



Cover Page



A STUDY ON BUYING BEHAVIOR OF CONSUMERS AT BIG BAZAAR RETAILING MARKET IN INDIA

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Abstract

The India retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 percent of the country’s Gross Domestic Product (GDP) and around 8 percent of the employment. India is the world’s fifth-largest global destination in the retail space. The Boston Consulting Group and Retailers Association of India published a report titled, ‘Retail 2020: Retrospect, Reinvent, Rewire’, highlighting that India’s retail market is expected to nearly double to US\$1 trillion by 2025 from US\$ 600 billion in 2019, driven by income growth, urbanization and attitudinal shifts. The report adds that while the overall retail market is expected to grow at 12 percent per annum, modern trade would expand twice as fast at 20 percent per annum and traditional trade at 10 percent. Retail spending in the top seven Indian cities amounted to Rs. 3.58 Trillion (US\$ 53.7 billion) with organized retail penetration at 19 per cent as of 2014. Online retail is expected to be at par with the physical stores in the next five years. This research paper is to be discussed about “A Study on Buying Behavior of Consumers at Big Bazar Retailing Market in India”

Key Words:Retailing Market, Global Market, Semi urban markets, Retail Stores Consumer Awareness

Introduction

India is expected to become the world’s fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of India e-commerce markets. India e-commerce sales are expected to reach US\$ 55 billion by 2025 from US\$ 14 billion in FY 2019. Further, India’s e-commerce market is expected to reach US\$ 220 billion in terms of gross merchandise value (GMV) and 530 million shoppers by 2025, led by faster speeds on reliable telecom networks, faster adoption of online services and better variety as well as convenience.

GROWTH OF INDIAN RETAIL INDUSTRY

According to the 8th Annual Global Retail Development Index (GRDI) of AT Kearney, India retail industry is the most promising emerging market for investments. In 2007, the retail trade in India had a share of 8-10 % in the GDP (Gross Domestic Production) of the country. In 2019, it rose to 12%. It is also expected to reach 22% by 2025.

According to a report by North bride Capita, the India retail industry is expected to grow to US\$ 700 billion by 2025. By the same time, the organized sector in 2007 was 7.5% of the total retail market.

India is rapidly evolving into a competitive markets place with potential target consumers in the rich and middle-class segments. The market trends indicate tremendous growth opportunities. Global majors too are showing a keen interest in the India retail market. Over the years, international brands like Marks and Spencer, Samsonite, Lacoste, McDonald’s, Swarovski, Domino’s among a host of other have come into India through the franchise route following the relaxation of FDI (Foreign Direct Investment) restrictions. Large Indian companies among them the Tata, Goenka and the Piramal groups are investing heavily in this industry.



Cover Page



OBJECTIVES OF THE STUDY

1. To find out the buying behaviour of the customers coming in to Big Bazaar.
2. To determine the current buying pattern of customers who visit Big Bazaar.
3. To find out the customer behaviour and their response towards the products of Big Bazaar while they are buying
4. To study the satisfaction level of customers in different attributes of Big Bazaar.

SCOPE OF STUDY

The scope of this research is to identify the buying behaviour of customers of Big Bazaar in ABIDS area of Hyderabad. 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 behaviour of customers because the research conducted in ABIDS area. The study does not say anything about rural buying behaviour of customers because rural norms/status/attitude & acceptance of the rural customers differs with urban customers. This scope of research is limited for ABIDS area. It provides help to further the research for organized retail sector in ABIDS area. It aims to understand the skill of the company in the area like technological advancement and competition in management.

RESEARCH METHODOLOGY

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 SOURCE:

Questionnaire

Keeping in view the objective of study a questionnaire was made with 20 questions. All questions are small in size and arranged logically. The language is simple to understand.

INTERVIEW

Information is also obtained by conversations 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 at Abids, Hyderabad. **SAMPLE SIZE: 350 CONSUMERS** contacted during this research work. The nature of sampling is **NON-PROBABILITY – CONVENIENCE SAMPLING** helped in keeping the path of research in focus through the work.



Cover Page



LIMITATIONS OF THE STUDY

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

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

1. Some customers were not willing to give appointment due to their busy schedule
2. Due to very large size of the population, only a selected samp[le] of customer could be contacted.
3. Due to time constraint and other imperative work load during the period it could not be made possible to explore more area of concern pertaining to study.
4. Due to fast pace of life, some customers were not able to do justification to the questionnaire.
5. Personal biases might have come while answering the questionnaire.
6. As per company rule much of the information was not disclosed as the managers are busy in their daily schedule. It is not possible for us to spend more time in interaction with them.

