

A  
Project Report On

**“A STUDY ON CONSUMER BEHAVIOR WITH REFERENCE TO BIG  
BAZAAR, AHMEDNAGAR-SARDA”**

Submitted in the partially fulfilment for the award of the Degree in the Bachelor of Business  
administration of Savitribai Phule Pune University, Pune

In Marketing Management

Submitted by

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Under the Guidance of

Prof-**Sayyad. L. R**



Mula Education society

Arts, commerce & Science College Sonai

A. Y. 2020-21

## STUDENT DECLARATION

This is to Certify that I have completed the project the “**Study on Consumer behavior with reference to Big Bazaar Ahmednagar-Sarda**” under the guidance of prof. **Sayyad L. R.** in partial fulfilment of the requirements for the award of Degree of Bachelor of business administration at Arts, Commerce & Science College Sonai. This is an original piece of work and I have not submitted it earlier elsewhere.

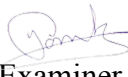
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Place - Sonai

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## CERTIFICATE OF THE INSTITUTE GUIDE

This is to certify that the project “ **Study on consumer behavior with reference to Big Bazaar, Ahmednagar-Sarda** ” is an academic work done by **sayed Tanweer Akhtarali** submitted in the partial fulfilment of requirements for the award of the Degree of Bachelor of Business Administration at Arts, Commers, & Science College Sonai, under my guidance and directio

  
Project guide

  
Examiner

  
Principal

## ACKNOWLEDGEMENT

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Signature

## TABLE OF CONTENTS

<b>CHAPTERS</b>	<b>TITLES</b>	<b>PAGE NO.</b>
	<b>EXECUTIVE SUMMRARY</b>	<b>1</b>
<b>1</b>	<b>INTRODUCTION</b>	<b>2-14</b>
1.1	INTRODUCTION	3
1.2	INDUSTRY PROFILE	4-6
1.3	COMPANY PROFILE	7-8
1.3.1	PROMOTERS	9
1.3.2	VISION, MISSION & QUALITY POLICY	9
1.3.3	PRODUCTS/SERVICES PROFILE	10
1.3.4	AREA OF OPERATION	10
1.3.5	INFRASTRUCTURE FACILITY	11
1.4	COMPETITORS' & INFORMATION	11-12
1.5	SWOT ANALYSIS	12-14
1.6	FUTURE GROWTH AND PROSPECTS	14
<b>2</b>	<b>CONCEPTUAL BACKGROUND AND LITERATURE REVIEW</b>	<b>15-22</b>
2.1	THEORETICAL BACKGROUND OF THE STUDY	16-17
2.2	LITERATURE REVIEW WITH RESEARCH GAP	18-22
<b>3</b>	<b>RESEARCH DESIGN</b>	<b>23-26</b>
3.1	STATEMENT OF THE PROBLEM	24
3.2	NEED FOR THE STUDY	24

3.3	OBJECTIVES	24
3.4	SCOPE OF THE STUDY	24
3.5	RESEARCH METHODOLOGY	24-25
3.6	HYPOTHESIS	25
3.7	LIMITATIONS	25
3.8	CHAPTER SCHEME	25-26
<b>4</b>	<b>ANAYSIS AND INTERPRETATION</b>	<b>27-54</b>
4.1	DATA,ANALYSIS,INTERPRETATION	28-53
4.2	STATISTICAL TOOLS RESULTS	54
<b>5</b>	<b>FINDINGS,CONCLUSION AND SUGGESTIONS</b>	<b>55-58</b>
5.1	SUMMARY OF FINDINGS	56
5.2	SUGGESTIONS/RECOMMENDTIONS	57
5.3	CONCLUSION	58
	BIBLIOGRAPHY	59-60
	ANNEXTURE-1 QUESTIONNAIRE	61-64

## LIST OF TABLES

<b>TABLE NOS.</b>	<b>PARTICULARS</b>	<b>PAGE NOS.</b>
4.1	Table showing age of the respondents	28
4.2	Table showing monthly income	29
4.3	Table showing how many times you visit Big Bazaar in a month	30
4.4	Table showing ambience and parking of Big Bazaar	31
4.5	Table showing behaviour of staffs in Big Bazaar	32
4.6	Table showing EDLP strategy at Big Bazaar	33
4.7	Table showing behaviour while watching ads of Big Bazaar	34
4.8	Table showing reaction towards offers & discount of Big Bazaar	35
4.9	Table showing that the most purchase item is purchased by consumer	36
4.10	Table showing consumer likes to visit Big Bazaar along with	37
4.11	Table showing reason for choosing Big Bazaar	38
4.12	Table showing consumers satisfy with duration of billing at time of payment	39
4.13	Table showing signageboards help the consumers	40
4.14	Table showing that consumers refer his friends of relatives to visit Big Bazaar	41
4.15	Table showing that the consumers ever faced the unavailability of products	42
4.16	Table showing that Big Bazaar provides free space to move around	43
4.17	Table showing the overall experience of the consumers in Big Bazaar is good	44

4.18	Table showing that the Big Bazaar provides all kinds of payment modes	45
4.19	Table showing products available for all level of income people	46
4.20	Table showing satisfaction level of consumers	47
4.21	Table showing security at Big Bazaar is good	48
4.22	Table showing that customer ask suggestions while decision making	49
4.23	Table showing Big Bazaar resolving customer queries	50
4.24	Table showing that is the staff of the Big Bazaar communicates in the language which is understood by the consumers	51
4.25	Table showing Big Bazaar should modify on their store layout which can help the customers more to find out product easily	52
4.26	Table showing Cleanliness of the Big Bazaar	53



## LIST OF CHARTS

<b>CHART NOS.</b>	<b>PARTICULARS</b>	<b>PAGE NOS.</b>
4.1	Chart showing age of the respondents	28
4.2	Chart showing monthly income	29
4.3	Chart showing how many times you visit Big Bazaar in a month	30
4.4	Chart showing ambience and parking of Big Bazaar	31
4.5	Chart showing behaviour of staffs in Big Bazaar	32
4.6	Chart showing EDLP strategy at Big Bazaar	33
4.7	Chart showing behaviour while watching ads of Big Bazaar	34
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4.25	Chart showing Big Bazaar should modify on their store layout which can help the customers more to find out product easily	52
4.26	Chart showing Cleanliness of the Big Bazaar	53

## **EXECUTIVE SUMMARY**

It is very true that “Customers are king of the market”. Without a customer, a shop, a market or a business is nothing. So it is very important to take care of consumer’s behaviour. As per the topic of the report, it talks about the consumer behavior, preference & their choices. According to survey, it is found that behavior of the consumer’s changes according to the different situation like products availability, infrastructure of the stores, staffs behavior in the store. E.g. If infrastructure of the store is well designed, then consumer thinks products will also good.

The research based on review completed on consumer of hypermarket called as Big Bazaar for 6 weeks. The market where many varieties of products are available in a single roof which is very attractive for the consumers. In early days they were facing problems like they had to visit more than one store to buy the products for them to fulfill their needs & wants. But now consumers get every product under one roof. So they like this marketing strategy because it saves their time and efforts.

Big Bazaar is come to existence in India since 1994. My research is based on the behavior of the consumers towards the Big Bazaar i.e. either they satisfy with Big Bazaar or not. After the study on consumer behaviour, it is found that consumers can change their decision after entering into the store. Knowing behaviour of customers means to increase efficiency increase profits and rectify if any lags. Customers want more variations and changes day by day. They want more technology to use in marketing. According to survey, it is found that customers like and dislikes related to products helps to improve the store.

The reason behind this study is to understand the mindset of consumers while buying any products. This market research will definitely help to recognize current consumers taste & behavior. It also helps to estimate consumer’s future demands and needs. Higher customer satisfaction, higher will be revenue.

**CHAPTER 1**  
**INTRODUCTION**

## **1.1 INTRODUCTION**

The internship is undertaken at BIG BAZAAR for 6 weeks at Ahmednagar-Sarda. The project is done on the topic “A Study on Consumer Behavior with reference to Big Bazaar **“during final semester of BBA** conducted by **Savitribai phule Pune University (SPPU)**”

Consumer behavior defines the behavior in which consumer's exhibit in searching, purchase, evaluation and disposing of product & services. There are several factors which depend on consumer behavior like age, gender, region, references, motivation, culture, etc. The internship targets the consumers in the Big Bazaar to know the behavior of each consumer while the process of buying products. The motive of this internship is to develop interpersonal skills and communication skills to attract the people.

The study on consumer behavior plays very crucial role in department of marketing for any organization. Without consumer behavior, estimation and forecasting will be very difficult that what consumer want what type of need they have. This topic reveals the secret of answers of questions like why, when, how, where and which related to products. Consumer behavior helps to know variety of taste and preference of the consumer.

## **1.2 INDUSTRY PROFILE**

Retailing is the distribution process in which products are provided to the consumer for consumption. It consists sales of merchandise or goods from a location which is fixed, like as a department store. Retailing also includes the service called subordinated service, such as delivery of products to the customers. In retailing the retailers are buys the products or the goods from the manufactures or the importers in a bulk, either through directly or through the wholesalers, and then the retailers sells the products in a smaller quantities to the end users for consumption. Retailers are the last step of the supply chain for delivering the products.

The retail sector is categories in two categories which are called organize category of retailing or the other one is unorganized category of retailing. In India, majority of retail stores are unorganized. Currently, organized retail sector is increasing day by day which is good for the nation like India. The retail sector motive is to change the lifestyle of the Indian customer.

### **BENEFITS OF RETAIL INDUSTRY:**

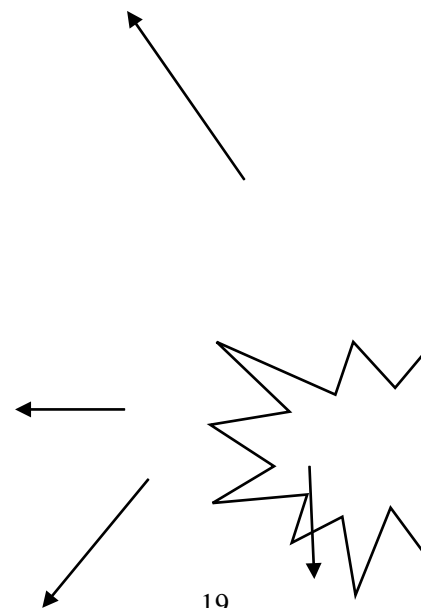
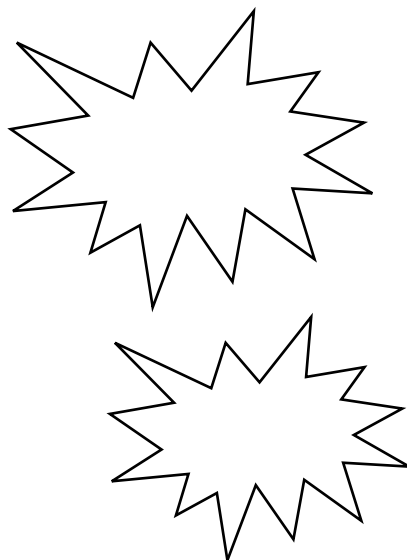
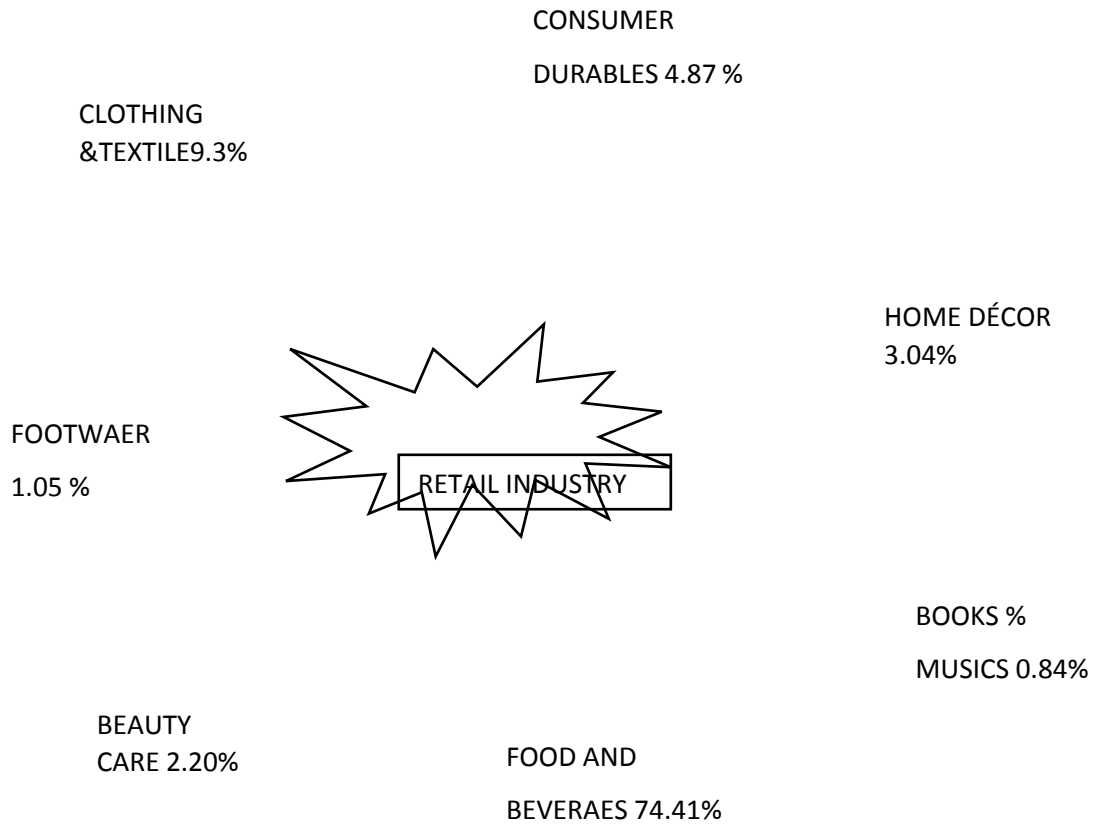
- Improves efficiency in Retail stores:
- Enhances customer satisfaction.
- Production is more.
- Cost saving
- Strong customer database.
- Reduce paperwork.
- Profit generation.

Retailing and retailers are most important elements in marketing. Various products are sold under retails. In retailing, India reached US \$ 53 billion by 2018 in whole world .Retailers reported \$3.53 trillion sales in last year and expected 12% in 2018 . India has the highest rising retail markets in world having 1.2 billion people.

