exists a powerless relationship between shopper way of life, style inclusion and post choice phase of client acquiring conduct with the imprudent purchasing conduct[2].

Johan Anselmsson (2006) "on wellsprings of consumer loyalty with shopping centers, a similar investigation of various customers portions", an examination chiefly centered around consumer loyalty and visit recurrence at shopping centers among client fragments dependent on age and sexual orientation. It was discovered eight basic elements are critical to consumer loyalty. Those are determination, environment, comfort, sales reps, refreshments, area, and limited time exercises and merchanding arrangement [3].

Graeme D.Hutcheson and Luiz Moutinho (1988) contemplate on "estimating favored store fulfillment utilizing shopper decision criteria as interceding factors" endeavors to demonstrate causal impact that buyer's impression of decision criteria used to decide general store support has on the dimensions of seen fulfillment with a favored store. The presumable significance of value and incentive for cash as decision criteria was strengthened by quality of their relationship with fulfillment, a variable for the most part accepted to be a standout amongst the most vital in

deciding store patronization and repatronization [4].

Robert A. Westbrook, (1981) " think about on wellsprings of buyer fulfillment for a vast regular retail establishment has discovered that fulfillment from different sources serves to raise by and large fulfillment while disappointment from various sources relating brings down it [5].

Diminish Kennings (2007) consider found that a general beneficial outcome of trust purchasing conduct in nourishment retailing. It is likewise discovered that general trust has no impact on explicit paper. It is discovered that devoted customers are pulled in to the store brands .

Lutz (1981) in his examination has reasoned that "A point of view into shopper conduct is inspired by a craving to comprehend the connection among frame of mind and conduct" clinicians have tried to steady models to catch the basic components' of a mentality .

Eldon M. Kenneth E. Mill operator (1977) in their examination identified with the post buy correspondence found that it results in expanded fulfillment with the buy letter correspondence.

### 3. METHODOLOGY

An examination configuration is considered as the system or plan for an investigation that guides similarly as helps the data aggregation and examination of data. The present examination is an interpretive and illuminating in nature and reliant on exploratory examination. The data was accumulated from both fundamental and helper sources. The essential wellspring of information is respondents concerned and gathered by utilizing a predefined survey. The discretionary sources join books, articles, periodicals, papers, diverse reports, locales, etc.

#### I. Primary information:

Which means: Primary sources of information are the information which needs the individual endeavours of gathering it and which are not promptly accessible. Essential wellspring of information are the other sort of source through which the information was gathered.

The following information was gathered by:

**Questionnaires:** It is the arrangement of inquiries on a sheet of paper was being given to the of fill it, bases on which the information was translated.

trust and the significance of explicit trust for purchasing increments when general trust is low [6].

Rajagopal (2008) in his "Concentrate on purpose of offers advancements and purchasing incitement in retail locations" investigations purchasing conduct in reference to the point of offers advancement offered by retailing firm and the determinants of affectability towards animating shopping excitement and fulfillment client so as to fabricate store dependability have been examined in this

**II. Secondary information:** Optional sources are the other essential sources through which the information was gathered. These are the promptly accessible wellsprings of the information where one had need not put much exertion to gathered, on the grounds that it is as of now been gathered and part in an older way by some scientist, specialists and extraordinary.

The auxiliary sources supportive for the examination were

- 1) Text books like showcasing the executives investigate system Advertisement and deals advancement and so forth.
- 2) Internet was made use for the gathering of the information.
- 3) Newspapers were additionally alluded.
- 4) Business magazines were alluded.

**III. Sample size:** By utilizing judgment irregular testing system 67 respondents are chosen with the end goal of the examination.

**IV. Period of study:** The investigation is embraced in the term of 34 days

**V. Research methodology:** The study strategy was received for gathered the essential information. Overview look into is methodical social affair of information from respondent through poll.

**VI. Research instrument:** The information for this exploration examine was gathered by review method utilizing meeting strategy guided by survey.

**VII. Collection of Data:** survey and individual meetings are the strategies that I have utilized for gathering the information.

**Table 2.1: Null hypothesis and alternative hypothesis**

S.No	Null Hypothesis	Alternative Hypothesis
1	There is no relation between Gender and visiting Big Bazaar again.	There is relation between Gender and visiting Big Bazaar again.
2	There is no relation between occupation and product category buying.	There is relation between occupation and product category buying.
3	There is no relation between occupation and suggestions to Big Bazaar management.	There is relation between occupation and suggestions to Big Bazaar management.
4	There is no relation between assistance help and frequently visiting Big Bazaar.	There is relation between assistance help and frequently visiting Big Bazaar.
5	There is no relation between frequently visiting and prefer to go with.	There is relation between frequently visiting and prefer to go with.
6	There is no relation between purpose of product purchase and product category mostly buying.	There is relation between purpose of product purchase and product category mostly buying.

