



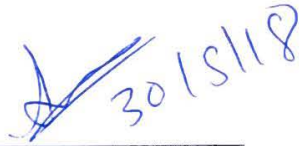
# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 24/05/2018

## CERTIFICATE

This is to certify that **Mr. Kiran K** bearing USN **11A16MBA23** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on “**A Study on Buying Behaviour of Consumers at Big Bazaar**” **Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

  
30/5/18

Signature of Internal Guide



Head of the Department  
Department of MBA  
Acharya Institute of Technology  
Soldevanahalli, Bangalore-560 107



Signature of Principal

PRINCIPAL  
ACHARYA INSTITUTE OF TECHNOLOGY  
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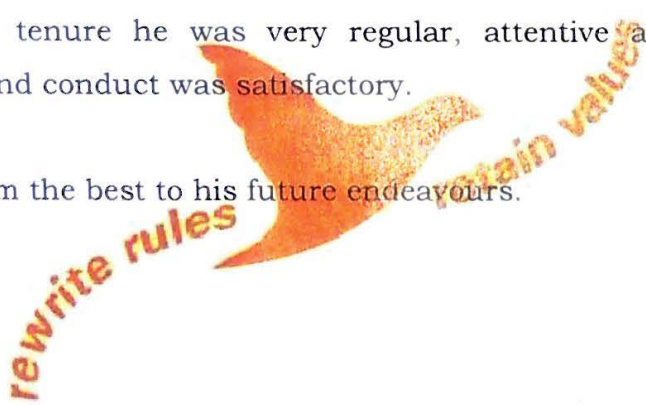
Date: 30/03/2018

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that MR. **KIRAN K (11A16MBA23)** MBA II year student of Acharya Institute of Technology, Bangalore has successfully carried out his project work on **“A STUDY ON BUYING BEHAVIOUR OF CONSUMERS AT BIG BAZAAR”** in our organization from the date of 15<sup>th</sup> January 2018 to 24<sup>th</sup> March 2018.

During his tenure he was very regular, attentive and hard working. His character and conduct was satisfactory.

We wish him the best to his future endeavours.



## ACKNOWLEDGEMENT

The success and the final outcome of this project required a lot of guidance and assistance from many people and I'm extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank each one of them.

I respect and thank Mr. Sooraj Sir for providing me an opportunity to do the project work in Big Basket, Bengaluru and giving me all the support and guidance which made me complete the project duly. I am extremely thankful to them for providing such a nice support and guidance, although he had busy schedule managing the company's tasks.

I also thank Dr.S.C. Pilli Principal of Acharya Institute of technology, Bangalore and Dr. Nijaguna HOD of MBA department for their cooperation in completing the project work.

I owe my deep gratitude to my project guide Pro.Suhas Patel sir who took keen interest on my project work and he guided me all along, till completion of my project work. Also, I would like to extend my sincere thanks to all staff for their timely support.

KIRAN K

## DECLARATION

I KIRAN K, hereby declare that the project report entitled "A study on Buying Behaviour of Consumers at Big Bazaar" with reference to Big Bazaar, Bengaluru prepared by me under the guidance of Suhas Patel Sir, faculty of MBA department, Acharya Institute of Technology and external assistance by Nagaraj S Branch Manager of Big Bazaar. I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Bangalore

  
Signature of the student

Date: 30/05/18

## **EXECUTIVE SUMMARY**

A study has been conducted for ten weeks with the theme "A STUDY ON BUYING BEHAVIOUR OF CONSUMER AT BIG BAZAAR " In the case of different Indian active and diversified markets, it is difficult to Analyze attitudes, preferences, dislikes and changes in consumer behaviuor. This one The field is like this, only the best and the best can survive. Try to go at the big Bazaar Analyze consumer behaviuor.

Samples were selected using a convenient sampling method, and respondents who came to shop to shop were contacted. The sample size of the study was 100 customers at a Big bazaar, Bangalore.

The purpose of this study is to study various aspects related to consumer behaviuor in order to understand the attitude of consumer to malletier, to determine various aspects that lead to consumer behaviuor, and to suggest that various interventions be enhanced through consumer behaviuor.

The main findings were taken out to arrive at logical conclusions. Respondents raised a high profile Structured questionnaire are easy to fill. The percentage of respondents' opinions was rated as satisfaction. The main data is collected through questionnaires, and used data is collected through other related magazines, books and big bazaar websites.