Indian retail groups are Pantaloon, Shoppers Stop, Spencer's, reliance, Bharti, Birla, Tata Trent, Lifestyle retail, Future group, Nyssa Retail etc,. India expected revenues of US \$ 700 billion by 2020. India ranked first in the global retail development index 2017.

Retailing contributes 10% to the GDP and around 8% to the employment for the country India. India ranked 5<sup>th</sup> in the field of retail space.

# Here is small presentation of retail industry



## **CHALLENGES FACED BY INDIAN RETAIL INDUSTRY**

- One of the major challenges is lack of retail space.
- Difficult to find trained person who have knowledge of how to handle retail sectors.
- Competition among organized retailers and unorganized retailers is very high.
- Government rules and restriction are also creating a burden to the retail sectors.
- Tax system of government.
- Lack of new technology which adds more value to their retail business.
- Approval of foreign investment is not easy.



### **1.3 COMPANY PROFILE**

“BIG BAZAAR “is an Indian retail store established in 2001 by founder Kishor Biyani under his parent organization Future Group. There are around 250 stores in over 120 cities and towns across India. Its headquarters in Maharashtra, Mumbai, India. The punch line of Big Bazaar is “Isse Sasta or Accha Kahin Nahi”. It has currently 106 outlets. The size of Big Bazaar approxmetely 50000 sq ft. Big Bazaar is a place where provides best products at best prices. It is also called as big sized Indian Mundi. First food bazaar format added as Shop In Shop within Big Bazaar in year 2002.

General categories in Big Bazaar are food, groceries, apparels, furnishing, and consumer durables. It targets basically higher and upper middle class consumers and also working women. The promotion strategy of Big Bazaar are very unique and attractive like “Saal Ke Sbse Saste Teen Din”, future card (3% discount), shakti card, brand promotion by MS DHONI, Exchange offer, weekends discounts. In starting phase Big Bazaar was focusing to provide fashionable products to the consumers such as apparel, accessory, merchandise and cosmetic. After that Big Bazaar added food& furniture bazaar as well as electronic bazaar. Big Bazaar success credits goes to only one man Mr. Kishore Biyani, CEO of future group. Big Bazaar is well designed and large infrastructure including different kinds of products in different selves and racks.

#### **BORAD OF DIRECTORS:**

- Kishor Biyani, Managing Director
- Gopi Kishan Biyani, Whole time Director
- Mr. Rakesh Biyani, CEO-Retail
- Ved Prakasharya, Independent Director
- Mr. Shailesh Hari Bhakti , Independent Director
- Mr. S Doreswamy, Independent Director
- Dr. D . O. Koshy, Independent Director

## **HISTORY:**

- 2001: Future group establish three Big Bazaar in Kolkata, Bangalore, and Hyderabad between gap of 22days.
- 2002: Launched Big Bazaar – ICICI Bank card.
- 2003: Launched store in Nagpur and also welcomes its 10 million customers at Gurgaon store which is recently opened.
- 2004: Big Bazaar got retailer of the year award.
- 2005: Big Bazaar introduces a new shopping program which is very unique, the Big Bazaar Exchange Offer.
- 2007: Raise funds for “Save The Children India”. They initiate the campaign called “Power OF One”.
- 2008: Fashion @ Big Bazaar comes. Mahendra Singh Dhoni and Asin were chosen as the brand ambassadors for Big Bazaar.
- 2010: In this year, Wins CNBC Awaaz Consumer award .Vidya Balan WAS BRAND EMBASSADOR at that time.
- 2011: They launched new logo having new tag line “Nayein India Ka Bazaar”.
- 2012: Did partnership with Disney.
- 2013: Came up with April Utsav and a membership program ”Big Bazaar Profit Club” .

### **1.3.1 Promoters:**

- Dharmendra Kumar Jain: Business man 6years of experience.
- Amit Tekriwal: Managing partner & Director of Amit Reality Pvt Lmt -15years of experience
- Madan Lal Jain : Managing partner in Bokaro timber and CEO Sri Jayanti udyog

### **1.3.2 Vision, Mission and Quality Policy:**

**VISION:** “To deliver everything everywhere, every time to every Indian consumer in the most profitable manner.”

#### **MISSION:**

- Creating and executing future scenarios in the consumption space leading to economic development
- Be the trend setters in evolving delivery formats, creating retail reality, making consumption affordable for all customer segments.

#### **QUALITY POLICY:**

- The main policy of big bazaar to provide good class of products to the customer within single roof and satisfy the customer need and want.
- Big Bazaar has promised to their customer to meet their demands of products and services in continuous basis without any type of delay.
- Big Bazaar adopted a new technology to maintain their quality of the products and services to satisfying the customers.
- Big Bazaar trained their employees and improves the products and service quality according to the customer’s feedback about the products and service delivered to them.
- Big Bazaar is available for their service 365 days.

### 1.3.3 **Products/Service Profile:**

- **Apparels:** All types of clothes available like party wear, ethnic wear, etc.
- **Food Products:** All types of foods available, snacks and tea also available.
- **Farm Products:** seasonal fruits and vegetables, dairy products etc available.
- **Chill Station:** All types of drinks available like juices, soft drinks, cold drinks etc.
- **Home & Personal Care:** Home products like shampoo, detergents provided.

### 1.3.4 **Area of Operation:**

Big Bazaar takes care of their overall operation to compete with their competitors. It is very important for any business to take care of their operation area otherwise the competitors take their place, no single mistake is acceptable in business.

The major operation areas of big bazaar are:

- **MERCHANDISE OPERATION:** Here customers are analyzed to know their needs and wants for supplying the products. Managing products in each floor by the products from different manufacturer and sell them.
- **LAYOUT OPERATION:** Big Bazaar has done effective use of their interior design to attract the customers.
- **OFFERS:** Big Bazaar always gives special offers to customers to retain them.
- **CUSTOMER SERVICE:** Big Bazaar provides best service to customers in packaging, complains, delivery etc. which leads to good feedback.
- **EMPLOYEE MANAGEMENT:** Big Bazaar teaches the employees how to treat customer friendly to get attention and also they hire best talented peoples.

### 1.3.5 **Infrastructure facility:**

The infrastructure facilities of big bazaar are so attractive which enhance the shopping experience of the consumers as well as the employees who worked. Big Bazaar provides the facility of parking, facility of rest rooms, facility of baggage counter, and trail rooms facility for the both men and women etc and for their employees they provide the facility like canteens, fun zone where different types of games and events are conducted for them, big bazaar also provide the changing room facility for their employees.

Big Bazaar has three floors and these floors are divided into three levels according to the nature of the products. There are twenty one departments are available inside the floors. Because the store is very big so it has large products range and the depth.

In Big Bazaar store whenever the customers get inside they can get all products available i.e. food items, electronics, men's apparels, furnishings, cosmetics, ladies apparels, utensils, luggage, and footwear. Because of this much items they carry they attract the customers very easily.

## 1.4 **COMPETITORS INFORMATION**

- **D-MART:** It is established in 2005. It is private company. It handles various Departmental stores and headquarter is in Mumbai.
- **RELIANCE:** It is an Indian company basically focused into petrol, media, textiles, retail etc. It is second largest company in India.
- **SPENCER'S:** It is chain of retail stores .The headquarters is located in Kolkata. The Spenser's is based on food first format. The main motive is to provide fresh and packaged food.
- **ADIDAS:** It is a multinational corporation since 1949 founded and head quarter in Germany that designs and manufactures shoes, clothing, and accessories.
- **WALMART:** It is American multinational retail business operate chain of hypermarket, discounted stores & groceries store.
- **FOOD WORLD:** Headquarter is situated in Bangalore. It is based on subsidiary Business established in 1996.

- **ALLEN SOLLY:** It basically provides the fashionable products such as shirts, T-shirts and jeans.
- **HYPERMARKET:** A combined store of department store and groceries and accessories.
- **LOCAL STORES:** These are the small stores beside roads or malls which provide daily usage of products in affordable price.

## 1.5 SWOT ANALYSIS

### Strength

- **Products available under one roof:** One of the main strength of big bazaar is that varieties of products are available in single roof which adds a value to the company.
- **Pricing strategies:** Different kinds of pricing strategies used by the company for attracting the customers like everyday low pricing, high low pricing, bundle pricing.
- **High Sales:** The high margin of sales is strength for the company. They create large sales in less time.
- **Ability to invest:** Big Bazaar is a subsidiary of future group which has strong financial background to invest more in launching new stores with different products segment.
- **Large retail chain:** The retail chain of big bazaar is strength of them. They have large retail stores.
- **Discounts and offers:** The ability of providing discounts and offers to the consumers and still earning profits is strength for the company. Because customers attracted by offers only.
- **Infrastructure is good:** The attractive infrastructure of big bazaar helps to attract more customers which is a plus point for them. The designed layout of the infrastructure is unique which adds value to the company.
- **High brand equity:** Through promotions and marketing ,big bazaar creates high brand equity about their products and which is strength for them.

## Weaknesses

- **Targets middle class:** Big Bazaar only focused on middle class and upper middle class people & ignores upper class people who can pay more for products.
- **Perception of low price:** Big Bazaar mostly attract the customers through low price strategy because of this the perception comes into the minds of the consumers that if the products have low price than the quality also have low.
- **Offers time very overcrowded:** Big Bazaar is unsuccessful to manage the crowd at offer times.
- **Queues are very long at billing counters:** At the time of payment the customers are sometimes frustrated due to long process and long queues at billing counter.
- **Lack of well trained employees:** One of the major weaknesses of big bazaar is lack of well trained employees who handled the customers problem and resolve them.

## Opportunities

- **Demand of organized retail in India:** Day by day, demand of organized retails are increasing which is act as opportunity for Big Bazaar.
- **Increasing mall culture in India:** In India, people got crazy about malls and it became a trend to shop like a competition .So, it a opportunity to grab this mentality of people.
- **People like this strategy under one roof:** All products available one roof which gives a good reviews to the Big Bazaar. So Big Bazaar should take this opportunity and became it grand.
- **Tie – up with other new company:** Tie up with other company helps to expand any business. So Big Bazaar should also think about this strategy of tie up business.

## Threats

- **International retailers:** FDI rule are coming to India very fastly, so Big Bazaar should be take care of international brands and retails because they have the ability to grab place in Indian minds.
- **Unorganized retails:** Small retails still take place in Indian minds. Their position in their minds is very strong not easily replaced by some big brands like Big Bazaar.

- **Government rules:** Some Government rules create problems for business man or retailers like Tax related, Gst etc.
- **Competition from other retailers:** It is a general problem for all brands that having competition with nearby or local or other retailers.

## **1.6 FUTURE GROWTH AND PROSPECTS**

The future group CEO MR. Kishore Biyani is going to invest 500cr for expanding their retail sector this information is given by him only. Now the companies which comes under future group are Future Retail Limited, Future Lifestyle Fashion Limited and Future Consumer Enterprise Limited.

- Kishore Biyani decided to add 3million sq.ft of retail space across the country.
- The expansion could be 6<sup>th</sup> of the total space that is 18 million sq.ft.
- Planning to add 35-40 hypermarkets, 10-11 departments store and 14-15 discounts store for future group.
- 400 small formats store of Big Bazaar will be open.
- Kishore Biyani has planned to move towards digital world.
- Tie up with Oxygen for e-commerce planning.
- Future group is going to negotiate with the grocery stores.
- Biyani predicts death for online grocery players.



**CHAPTER 2**

**CONCEPTUAL BACKGROUND & LITERATURE**

**REVIEW**

## **2.1 THEORETICAL BACKGROUND OF THE STUDY**

Consumer behavior is the study of behavior of consumers that how they select, buy, use, and dispose the products according to their needs and wants. It refers to all the actions which is shown by the consumers during buying the products to disposing the products.

### **Nature of consumer behavior:**

#### **1. Influenced by various factors:**

- Consumer behavior is affected by marketing factor like design of the product, pricing range, advertisement strategy , packaging ideas, positioning and distribution.
- Consumer behavior is influenced by factor like age, gender, income level etc.
- Consumer behavior is also changes due to psychological factors such as buying motives, perception about the product, motivation etc .
- The behaviour of the consumers also depends on situational factors like physical surroundings at the time of product chosen.
- The behavior of the consumers also depends on social factors like status, friends, peers etc.1
- Cultural factors also affect the social factors, groups and castes etc.

#### **2. Undergoes a constant change:**

- It means as people grow, their tastes and preferences also changes .It will not be static .Example: kids like colorful toys and things but when the same kid becomes adult or teenager, his tastes will change.

#### **3. Varies from customer to customer:**

- All consumers thinking differ by each other. For example: some consumer will spend money on shopping beyond their limits even they have to borrow from friends also. But at the same time some consumers will not go for shopping even if they have surplus money.

#### 4. **Varies from region, area or countries:**

- Consumers also depend on region to region, area to area and country to country. For example: rural areas people will spend less and they will be conservative. But urban area people will spend more money in luxury items and even if they don't have enough money, they will take help of loans from banks.

#### 5. **Database of the consumers is important for the marketers:**

- Marketers should have a good knowledge on consumer's status and thinking .so that they can estimate the demands.

#### **Benefits of Consumers Behavior:**

- **Saves the company from disaster:** Having a knowledge regarding consumer's behavior the company will achieve more success and reduce the chances of failure. So if the company has an idea of their consumers behavior they can also launched new products and saves from losses.
- **Helps to formulating new marketing strategy:** It helps the company to formulate right type of strategies which satisfy their customers so it is very important for the companies to have ideas of their consumer's behavior so they can easily make changes according to their demands and needs.
- **Helps in segmentation of the market:** It helps the company to segment the market according to the consumers taste and preference or according to income level. Every consumer have different perception about buying the products so segmentation of the market plays important role for the companies.
- **Helps in new products development for the company:** The study of consumer behavior is very important before launching any type of products. So it always helps the companies in choosing right kind of product for launching into the market.
- **Helps in reconstructing the products design and packaging:** It helps the companies to reconstruct the products design or packaging according to consumers taste & preference.