**1. Would you like to visit Bigbazaar again?**

**Table 2.2: Frequency table of Would you like to visit Bigbazaar again**

		Frequency	Percent
Valid	Maybe	16	23.9
	No	4	6.0
	Yes	47	70.1
	Total	67	100.0

**Table 2.3: Correlation between frequency of visit and suggestion**

		Would you visit Big Bazaar again		
		Maybe	No	Yes
Gender	Female	1	3	17
	Male	15	1	30
Total		16	4	47

**INTERPRETATION:** From the above study 70.1% of the respondents visit again to Bigbazaar, 23.9% of the respondents may visits again and

remaining 6% of the respondents says they don't visit again to Big bazaar.

**2. Which category of Products do you buy most at Big bazaar?**

**Table 2.4: Frequency table of category of Products do you buy most at Big bazaar**

		Frequency	Percent
Valid	others	3	4.5
	Clothes	25	37.3
	Electronics	6	9.0
	Food items	33	49.3
	Total	67	100.0

**Table 2.5: Correlation between occupation and category of Products do you buy most at Big bazaar**

		Which category of Products do you buy most at Big bazaar				Total
		others	Clothes	Electronics	Food items	
Occupation	Employee	0	2	1	8	11
	Engineer	0	1	1	1	3
	Government Employee	0	2	2	5	9
	Graduate	0	1	0	0	1
	Marketing job	0	0	0	1	1
	Self Employed	0	0	2	0	2
	Software employee	0	1	0	0	1
	Student	3	18	0	18	39
Total		3	25	6	33	67

**INTERPRETATION:** From the above study 49.3% of the respondents buy food items, 37.3% of them buy clothes, 9% of them buy electronics and remaining 4.5% buy other products.

**3. How do you suggest to Big Bazaar management to making present Big Bazaar to more attractive?**

**Table 2.6: Frequency table of suggest to Big Bazaar management to making present Big Bazaar to more attractive**

Any suggestion to BigBazaar management?			
		Frequency	Percent
Valid	Convenience	7	10.4
	Giving more offers and discounts	18	26.9
	Reasonable prices	22	32.8
	To maintain quality products	20	29.9
	Total	67	100.0

**Table 2.7: Correlation between occupation and suggest to Big Bazaar management to making present Big Bazaar to more attractive**

		Suggestion to Big Bazaar Management				Total
		Convenience	Giving more offers and discounts	Reasonable prices	maintain quality products	
Occupation	Employee	1	5	4	1	11
	Engineer	0	0	2	1	3
	Government Employee	1	2	5	1	9
	Graduate	0	0	1	0	1
	Marketing job	0	0	1	0	1
	Self Employed	2	0	0	0	2
	Software employee	0	0	0	1	1
	Student	3	11	9	16	39
Total		7	18	22	20	67

**INTERPRETATION:** From the above study it shows that 32.8% of respondents suggest for reasonable price, 29.9% suggest to maintain quality

products, 26.9% suggest to give more offers and discounts, only 10.4% suggest only for convenience

**4. How often do you ask for Assistance from store staff in selecting your purchase?**

**Table 2.8: Frequency table of How often do you ask for Assistance from store staff in selecting your purchase**

		Frequency	Percent
Valid	others	1	1.5
	Almost Always	6	9.0
	Frequently	23	34.3
	Never	1	1.5
	Sometimes	36	53.7
	Total	67	100.0

**Table 2.9: Correlation between frequency of visit and Assistance from store staff in selecting your purchase**

		How often do you ask for assistance help					Total
		others	Almost Always	Frequently	Never	Sometimes	
How frequently do you Visit Big Bazaar	Once in a month	0	2	10	1	29	42
	Once in a week	1	1	1	0	2	5
	Once in every 15 days	0	1	4	0	5	10
	Twice in a week	0	2	8	0	0	10
Total		1	6	23	1	36	67

**INTERPRETATION:** From the above study it shows that 53.7% of respondents sometimes takes Assistance help, 34.3% of respondents frequently

takes Assistance help, 9% takes always and 1.5% never takes assistance help.