DATA ANALYSIS

FINANCIAL STATUS

Salary per Month	No of respondents	Percentage
>60,000	21	6%
40,000-60,000	175	50%
10,000-40,000	70	20%
<10,000	84	24%
Total	350	100%

CUSTOMERS VISIT BIG BAZAAR

Weekly	105	30%
Monthly	119	34%
Quarterly	77	22%
On unplanned basis	49	14%

APART FROM BIG BAZAAR VISITING OTHER RETAIL OUTLET

	No of respondents	Percentage
Yes	224	64%
No	126	35%

PURPOSE BEHIND VISITING BIG BAZAAR

	No of Respondents	Percentage
Shopping	210	60%
Outing	35	10%
Both	105	30%



Cover Page



PRODUCTS MOSTLY PURCHASED BY CUSTOMERS IN BIG BAZAAR

Clothing	60%
Grocery	70%
Food Items	50%
Leather Item	25%
Electronic Item	15%
Gift Item	10%
Any other item	10%

EXPENDITURE PATTERN OF CUSTOMERS COMING IN TO BIG BAZAAR

	No of respondents	Percentage
Below Rs. 500/ single visit	42	12%
500-1000/single visit	56	16%
1000-1500/single visit	77	22%
1500-2000/single visit	77	22%
More than 2000/single visit	98	28%

CUSTOMER'S PREFERENCE OF TIMING TO VISIT BIG BAZAAR

	No of respondents	Percentage
10 AM – 1 PM	28	8%
1 PM – 3 PM	63	18%
3 pm – 6 pm	119	34%
6 PM – 10 PM	140	40%

COMPARISON OF CUSTOMERS PURCHASNG WITH PLANNED LIST OF PRODUCTS AND PURCHASING PRODUCTS ON UNPLANNED BASIS

	No of respondents	Percentage
Yes	175	50%
No	140	40%
Ever	35	10%

BRAND PREFERENCE OF CUSTOMERS IN BIG BAZAAR

	No of respondents	Percentage
Yes	35	10%
No	175	50%
Depends on category	150	40%



Cover Page



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COMPARISON OF BRAND PREFERENCE ON DIFFERENT PRODUCTS CATEGORY

Cloths	40%
Grocery	40%
Gift Items	33%
Electronic Items	25%
Leather Items	2%
Any other items	12%

MODE OF PAYMENT OF CUSTOMERS IN BIG BAZAAR

	No of respondents	Percentage
Cash Payment	196	56%
Credit Card	63	18%
Debit Card	91	26%

COMPARISON OF FACTORS WHICH ENCOURAGES CUSTOMERS TO COME IN TO BIG BAZAAR

Price	60%
Service	40%
Ambience	50%
Product Variety	65%
Product Quality	21%
Convenience	35%

SERVICES OF THE SALES PERSONNEL IN BIG BAZAAR

	No of respondents	Percentage
Very good	63	18%
Good	98	28%
OK	126	36%
Poor	49	14%
Very poor	14	4%

CUSTOMER'S MODE OF TRANSPORT TO BIG BAZAAR

	No of respondents	Percentage
Hired Vehicle	35	10%
Two-wheeler	140	40%
Four- wheeler	126	36%
Any other	49	14%



Cover Page



PARKING SPACE ABAILABILITY IN BIG BAZAAR

	No of respondents	Percentage
Less than adequate	161	46%
Adequate	154	44%
More than adequate	35	10%

CUSTOMER’S PREFERENCE TOWARDS KIRANA STORE

Yes	231	66%
No	119	34%

SWOT ANALYSIS OF BIG BAZAAR

A SWOT analysis is done to know the strengths, weaknesses, opportunities and threats of any company. This analysis will explain about the strengths, weaknesses, opportunities and threats of big bazaar.

Strengths of Big Bazaar

- Large verity option
- Cheap price
- Huge Customer Base
- Volume Sales

Weaknesses of Big Bazaar

- Lacks in branded products
- Low in product Quality
- Unable to provide enough parking space to its customers

Threats for Big Bazaar

- Opening up of other discounted stores like Vishal mega mart
- Convenience of customers to nearby kirana stores
- Availability of products in other retail outlets

Opportunities for Big Bazaar

- To open up more and more number of Big Bazaaars in different cities of the country.
- To grab the rural market
- To bring in the customers of other retail outlet by dealing with branded products.
- Add more products to its product category

FINDINGS

1. Most of the customers buy their requirements in Big Bazaar on the basis of Weekly and Monthly basis, Customers realized that Big Bazaar stores provided 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



Cover Page



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 behaviour of customers comes in to play most of the times in Big Bazaar.
9. There are more than 30 Big Bazaars in different cities in India, it seems that there is a vast growth of big bazaar laying 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, lather items, watches, jewellery, crockery, decorative items, sport items chocolates and m any more. It competes with all the speciality stores of differentproducts 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, Kirana stores & Sabka Bazaar 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 customer feelsl good.
- During the off-peak hours/s Big Bazaar should provide some offers to its customers so that people would be encouraged to come to big bazaar 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, lather items, watches, jewellery, crockery, decorative items, sport items chocolates and many more. It competes with all the speciality 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



Cover Page



now there are 34 big bazaars in different cities of India, it seems that there is a vast growth of big bazaar laying 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 Hyderabad 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 Hyderabad 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 are the kirana stores, discounted speciality stores like Vishal Mega Mart, Hyderabad Bazaar Bazaar, The Tata Groups (Croma) Reliance Retail, & Sabka Bazaar etc.,

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