## 2.2 LITERATURE REVIEW

<b>Author/Researcher</b>	<b>Title of the Article/Study</b>	<b>Objectives &amp; Outcomes</b>	<b>Gaps/Identified</b>
<b>Martin Evans</b>	Consumer behaviour towards fashion.	To know about the fashion towards customers and what new customers want in fashion.	This article is only focused in innovation and self-concept theory.
<b>CMin Han</b>	Testing role of country image in consumer choice behaviour.	To know the country image with the help of consumer behaviour.	The test results are mixed supporting only second and third hypothesis. Only theoretical part is accessed.
<b>Walter Zinn, Peter C Liu</b>	Consumer response to retail stock outs.	To measure stock out and to know reaction towards stock out.	This research lags in logistic management.
<b>JagdishN.shith, AtulParvatlyar</b>	Relationship marketing in consumer markets	To develop relationship marketing with customers and motivation in relationship marketing	More focused on CRM this reduces consumer available choice.
<b>John H Kunkel, Leonard Berry</b>	Behavioral conception of retail image	To build alternative approach to image concept in which	Main problem is to define retail image in the minds of the customers.

		usual assumptions.	
<b>Elaine Sherman, Anil Mathur</b>	Store environment & consumer purchase behaviour	To identify and explore the consumer emotions towards the store environment.	This research is only focused time spent and items purchased.
<b>Jason M carpenter</b>	Consumer shopping value for retail brands	To inspect whether customers value the store experience provided by retailers.	Consumers expect both hedonic and utilitarian value when shopping in store.
<b>Richard Michon, Hong Yu, Donna Smith</b>	Shopping experience of female fashion leaders	To identify how shopping mall environment effect on experiences and approach behaviour of fashion leaders and followers.	The mall environment directly influence fashion leaders.
<b>Ann Priest</b>	Uniformity & differentiation in fashion	To distinguish consumers according to fashion and identify long term opportunity.	This paper only highlights some major forces which drive the consumers.
<b>Ronald E Goldsmith, Jeanne R Heitmeyer,</b>	Social values and	To identify relationship	This research is only focuses on demographic

<b>Jon B Freiden</b>	fashion leadership	between fashion leadership and values.	characteristics.
<b>Lisa Meneely, Amy Burns, Chris Strugnell</b>	Age associated changes in older consumers retail behaviour	To examine changes in consumers food retail behavior respect to demographic factors like age.	Difficulty of research is to access food retail shops or sites .
<b>John C Mowen</b>	Beyond consumer decision making	To identify perspectives beyond the consumer decision making.	Managerial implications of all the three perspectives on consumer buying behavior are discussed.
<b>Jonathan Reynolds</b>	Charting multi-channel future	To define the challenges of multi-channel retailing .	E –commerce increases and become a source of revenue. 0whereas older events reduced significantly.
<b>Hyun Joo Lee, HyeonJeong Cho, WenwenXu, Ann Fairhurst</b>	The influence of consumer traits and demographics or intention to use retail self service checkouts	To explore the relationship between demographic factors.	Paper states demographic factor only influence intension to use retail.
<b>Homer E Spence, James F Engel, Roger D. Blackwell</b>	Perceived risk in mail order and retail store buying	To differentiate between perception from buying by mail or	This article focuses on risk and perception.

		buying from store.	
<b>Richard Yalch, Eric Spangenberg</b>	Effects of store music on shopping behaviour	To find effect of music on shopping behaviour.	Only focused on music. Music should be varied according to the age .
<b>Vincent Wayne Mitchell ,Gianfranco Walsh</b>	Gender difference in German Decision Making styles	To understand how gender effects the consumer behaviour.	This paper shows that CSI construct validity more for females and less for males.
<b>Steve Goodman</b>	An international comparison of retail consumers wine choice	To learn about effect of purchase of wine in retail store in different country.	This research needs to be expand with respect of market segmentation.
<b>Pavleenkaur , Raghbir Singh</b>	Uncovering retail shopping motives of youths	To know the motives of youth while retail shopping.	Only focused in youths
<b>V Parker Lessig</b>	Consumer tore images &store loyalties	To find out the relation between store image and loyalty.	Store loyalty determined by only store image.
<b>Ronald Goldsmith, LeisaReinecke Flynn</b>	Identifying innovators in consumer products markets	To measure consumer innotiveness.	Only suitable for questionnaire,interview, and six likert scale
<b>Terry Newholm, Deirdre shaw</b>	Studying the ethical consumer	To study of ethics of consumption .	This article has no clear boundaries between

			areas of consumptions.
<b>Harvey J Miller</b>	Consumer search & retail analysis	To analyse consumer search behaviour in retail.	Consumer research behaviour is not integrated with broader retail analysis.
<b>Sally McKechnie</b>	Consumer buying behaviour in financial services	To examine existing models of buying behavior and evaluates.	It focuses on the relationship and interactions in the buying process.
<b>Robert A Murdic</b>	Cultural differences in consumer travel	To find out the consumer travel behaviour.	Study was not major because of lack of data.



**CHAPTER 3**  
**RESEARCH DESIGN**

### **3.1 STATEMENT OF THE PROBLEM:**

A study on Consumer Behavior with reference to Big Bazaar. It is very important to know the consumer behaviour towards the products & services for the companies. It helps the companies for selecting the right marketing strategy which helps them to modify , rectify and develop the existing products.

### **3.2 NEED FOR THE STUDY:**

- To determine the satisfaction level of consumers towards Big Bazaar.
- To know the taste and preference of consumers while buying the products.
- To attract customers and retain customers.

### **3.3 OBJECTIVES:**

- To find the factors influencing consumer behavior.
- To study the satisfaction level of consumers at Big Bazaar.
- To find out how customers spent their time, money and thinking while purchasing a product.
- To identify the expectation level of the consumers for future demand.

### **3.4 SCOPE OF THE STUDY:**

- The main scope of study is to analyze buying behavior of the consumers.
- This research covered the urban areas of Bokaro Steel City.
- The number of respondents chosen was less due to time constraints.
- To take major steps against the competitors of Big Bazaar.

### **3.5 RESEARCH METHODOLOGY:**

- **Types of research:** Descriptive Research design is used in this research. This research method is chosen because it is a fact finding methodology. It helps to gather data by the use of questionnaire and personnel interviews.
- **Collection of data:**
  1. Primary Data: Data collection is done through observation & Questionnaire.
  2. Secondary Data: Data collection is done through books, internet, projects etc
- **Time frame:** 6 weeks
- **Instrument :** Questionnaire

- **Sample design:** Convenience Sampling will be used in study.
- **Sample Size:** The size of sample used in this study is 100.
- **Sample unit:** Sample unit are customers.

### **3.6 HYPOTHESIS**

- H<sub>0</sub>: The association between handling customer queries & customer satisfaction is insignificant.
- H<sub>a</sub>: The association between handling customer queries & customer satisfaction is significant.

### **3.7 LIMITATIONS**

Followings are the limitations created by external and internal factors:

- The time period i.e 6 weeks was too short for the study.
- Reaching to the respondents was very difficult.
- Consumer behavior varies from consumer to consumer.
- 100 respondents are not enough for the study.
- Respondents did not like to respond they tried to escape.

### **3.8 CHAPTER SCHEME**

The project has 5 chapters which consists introduction, background of study and literature review, research methods, data analysis and their interpretation & conclusion. The chapters are shortly described below.

#### **Chapter1: Introduction**

This chapter includes introduction of the study and information about the Big Bazaar. In this chapter, SWOT analysis of the company included and also discussed company vision mission. The areas where the company operates ,as well as information about the company ,competitor's, infrastructure facilities, and future growth prospects are fully disclosed.

#### **Chapter 2: Background & literature review**

This chapter includes 25 literature reviews about the study with citation details and also the theoretical background of study.

### **Chapter 3: Research Design**

This explains all topics related research. Whatever sample design, sample size is used included in the study. Objectives and scope are also discussed.

### **Chapter 4: Data Analysis & Interpretation**

It contains data of respondents and their analysis with interpretation. In this the hypothesis testing and results are also done.

### **Chapter 5: Findings, Conclusion and Suggestions**

This chapter includes the conclusion about the research. The conclusions are listed down on the basis of the research. It also includes findings means what are the factors found from the study and the suggestions for the company for improvements in future.

**CHAPTER 4**

**DATA ANALYSIS & INTERPRETATION**

**Q1. Table showing age of the respondents.**

Source	Respondents	Percentage
Under 20	28	28
20-30	47	47
30-40	20	20
40 Above	5	5
Sum	100	100

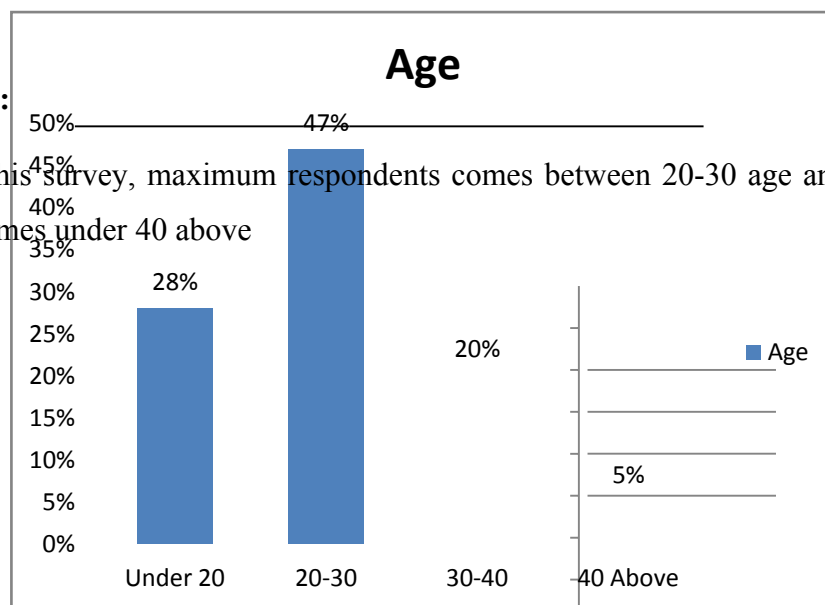
**Analysis:**

From the given data it is specified that, 47% are 20-30, 28% are under 20, and 20% are 30-40, 5% respondents are between the age 40 above

**Chart no. 1 showing age of the respondents.**

**Interpretation:**

According to this survey, maximum respondents comes between 20-30 age and least respondents comes under 40 above



**Q2. Table showing monthly income of respondents or their family members.**

Sources	Respondents	Percentage
10000-20000	9	9
20000-30000	69	69
30000-40000	9	9
40000-above	13	13
Sum	100	100

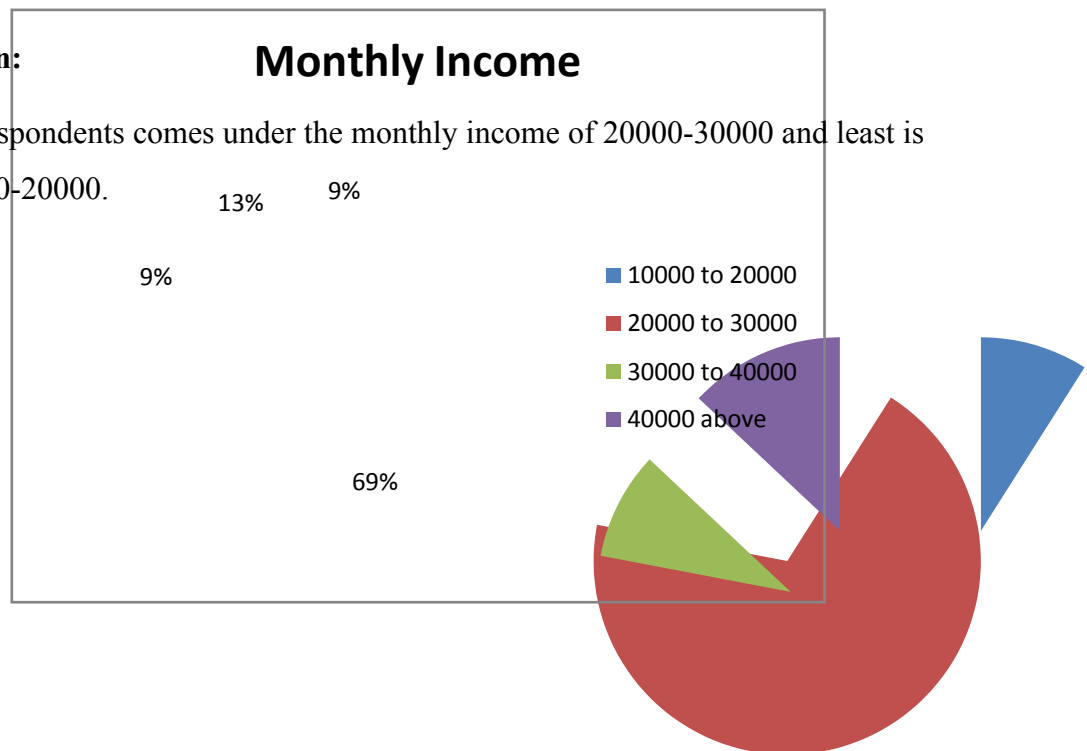
**Analysis:**

From the above data it shows that 69% income level is 20000-30000, 13% income level is 40000 above, 9% respondent's monthly income is 10000-20000, 9% income level is 30000-40000.

**Chart no.2 showing monthly income of respondents or their family members.**

**Interpretation:**

Most of the respondents comes under the monthly income of 20000-30000 and least is between 10000-20000.