**5. Whom do you prefer to shop in Big Bazaar?**

**Table 2.10: Frequency table of Whom do you prefer to shop in Big Bazaar.**

		Frequency	Percent
Valid	Family members	24	35.8
	Friends	36	53.7
	Spouse	7	10.4
	Total	67	100.0



**Table 2.11: Correlation between frequency of visit and with whom do you prefer to shop in big bazaar**

		You prefer to shop in Big bazaar with			Total
		Family members	Friends	Spouse	
How frequently do you visit Big Bazaar	Once in a month	12	29	1	42
	Once in a week	3	2	0	5
	Once in every 15 days	6	2	2	10
	Twice in a week	3	3	4	10
Total		24	36	7	67

**INTERPRETATION:** From the above study it shows that 53.7% of respondents prefer to go with friends, 35.8% of respondents prefer to go with family members and 10.4% prefer to go with their spouse.

**6. What is the main purpose of Purchase?**

**Table 2.12: Frequency table of main purpose of Purchase**

what is the main purpose of purchase?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	others	1	1.5	1.5	1.5
	Personal Usage / consumption	57	85.1	85.1	86.6
	To Gift	9	13.4	13.4	100.0
	Total	67	100.0	100.0	

**Table 2.13: Correlation between frequency of main purpose of purchase and category of Products do you buy most at Big bazaar.**

		Which category of Products do you buy most at Big bazaar				Total
		others	Clothes	Electronics	Food items	
What is the main purpose Of purchase	others	1	0	0	0	1
	Personal Usage/ consumption	2	22	5	28	57
	To Gift	0	3	1	5	9
Total		3	25	6	33	67

**INTERPRETATION:** From the above study 85.1% of the respondents were personal usage/ consumption, 13.4% of them were for gift, 1.5% of them were others.

**Table 2.14: Accepted Or Rejected Of Hypothesis**

	<b>Pearson's Chi- square Value</b>	<b>Accepted(&gt;0.05) or Rejected(&lt;0.05)</b>
Gender and visiting Big Bazaar again.	0.013	Null hypothesis is Rejected
Product Category Buy And Occupation.	0.013	Null hypothesis is Rejected
occupation and suggestions to Big Bazaar management	0.032	Null hypothesis is Rejected
assistance help and frequently visiting Big Bazaar.	0.002	Null hypothesis is Rejected
frequently visiting and prefer to go with.	0.002	Null hypothesis is Rejected
purpose of product purchase and product category mostly buying..	0.001	Null hypothesis is Rejected

**4. FINDINGS AND CONCLUSIONS**

From the responses of 67 customers the findings can be listed as:

- From the reactions of 67 customers the findings can be recorded as:
- As per the findings, all are having the consciousness of Big Bazaar. We can say that Big Bazaar have great spot in the brains of the customers.
- As per the findings 68.7% of male customers are come to Big Bazaar for shopping.
- The customers who were essentially age gathering of 21-30 years are shopping at Big Bazaar.
- It has been discovered that the Majority of the Respondents come to think about the Big Bazaar through Friends/Relatives References and Advertisements as it were. So we can say that promotions are assumes an essential job when customers shopping at Big Bazaar.
- As per findings, Majority of the Respondents are visits Big Bazaar once in a month.
- As per findings, Majority of the Respondents are acquiring with the end goal of Personal use/utilization as it were.
- As per findings, Majority of the respondents are intrigued to shopping at Clothes.
- As per the findings, lion's share of the customers pick the Big Bazaar for accessibility of items just

as sensible costs.

- Majority of the customers are rate for moderate valuing in Big Bazaar.
- As per findings, the greater part of the customers want to shop in Big Bazaar for offers and limits.
- As per findings, the greater part of the respondents are taking help from the store staff amid buy period. We can say that customers take help from store staff when they shopping in Big Bazaar.
- As per the findings, lion's share of the customers are happy with the estimation of their cash given by Big Bazaar.
- As per findings, by and large experience of the respondents is observed to be Excellence as begun by 12% of the Respondents, and Good by 60% of the Respondents, not very many appraised as poor.
- As per findings, the greater part of the client's assessment is to return to the Big Bazaar.
- As per findings, as much as 45% of the Respondents to recommend the Big Bazaar to keep up great quality in items

**Recommendations**

- The store staff ought to be prepared sufficiently in order to "persuade" the Potential purchasers, since his execution on occupations has incredible effect at a bargain of an item.
- The organization must go for some more limited time exercises on buzz showcasing as opposed to TV, commercial, accumulating and papers.

- The organization needs to direct the periodical gatherings with clients and take their significant proposals.
- The organization may receive approach of limits cards and endowments to clients while obtaining the items.
- Innovative endeavors must be propelled to improve the situation through better promoting procedures. Wednesday bazaar and so forth.
- Innovative bundling can give an organization favorable position over contenders.

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