**Q3. Table showing how many times you visits Big Bazaar in one month.**

Sources	Respondents	Percentage
Once in month	4	4
Twice in month	8	8
Weekly	11	11
Weekly twice	77	77
Sum	100	100

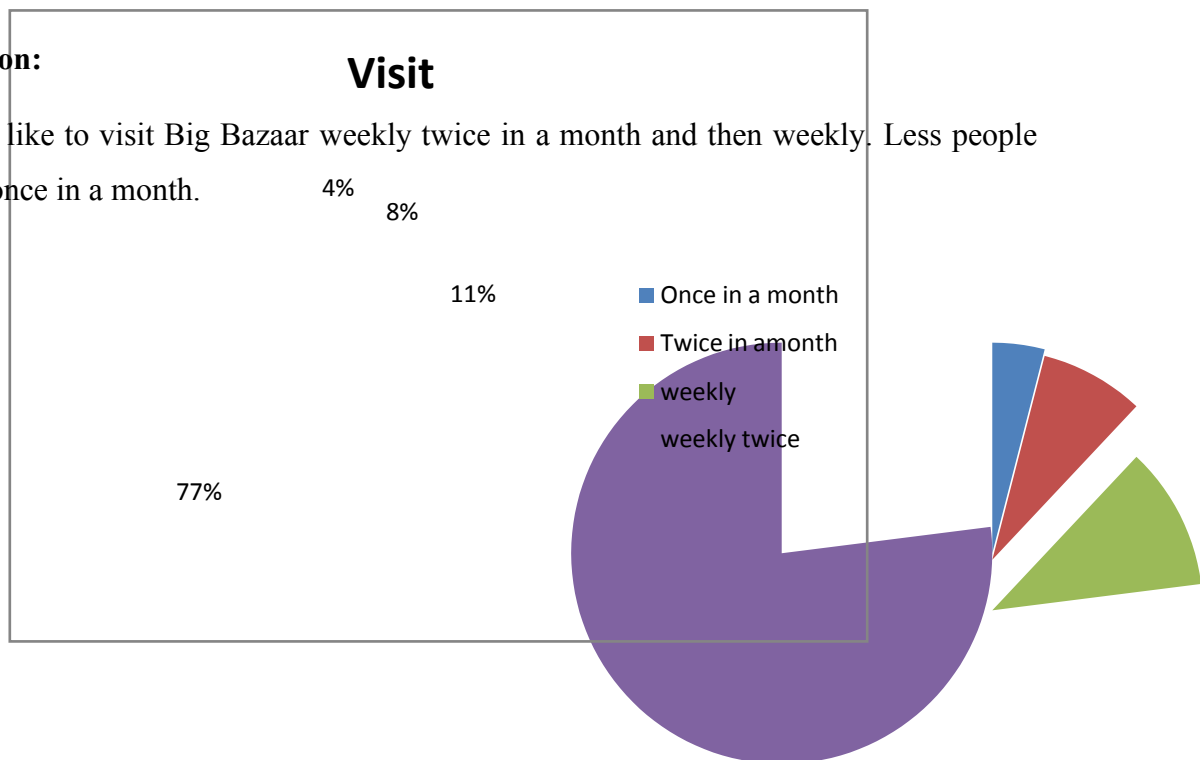
**Analysis :**

From the given data it shows that 77% are visits weekly twice , 11% weekly,8% twice in a month and 4% respondents visit once in a month,

**Chart no.3 showing number of times you visit Big Bazaar in a month.**

**Interpretation:**

Most people like to visit Big Bazaar weekly twice in a month and then weekly. Less people like to visit once in a month.





**Q4. Table showing you like ambience and parking of Big Bazaar.**

Sources	Respondent	Percentages
Yes	98	98
No	2	2
Sum	100	100

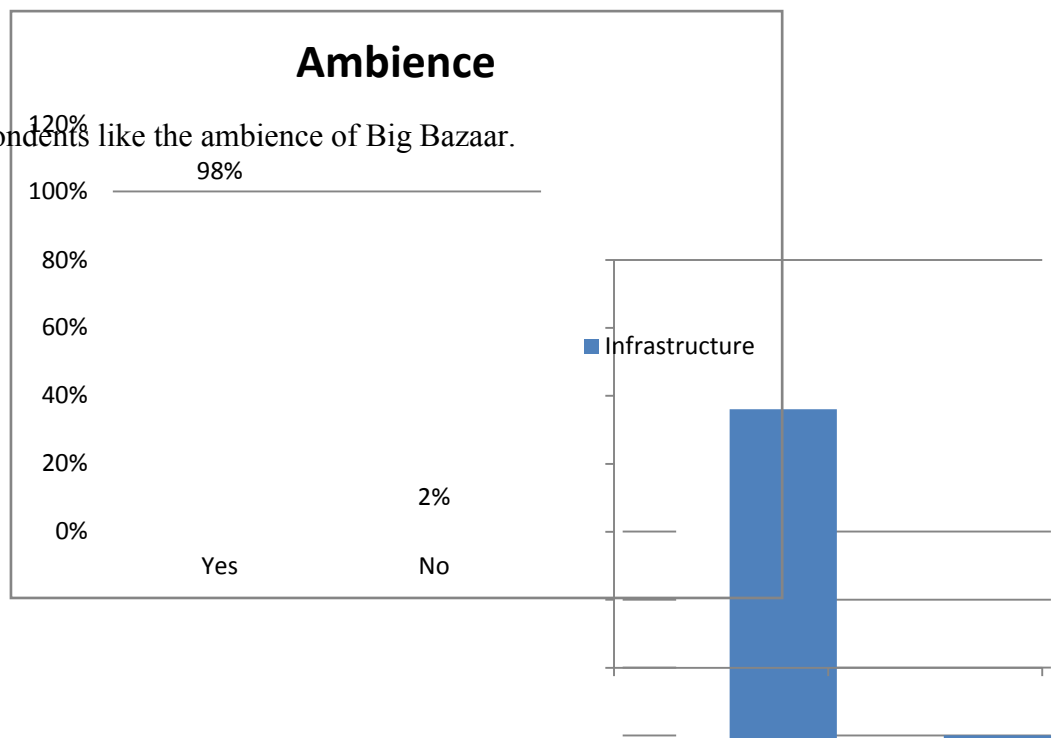
**Analysis:**

The above data shows that 98% respondents like the ambience of Big Bazaar and 2% don't like.

**Chart no. 4 showing you like ambience and parking of Big Bazaar.**

**Interpretation:**

Almost all respondents like the ambience of Big Bazaar.



**Q5. Table showing behaviour of staffs in Big Bazaar.**

Sources	Respondents	Percentages
Excellent	0	0
Good	85	85
Average	15	15
Fair	0	0
Poor	0	0
Sum	100	100

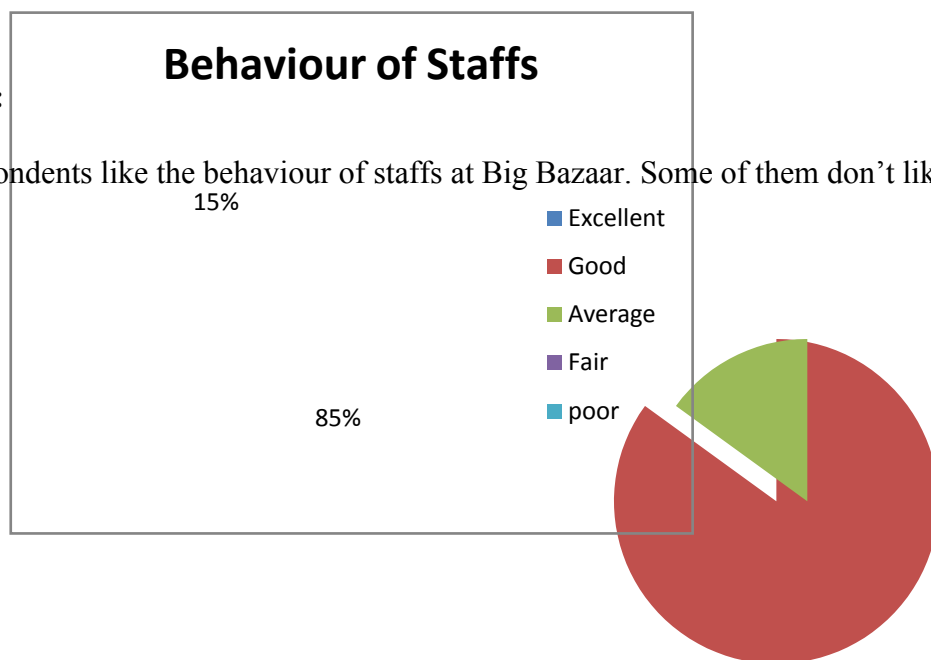
**Analysis:**

The given data indicates that 85% respondents think that the behavior of the staffs in Big Bazaar is good and 15% respondents think that the behavior of the staffs are average

**Chart no.5 showing behaviour of staffs in Big Bazaar.**

**Interpretation:**

Almost all respondents like the behaviour of staffs at Big Bazaar. Some of them don't like



**Q6. Table showing appreciation of EDLP strategy of Big Bazaar.**

Sources	Respondents	Percentage
Strongly appreciate	12	12
appreciate	79	79
neutral	0	0
not appreciate	9	9
Sum	100	100

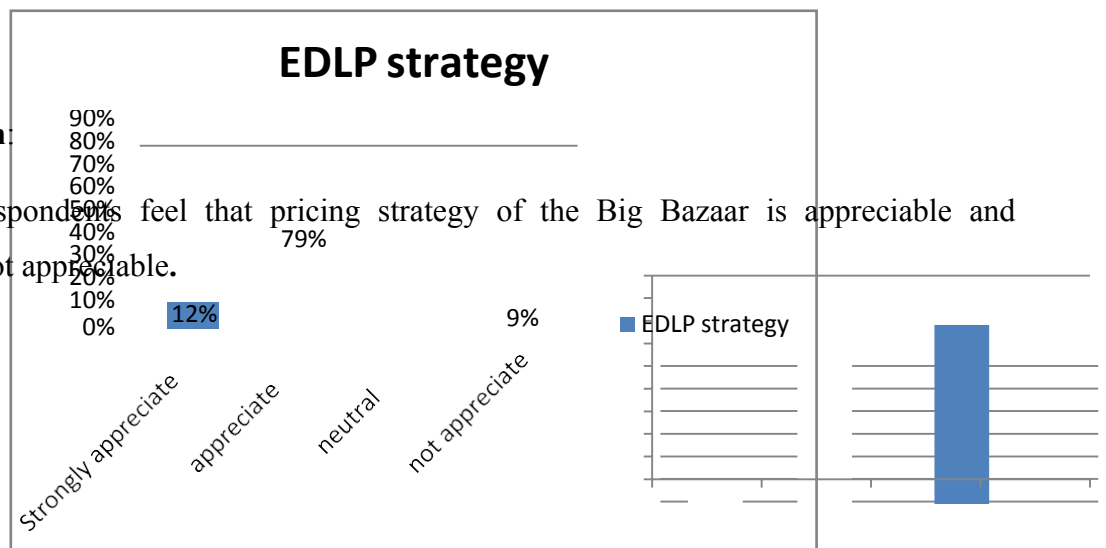
**Analysis :**

From the above data it shows that 79% think that strategy is appreciable , 12% respondents think that the pricing strategy of Big Bazaar is strongly appreciable and 9% respondents thinks that price is not appreciable

**Chart no.6 showing appreciation of EDLP strategy of Big Bazaar.**

**Interpretation:**

Maximum respondents feel that pricing strategy of the Big Bazaar is appreciable and minimum is not appreciable.



**Q7. Table showing behaviour when you see ads of Big Bazaar.**

Sources	Respondents	Percentage
Respond to buy quickly	10	10
Respond to it little slowly	15	15
Respond to it very slowly	70	70
will not respond.	5	5
Sum	100	100

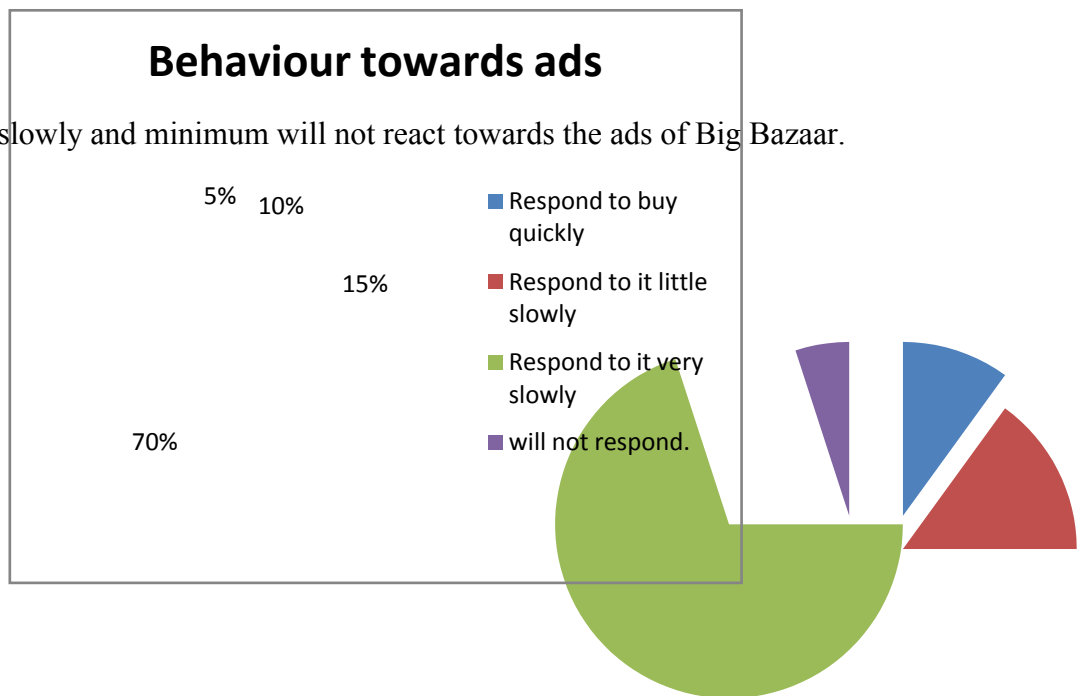
**Analysis:**

The given data shows that 70% respondents react very slowly towards ads of Big Bazaar, and 15% respondents react little slowly towards ads of Big Bazaar ,10% respondents react very quickly towards ads of Big Bazaar and respondents will not react.

**Chart no.7 showing behaviour when you see ads of Big Bazaar.**

**Interpretation:**

Maximum reacts slowly and minimum will not react towards the ads of Big Bazaar.



**Q8. Table showing reaction towards offers and discounts of Big Bazaar.**

Sources	Respondent	Percentage
Express my satisfaction	40	40
Express my satisfaction but feel reduced quality	5	5
Will not be happy since I feel it is a gimmicks	50	50
No reaction at all	5	5
Sum	100	100

**Analysis:**

This survey shows that 50% respondents don't like the offers and discounts of Big Bazaar and feels like gimmicks ,40% express satisfaction and 5% gives no reaction.

**Chart no.8 showing reaction towards offers and discounts of Big Bazaar.**

**Interpretation:**

According to survey, some respondents like the discounts and offers provided by Big Bazaar and some feels like it is gimmicks.



**Q9. Table showing that the most purchase item is purchased by consumer.**

Sources	Respondents	Percentage
Groceries	72	72
Fashion	18	18
Electronics	10	10
Food item	0	0
Sum	100	100

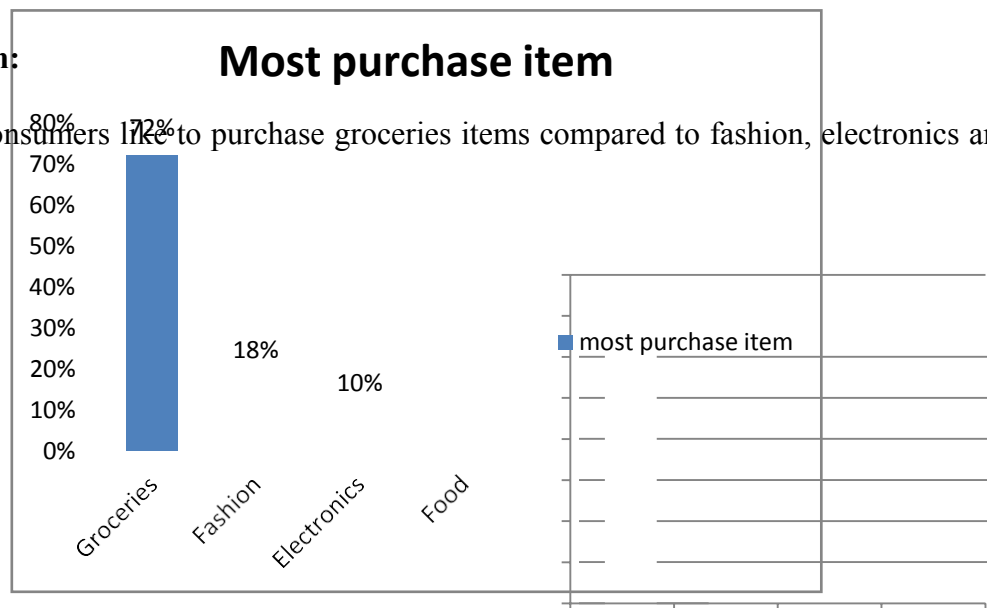
**Analysis:**

The data shows that 72% respondents purchase groceries items, 18% like to purchase fashionable products, 10% like to purchase electronics item.

**Chart no.9 showing that the most purchase item is purchased by consumer.**

**Interpretation:**

Most of the consumers like to purchase groceries items compared to fashion, electronics and other things.



**Q10. Table showing consumer like to visit Big Bazaar along with.**

Sources	Respondents	Percentage
Family	15	15
Friends	72	72
Spouse	13	13
Others	0	0
Sum	100	100

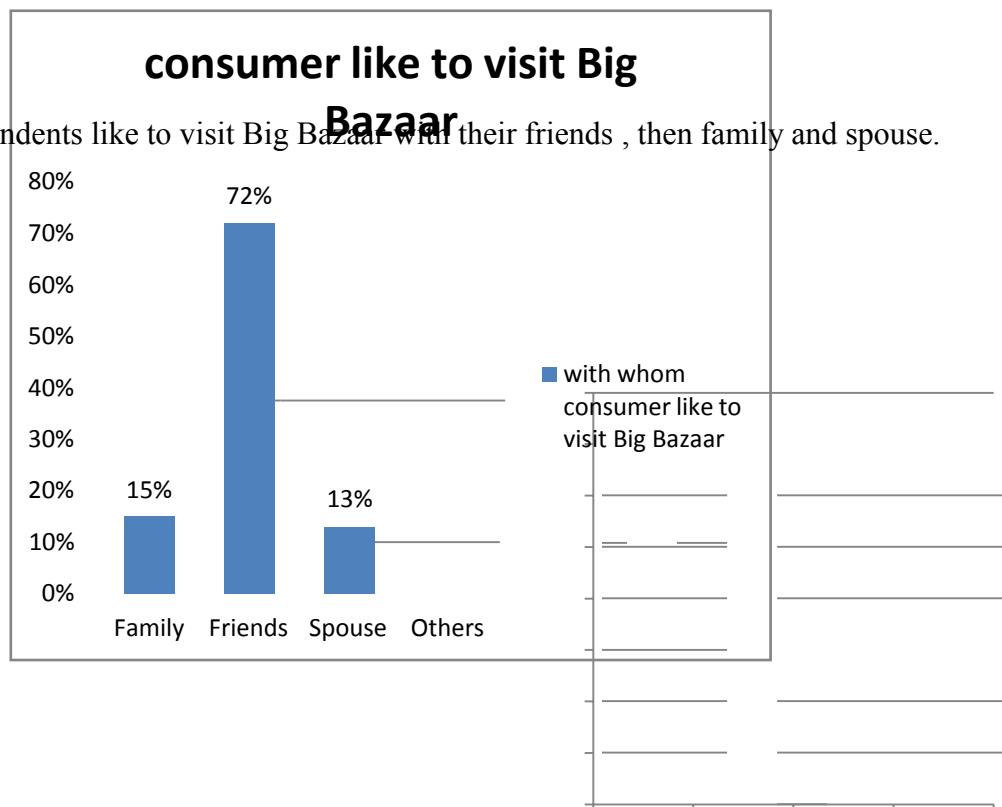
**Analysis:**

From the above data indicates that 72% are like to visit with their friends 15% respondents are like to visit Big Bazaar with their family members, , and 13% are like to visit with their spouse.

**Chart no.10 showing consumer like to visit Big Bazaar along with.**

**Interpretation:**

Maximum respondents like to visit Big Bazaar with their friends , then family and spouse.



**Q11. Table showing reason for choosing Big Bazaar.**

Sources	Respondents	Percentage
Offers	80	80
Satisfaction of products	4	4
Customer service	8	8
Reasonable prices	8	8
Sum	100	100

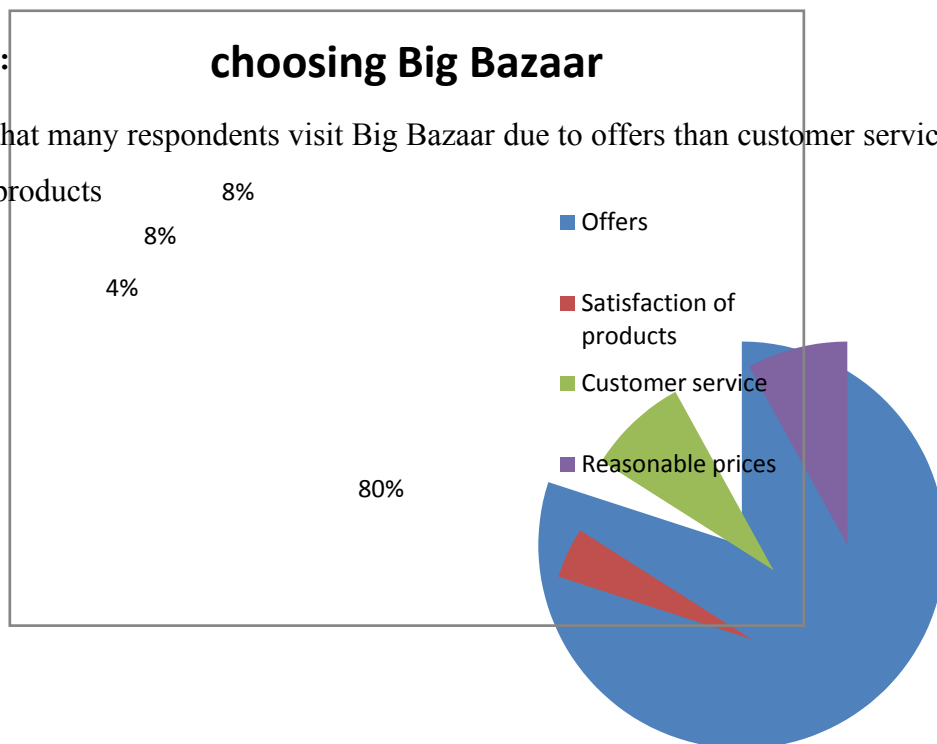
**Analysis:**

The given data indicates that the 80% respondents like to shop because of offers, 8% respondents like to shop due to good customer service, 8% due to reasonable price and 4% respondents shop due to satisfaction of products.

**Chart no.11 showing reason for choosing Big Bazaar.**

**Interpretation:**

Survey shows that many respondents visit Big Bazaar due to offers than customer service and satisfaction of products





**Q12. Table showing consumers satisfy with duration of billing duration at time of payment.**

Sources	Respondents	Percentage
Yes	94	94
No	6	6
Sum	100	100

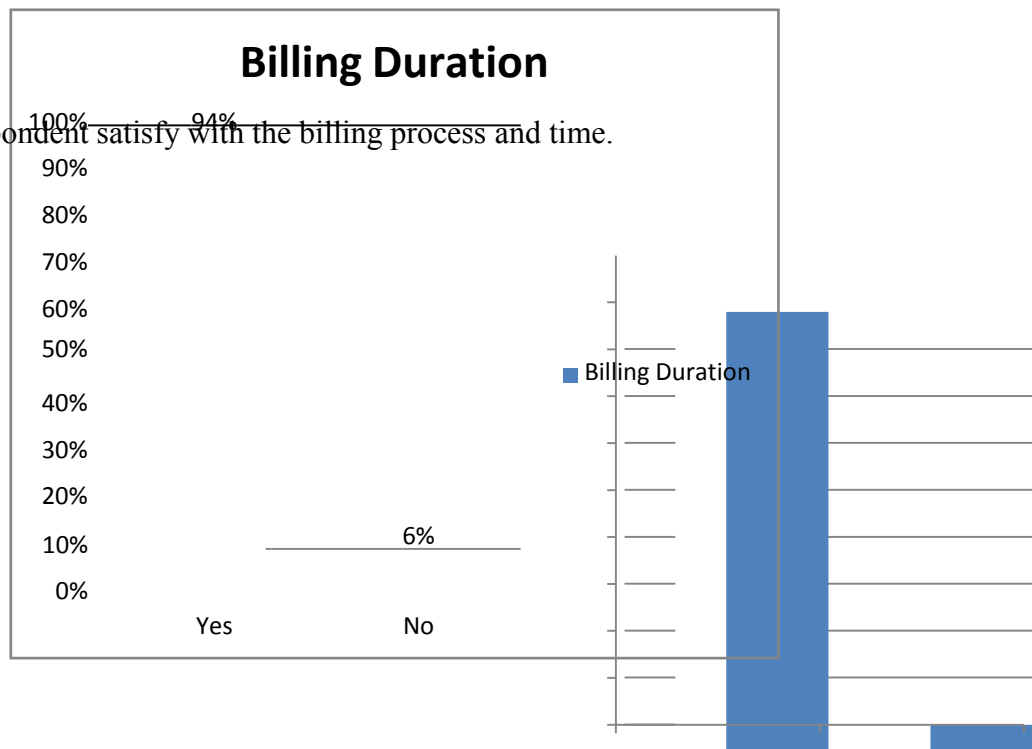
**Analysis :**

The above data shows that 94% respondents satisfy with the duration of billing process during payment time and 6% respondents does not satisfy with the duration during payment.

**Chart no.12 showing consumers satisfy with duration of billing process at time of payment.**

**Interpretation:**

Most of the respondent satisfy with the billing process and time.



**Qno.13 Table showing signageboards help the consumers.**

Sources	Respondents	Percentage
Yes	97	97
No	3	3
Sum	100	100

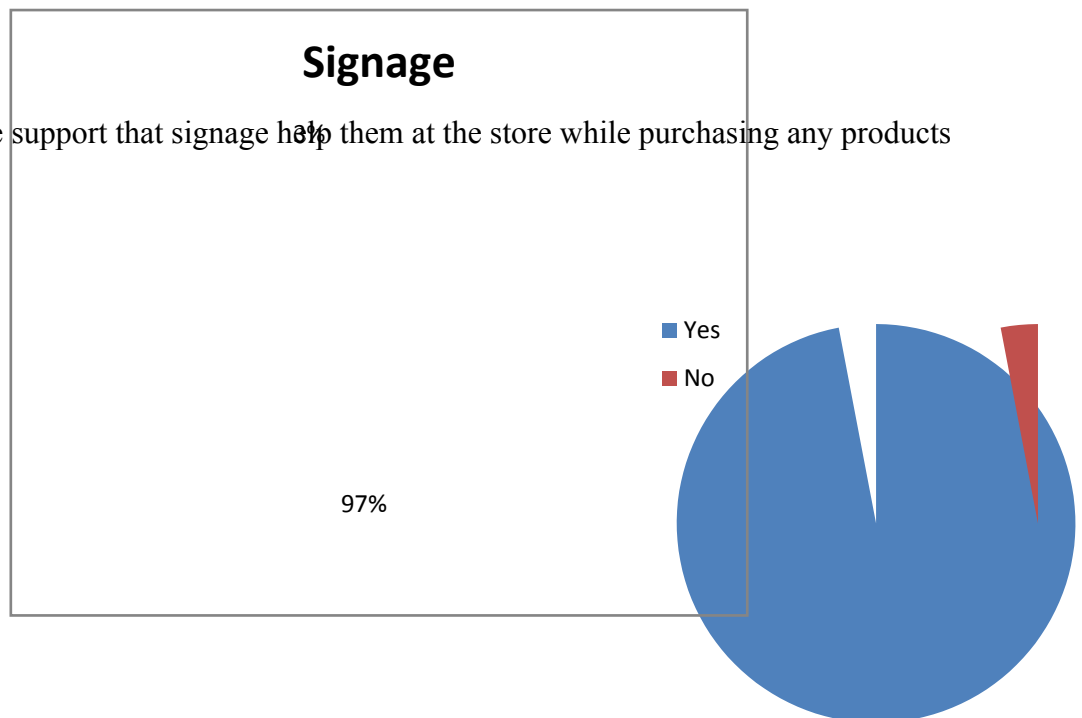
**Analysis :**

The given data shows 97% respondents thinks that signage helps them inside the Big Bazaar and 3% are not favour of this.

**Chart no.13 showing signage boards helps the consumers.**

**Interpretation:**

Maximum people support that signage help them at the store while purchasing any products



**Qno.14 Table showing that a consumer refers his friends of relatives to visit Big Bazaar.**

Sources	Respondents	Percentage
Yes	94	94
No	6	6
Sum	100	100

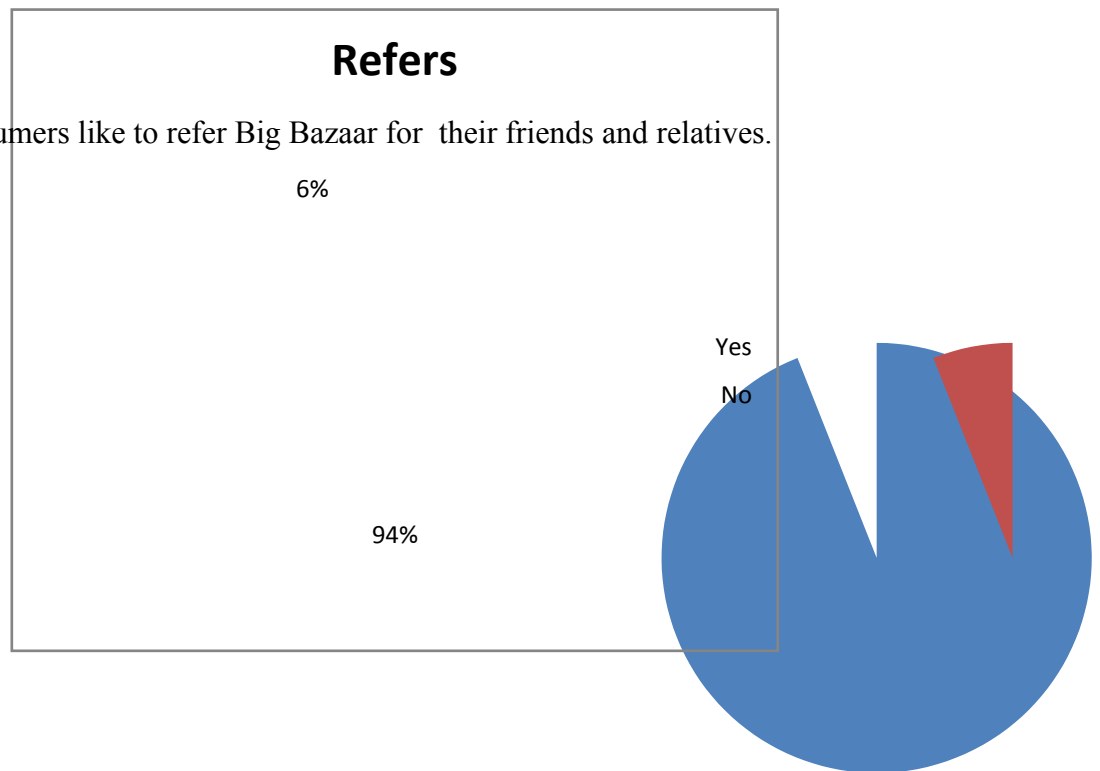
**Analysis:**

From the above data 94% respondents feels that they will refers his friends and relatives to visit Big Bazaar and 6% respondents accept that they will not refer their friends or relatives.

**Chart no.14 showing that consumers refers his friends of relatives to visit Big Bazaar.**

**Interpretation:**

Maximum consumers like to refer Big Bazaar for their friends and relatives.



**Qno.15 Table showing that the consumers ever faced the unavailability of products.**

Sources	Respondents	Percentage
Yes	8	8
No	92	92
Sum	100	100

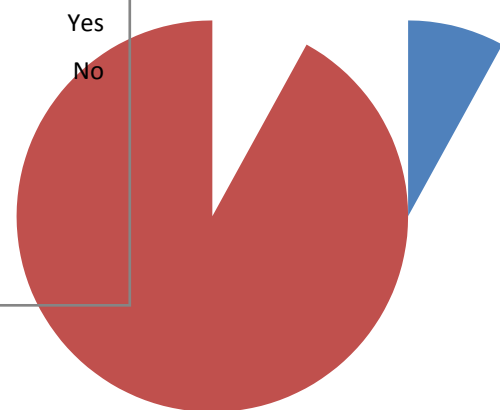
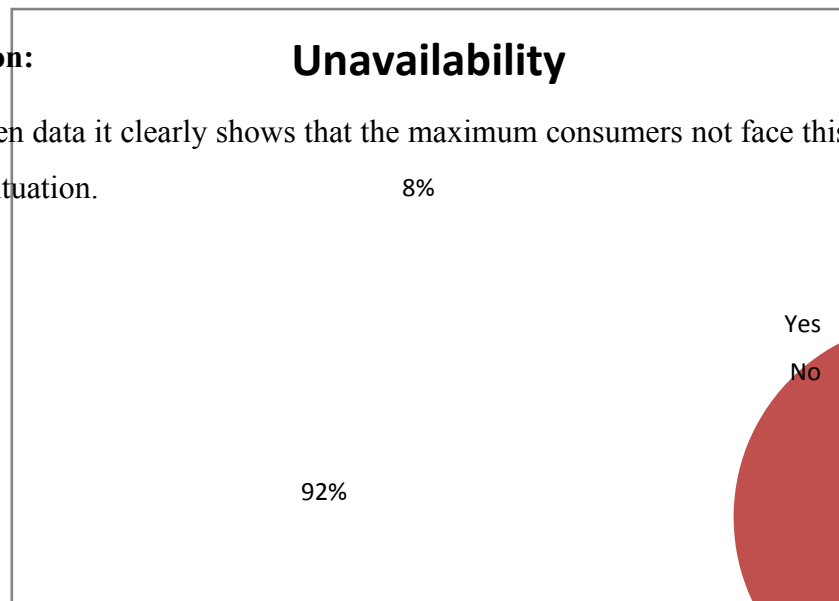
**Analysis:**

From the above data it shows that 92% respondents accept that they have not facing. Unavailability of products, 8% respondents are facing the problem of unavailability of product.

**Chart no.15 showing that the consumers ever faced the unavailability of products.**

**Interpretation:**

From the given data it clearly shows that the maximum consumers not face this unavailability of products situation.



**Qno.16 Table showing that Big Bazaar provides free space to move around.**

Sources	Respondents	Percentage
Yes	92	92
No	8	8
Sum	100	100

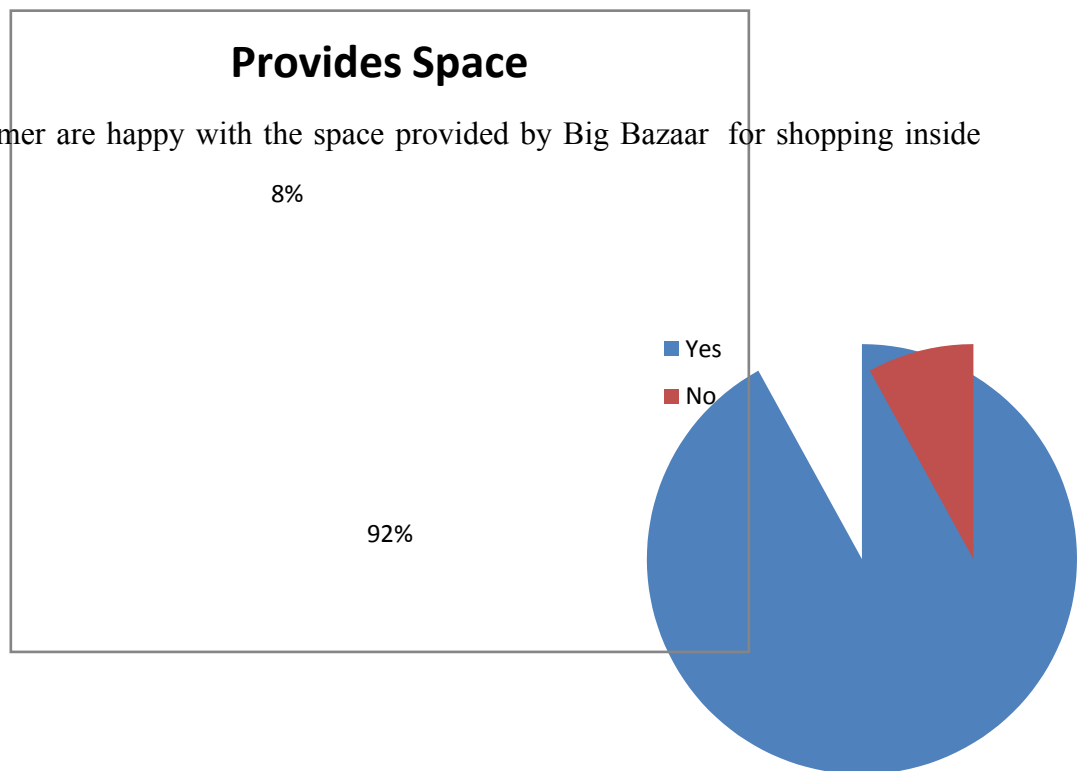
**Analysis:**

From the above data it shows that 92% respondents thinks that Big Bazaar provides enough space for them to move around and shopping and 8% thinks that they does not provide enough space.

**Chart no.16 showing that Big Bazaar provides free space to move around**

**Interpretation:**

Maximum consumer are happy with the space provided by Big Bazaar for shopping inside the store.



**Qno.17 Table showing the overall experience of the consumers in Big Bazaar is good.**

Sources	Respondent	Percentages
Strongly Agree	81	81
Agree	10	10
Neutral	0	0
Disagree	9	9
Strongly Disagree	0	0
Sum	100	100

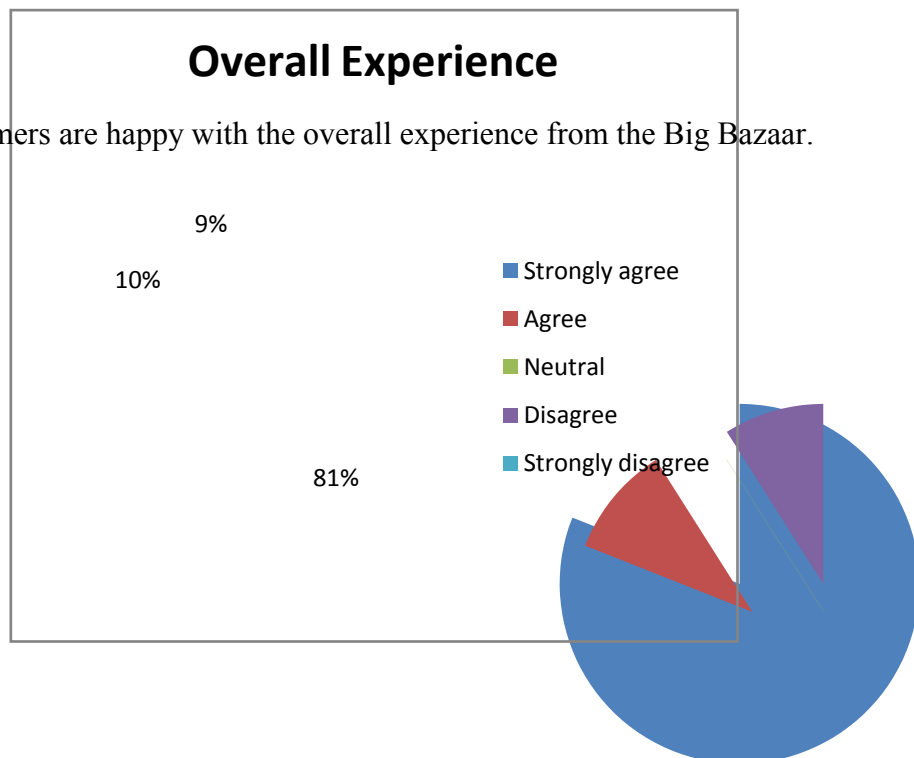
**Analysis:**

Over data shows 81% respondents are strongly agreed that overall experience in Big Bazaar is good, 10% respondents are only agree and, 9% respondents are disagree of the statement.

**Chart no.17 showing the overall experience of the consumers in Big Bazaar is good.**

**Interpretation:**

Maximum consumers are happy with the overall experience from the Big Bazaar.



**Qno.18 Table showing that the Big Bazaar provide all kinds of payment modes.**

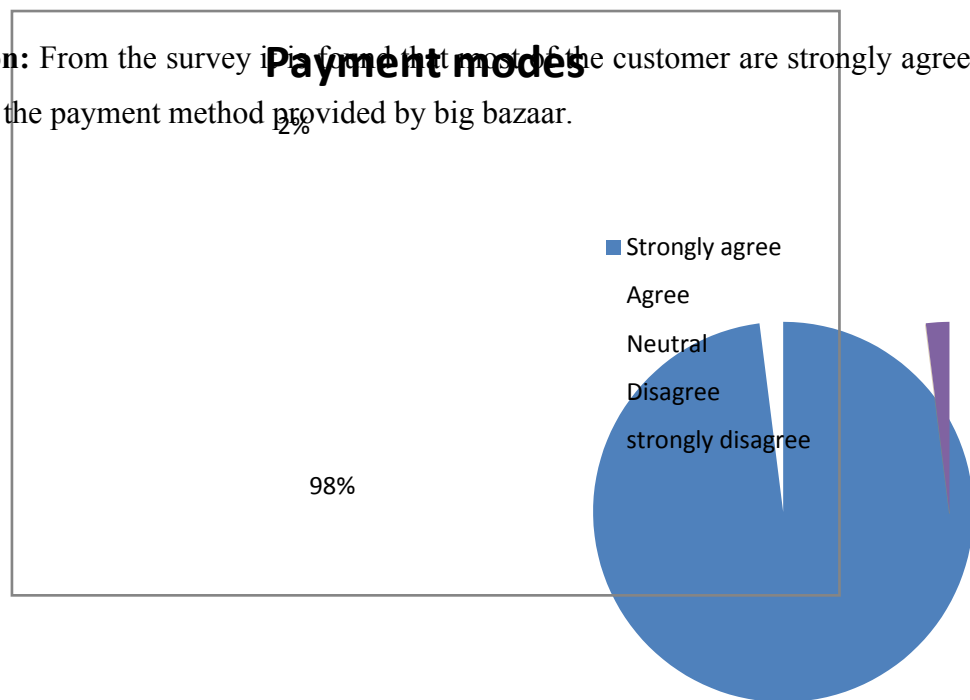
Sources	Respondent	Percentages
Strongly agree	98	98
Agree	0	0
Neutral	0	0
Disagree	2	2
Strongly disagree	0	0
Sum	100	100

**Analysis:**

According to data ,shows that 98% respondents strongly agreed & 2% disagreed.

**Chart no.18 showing that the Big Bazaar provide all kinds of payment modes**

**Interpretation:** From the survey it is found that most of the customer are strongly agree and satisfied with the payment method provided by big bazaar.



**Qno.19 Table showing products available for all level of income people.**

Sources	Respondent	Percentages
Strongly Agree	0	0
Agree	91	91
Neutral	0	0
Disagree	9	9
Strongly Disagree	0	0
Sum	100	100

**Analysis:**

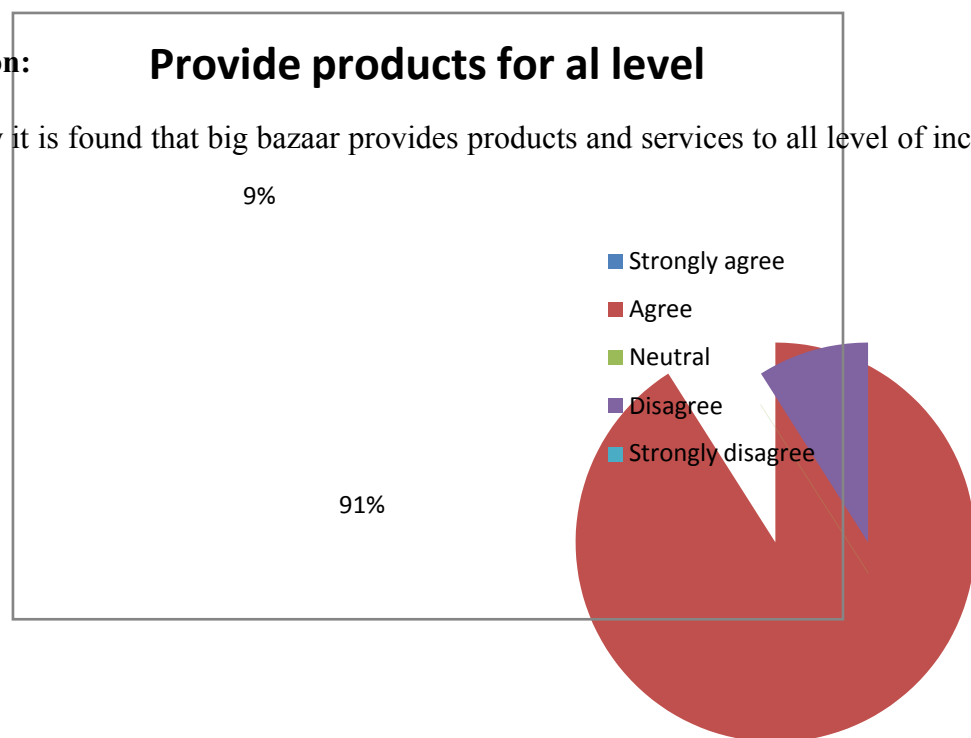
Chart shows 91% respondents are agreed that Big Bazaar provides products for all income level people and 9% respondents disagree for this statement.

**Chart no.19 showing products available for all level of income people.**

**Interpretation:**

**Provide products for al level**

As per survey it is found that big bazaar provides products and services to all level of income group.





**Qno.20 Table showing satisfaction level of consumers.**

Sources	Respondents	Percentages
Strongly Agree	12	12
Agree	79	79
Neutral	0	0
Disagree	9	9
Strongly Disagree	0	0
Sum	100	100

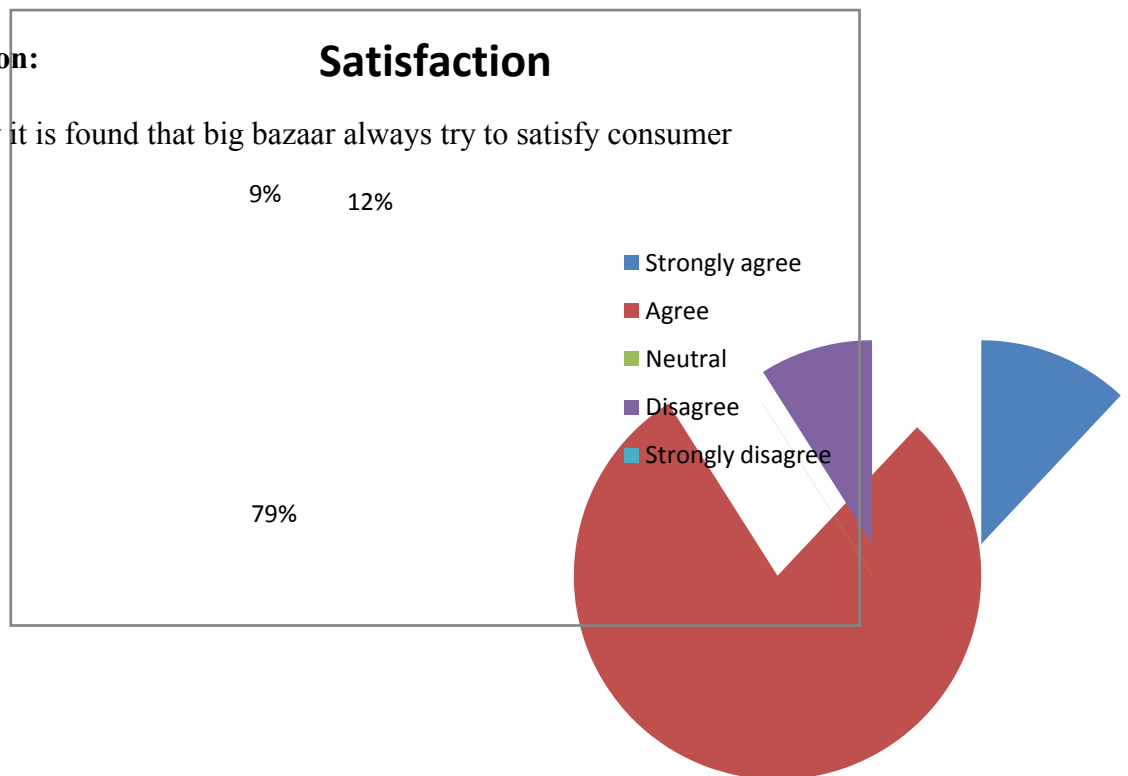
**Analysis:**

Data shows 79% respondents agreed Big Bazaar satisfy their consumers, 9% respondents agree for this statement.

**Chart no.20 showing satisfaction level of consumers**

**Interpretation:**

As on survey it is found that big bazaar always try to satisfy consumer



**Qno.21 Table showing security at Big Bazaar is good.**

Sources	Respondents	Percentage
Strongly Agree	0	0
Agree	89	89
Neutral	6	6
Disagree	5	5
Strongly Disagree	0	0
Sum	100	100

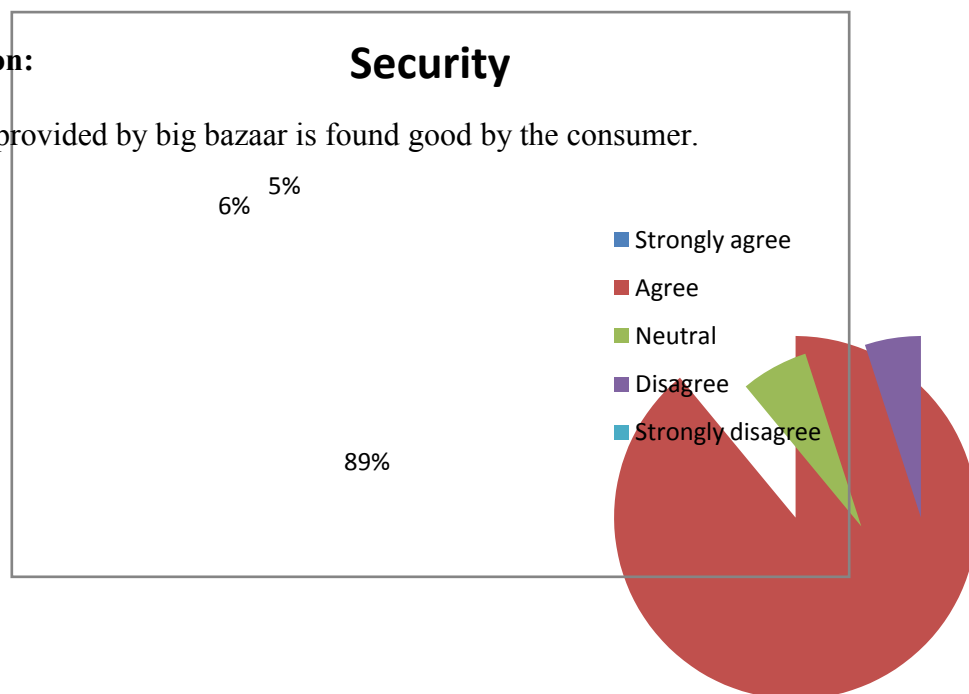
**Analysis:**

We can conclude from above data that 89% respondents agreed that security at Big Bazaar is good, 5% respondents disagree and 6% respondents neutral for this statement.

**Chart no.21 showing security at Big Bazaar is good.**

**Interpretation:**

The security provided by big bazaar is found good by the consumer.



**Qno.22 Table showing that customer ask suggestions while decision making.**

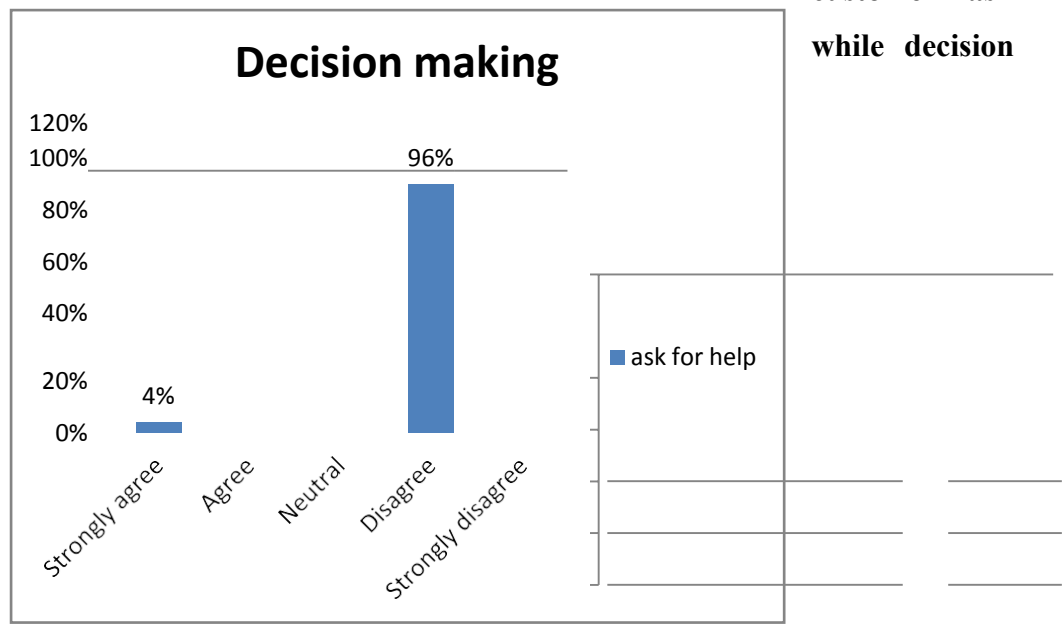
Sources	Respondent	Percentages
Strongly Agree	4	4
Agree	0	0
Neutral	0	0
Disagree	96	96
Strongly Disagree	0	0
Sum	100	100

**Analysis:**

From given statistics it show 96% respondents disagree that customers ask for help while selecting any help whereas 4% strongly agree that customers ask for help while selecting any help.

**Chart that suggestions making.**

**no.22showing customer ask while decision**



**Interpretation:**

Maximum customer disagree that they don't take help from the staff for choosing the products as they already aware of the product.

**Qno.23 Table showing Big Bazaar resolving customer queries.**

Sources	Respondent	PercentageS
Strongly Agree	93	93
Agree	0	0
Neutral	7	7
Disagree	0	0
Strongly Disagree	0	0
Sum	100	100

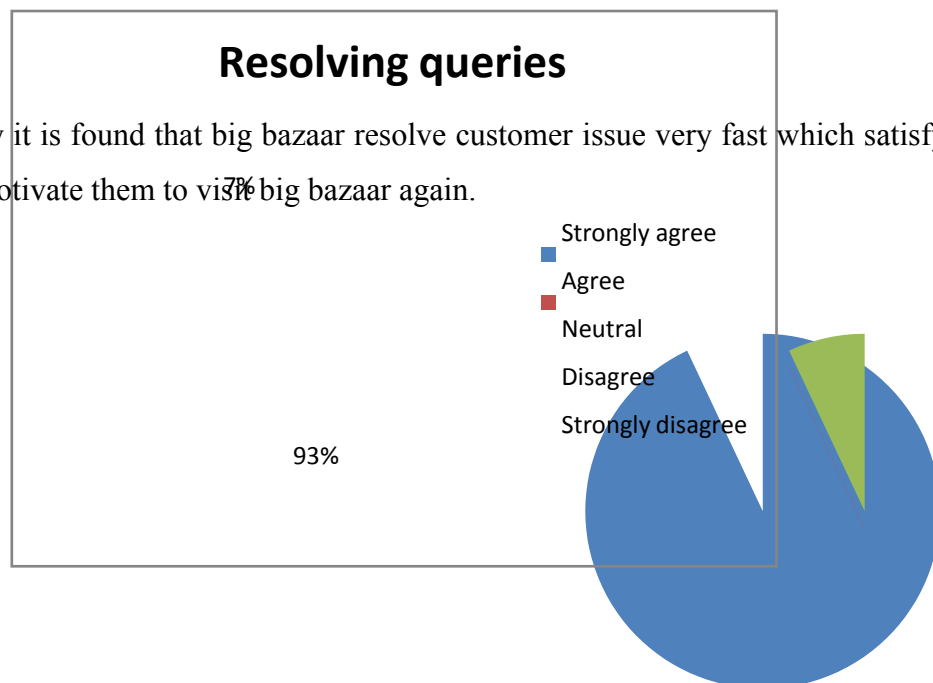
**Analysis:**

Since above data shows 93% respondent strongly agreed that Big Bazaar is good platform to resolve any sort of queries about the product or the services and 7% respondents disagree for the statement.

**Chart no.23 showing Big Bazaar resolving customer queries satisfactorily.**

**Interpretation:**

From the survey it is found that big bazaar resolve customer issue very fast which satisfy the customer and motivate them to visit big bazaar again.



**Qno.24 Table showing the staff of the Big Bazaar communicates in the language which is understandable by the consumers.**

Sources	Respondent	Percentages
Strongly Agree	0	0
Agree	94	94
Neutral	0	0
Disagree	6	6
Strongly Disagree	0	0
Sum	100	100

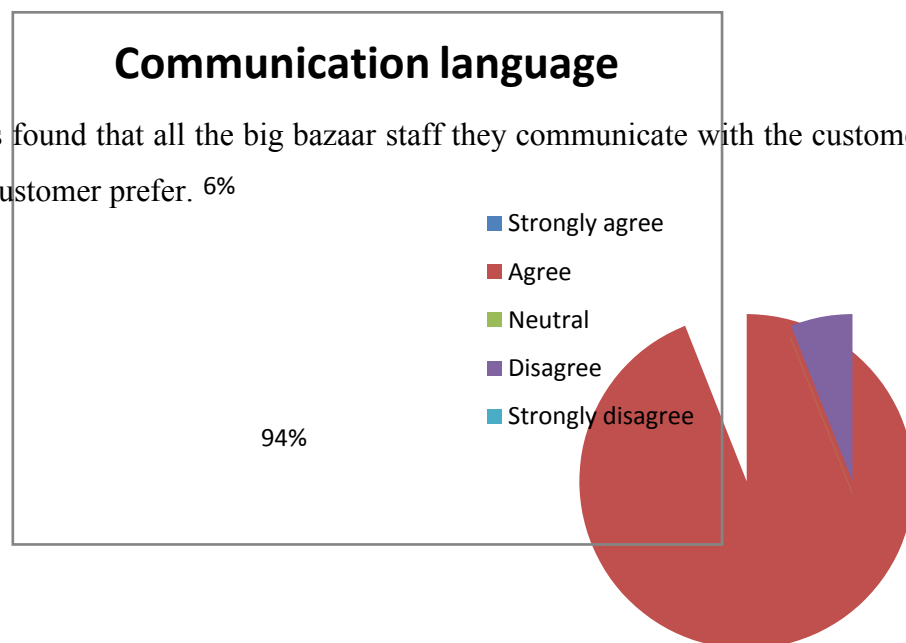
**Analysis:**

From figures,94% respondents agreed the staffs at Big Bazaar communicates in the language which is understandable by them and 6% respondents disagree with the statement.

**Chart no.24 showing the staff of the Big Bazaar communicates in the language which is understandable by the consumers.**

**Interpretation:**

As per survey it is found that all the big bazaar staff they communicate with the customer as per the language customer prefer. 6%



**Qno.25 Table showing Big Bazaar should modify on their store layout which can help the customers more to find out product easily.**

Sources	Respondent	Percentages
Strongly Agree	0	0
Agree	91	91
Neutral	0	0
Disagree	9	9
Strongly Disagree	0	0
Sum	100	100

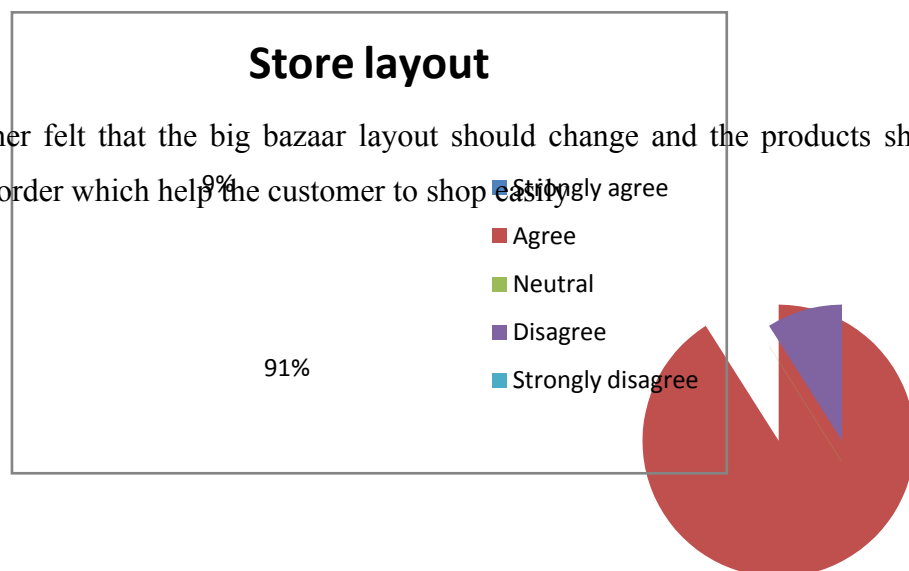
**Analysis:**

91% respondent agreed that they should work on their store layout which helps customer to find the products effortlessly, and 9% are disagree with this statement.

**Chart no.25 showing Big Bazaar should modify on their store layout which can help the customers more to find out product easily.**

**Interpretation:**

Maximum customer felt that the big bazaar layout should change and the products should arrange in proper order which help the customer to shop easily.



**Q26. Table showing Cleanliness of the Big Bazaar.**

Sources	Respondents	Percentages
Strongly agree	40	40
Agree	50	50
Neutral	5	5
Disagree	5	5
Strongly disagree	0	0
Sum	100	100

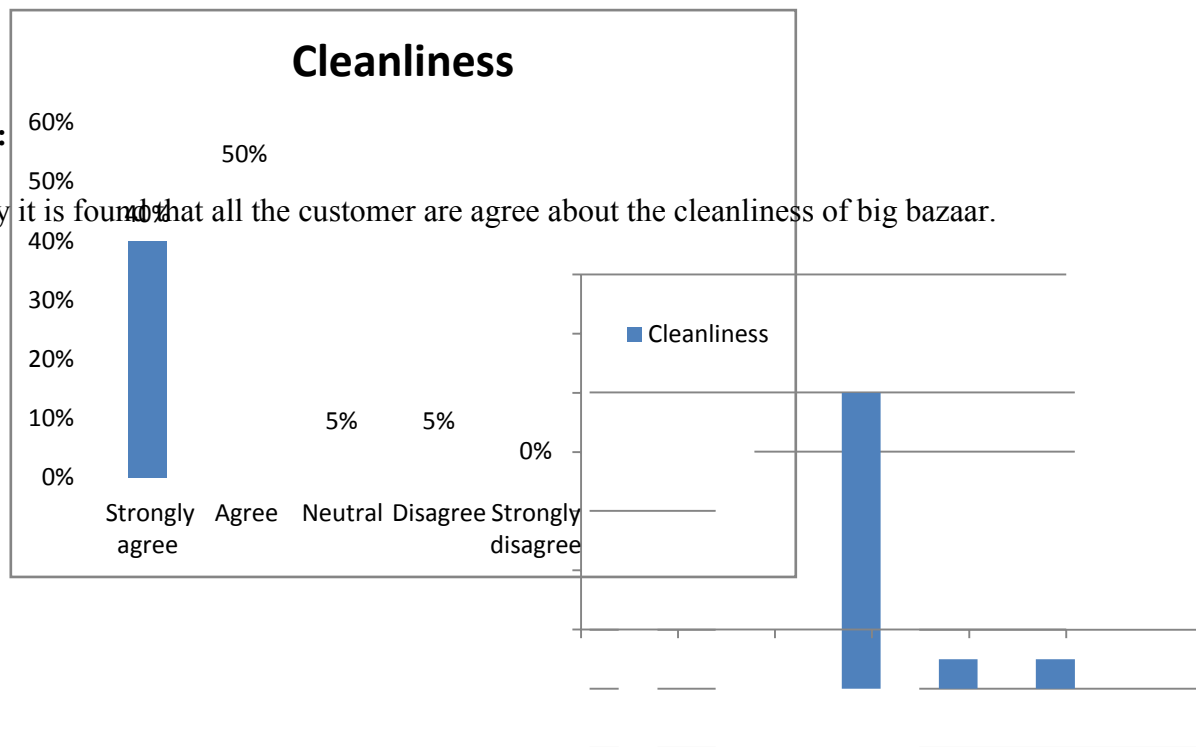
**Analysis:**

From data it shows 50% agree are strongly with the statement that the Big Bazaar store is clean, 40% respondents strongly agree , and 5% disagree.

**Chart no.26 showing Cleanliness of the Big Bazaar.**

**Interpretation:**

From the survey it is found that all the customer are agree about the cleanliness of big bazaar.



## HYPOTHESES:

### HYPOTHESIS 1:

H0: The association between handling customer complaints & customer satisfaction is insignificant.

Ha: The association between handling customer complaints and customer satisfaction is significant.

#### Correlations

		Q23. Big Bazaar resolving customer complaints satisfactorily.	Q20. Big Bazaar satisfy their consumers.
Q23. Big Bazaar resolving customer complaints satisfactorily.	Pearson Correlation	1	.203*
	Sig. (2-tailed)		.043
	N	100	100
Q20. Big Bazaar satisfy their consumers.	Pearson Correlation	.203*	1
	Sig. (2-tailed)	.043	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

### Interpretation:

The correlation between resolving customer complaints by staff of Big Bazaar to satisfaction of customer is significant and the significant value is 0.043 with positive which is less than 1.5. It means there is relation between customer satisfaction and customer complaints resolved. Customers are satisfied when their queries are resolved. Customer satisfaction is dependent on resolving customer complaints.



**CHAPTER 5**

**SUMMARY OF FINDINGS, CONCLUSION &  
SUGGESTIONS**

## **FINDINGS**

- Most of the respondents are aware of Big Bazaar. It is found that Big Bazaar create a very good image in mind of the consumer.
- Most of respondents are purchasing products in the Big Bazaar for their personal use only.
- Most of the consumers are like to visit more Big Bazaar as compare with other malls which is a good feedback.
- Most of consumers are like to shop in Big Bazaar because of the reasonable prices as well the availability of the products.
- Customers also prefer to shop in Big Bazaar because of lots of offers and discount provide by Big Bazaar.
- Most of the consumers agree that Big Bazaar provided value of their money.
- Most of the customers are refer their friends and relatives to visit Big Bazaar because they are highly satisfy with the big bazaar facilities and the services which offer to them.
- The majority of customers like to visit Big Bazaar with their friends.
- Customers agreed that they should improve or modify on store layout designs.
- Customers don't want to waste their time at the billing counter. They don't like the long queues at billing section.
- Most customers like ambience and parking of Big Bazaar.

## **SUGGESTIONS**

- The Big Bazaar should conduct the meeting with their customers and take their suggestions which help the company to improve their performance.
- Big Bazaar should also focus more on electronic items with reference of offers.
- Big Bazaar should create more unique offers to attract customers.
- A strategy should be developed in which reference person will get some advantage so that word of mouth will increase.
- Most of the customers of Big Bazaar are of age group 20-30 years. So company should focus more on those customers to increase the sales.
- Big Bazaar should train their staff of the store so they easily convince the potential buyers.
- Big Bazaar should focus more on customer relationship management (CRM).
- Big Bazaar should tie-up with international brands because now a days most of the consumers prefers western type of products. It simply means culture is changes day by day.
- Instead of focusing on capturing new customers' big bazaar should focus on their loyal customers for maintain the relationship between them.
- Big Bazaar should come with an idea which helps to decrease the perception of the consumers mind i.e low price = low quality and also helps big bazaar to increase their sales. Because of this perception, many customers not come to big bazaar .

## **CONCLUSION**

The important reason behind studying of consumer behavior is that it plays a significant role in our life. With the help of consumer behaviour study , much of time is saved like thinking at the store, asking help from the retailers, products choosing, etc.

This study discloses the things related to consumer behavior that how a consumer purchases the product in a Big Bazaar mall or at what basis the consumers select the mall like Big Bazaar. This study founds many reasons like infrastructure facility, discounts, offers, availability of products, or variety of products which influence the consumers to select Big Bazaar mall for purchase.

Consumers like the organized type of retailing because it saves their time at shopping time and also gives a value for money feeling. The lifestyle of consumer is totally different currently, consumers don't want to waste their time everyone is busy in this world. Everyone wants new facilities which saves their time so if any kind of facility which helps them they will grab it. In previous time much facility was not there, the income was also less of the consumer as well as the education level ,the income level is increases of the consumers and also most of the consumers now highly educated so because of this factors also consumer behaviour changes. The main conclusion comes out from this study of consumer behaviour is that the today's modern life style most numbers of people like organized type of retailing.

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## ANNEXURE

### QUESTIONNAIRE

### QUESTIONNAIRE

Name:

Gender:

Designation:

Department:

Q1. What is your age?

- a) 10-20      b) 20 to 30      c) 30 to 40      d) 40 above

Q2. Mention your monthly income of respondents or their family members.

- a) Rs 10000 - Rs20000      b) Rs20000 – Rs 30000  
c) Rs 30000- Rs 40000      d) Rs 40000 above

Q3. How many times do you visit Big Bazaar in one month?

- a) Once in month      b) twice in month  
b) Weekly      d) weekly twice

Q4. Do you like ambience and parking of Big Bazaar?

- a) Yes      b) No

Q5. How do you rate behavior of staffs in the Big Bazaar?

- a) Excellent    b) good    c) average    d) fair    e)poor

Q6. Do you appreciate the EDLP strategy of Big Bazaar?

- a) Strongly appreciate    b) appreciate    c) neutral    d) not appreciate

Q7. How do you behave when you see ads of Big Bazaar?

- a) Respond to buy quickly      b) Respond to it little slowly  
c) Respond to it very slowly      d) will not respond.

Q8. How do you react to the offers and discounts of Big Bazaar?

- a) Express my satisfaction
- b) Express my satisfaction but feel reduced quality
- c) Will not be happy since I feel it is a gimmicks
- d) No reaction at all

Q9. What is your most purchase item in Big Bazaar?

- a) Groceries
- b) Fashion
- c) Electronics
- d) Food items

Q10. With whom would you like to visit Big Bazaar?

- a) Family
- b) Friends
- c) Spouse
- d) Others

Q11. What is the reason behind choosing Big Bazaar?

- a) Offers
- b) satisfaction of products
- c) Customer service
- d) reasonable prices

Q12. Are you satisfy with the duration of billing process?

- a) Yes
- b) No

Q13. Does the Signage boards help you at Big Bazaar?

- a) Yes
- b) No

Q14. Will you refer your friends and relatives to visit at Big Bazaar?

- a) Yes
- b) No

Q15. Have you ever faced any unavailability of products?

- a) Yes
- b) No

Q16. Do you think that Big Bazaar provide free space for the customers to move around and shop?

- a) Yes
- b) No



<b>Questions</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
Q17. The general experience at Big Bazaar is always good.					
Q18.Do you agree Big Bazaar provide all kinds of payment modes?					
Q19.Big Bazaar provide products for all level of income people.					
Q20.Do you agree that Big Bazaar satisfy their consumers?					
Q21.Do you agree that Security at Big Bazaar is good					
Q22.Do you like to ask for help from the staffs while decision making of your products?					
Q23. Do you think that Big Bazaar resolving customer queries satisfactorily?					

Q24. Do you agree that staffs at Big Bazaar communicates in the language that you understand?					
Q25. Do you agree that Big Bazaar should work on their store layout which can help the customers more to find the products easily?					
Q26. Do you think that Big Bazaar take care of cleanliness?					

Thank You