## CHAPTER – I

### 1. INTRODUCTION

As customer's tastes and slants are changing, the market circumstance is in like manner changing occasionally. The present market circumstance is through and through not quite the same as that of the market circumstance before 1990. There have been various parts accountable for the changing business division circumstance. It is the changing tastes and slant of customer which has obtained in a modification in the market. Wage level of the overall public has changed; lifestyles and social class of people have completely changed now than that of time past days. There has been a move in the market ask for these days. Development is one of the main issue which is accountable for this adjustment in context in the stamp. New age people are no more subject to hat grandstand and far away departmental stores. Today we can see another period in exhibit with the opening up of various departmental stores, hyper promote, client's quit, strip malls, stamped retail outlets and strong point stores. These days shopping isn't any more dreary work rather it's a beguiling trip ponder now.

My examination relies upon a diagram done on customers of a hypermarket named enormous bazaar. Gigantic bazaar is another sort of market which showed up in India since 1994. It is a kind of market where diverse sorts of things are open under one housetop. My examination is on choosing the customer's obtaining behavior of customer's in tremendous bazaar and the satisfaction level of customers in immense bazaar. My examination will find the present status of gigantic bazaar and make sense of where it stays in the present market.

This market field study will help in knowing the present customers tastes and slants. It will help me in assessing the customer's future needs, need and demands.

## **1.2 INDUSTRY PROFILE**

### **BOARD OF DIRECTORS**

Mr. Kishore Biyani, Founder and Group CEO

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

Mr. Gopi Krishna Biyani, Whole time Director

Gopi Kishan Biyani, is a trade graduate and has over twenty years of involvement in the material business.

Mr. Rakesh Biyani, Whole time Director

Rakesh Biyani, is a business graduate and has been effectively associated with classification administration; retail locations tasks, IT and fares. He has been instrumental in the execution of the different new retail designs.

Mr. Ved Prakash Arya, Director

Ved Prakash Arya is a specialist via preparing and is an alum of the Indian Institute of Management, Ahmedabad. Preceding joining Pantaloons Retail, he was the CEO of Globus.

Mr. Shailesh Haribhakti, Independent Director

Shri Shailesh Haribhakti is a Chartered Accountant, Cost Accountant, and a Certified Internal Auditor. He is the Deputy Managing Partner of Haribhakti and Co., Chartered Accountants and past leader of Indian trader Chambers. He is on the Board of a few Public Limited Companies, including Indian Petrochemicals Corporation Ltd., Abuja Cement Eastern Ltd. and so on. He is on the Board of Company since June 1, 1999.

Mr. S Doreswamy, Independent Director

S. Do1reswamy, is a previous Chairman and Managing Director of Central Bank of India and serves on the leading group of DSP Merrill Lynch Trustee Co and Ceat Limited

Dr. D O Koshy, Independent Director

D. O. Koshy, holds a doctorate from IIT, Bangalore and is the Director of National Institute of Design (NID), Ahmedabad. He has more than 24 years of rich involvement in the materials and piece of clothing industry and was instrumental in the setting up of NIFT focuses in Bangalore, Chennai and Bangalore. He is a famous expert having some expertise in universal promoting and clothing retail administration.

Ms. Anju Poddar, Independent Director

Anju Poddar, holds a Bachelor of Engineering from University of Oklahoma and is a Director, NIFT, Hyderabad part. She likewise serves on the leading body of Maharishi Commerce Ltd and Samay Books Ltd,

Ms. Bala Deshpande, Independent Director

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

### **1.3 COMPANY PROFILE**

1987 Company united as 'Watches out for wear Private Limited'. Dispatch of pantaloons gasp, India's first formal gasp stamp. 1991 dispatch of BARE, the Indian jeans check. 1992 Initial open offer (IPO) was made in the extended length of May. 1994 the pantaloons client tip top menswear store in franchisee orchestrate moved the nation over. Dealt with retailing got a leg up in the midst of 2004 with the opening of new game plan stores, snappy advancement of existing start-up of new-age strip malls, the Government's point of allowing a particular level of outside direct enthusiasm for retail and the improvement of a retailers' alliance. With buyer supposition positive in the midst of most by far of 2004, it provoked liberal spending over different classes, for instance, client durables, clothing and lifestyle, automobiles and telecom things. Around the beginning of this decade, dealt with retailing spoke to a minor \$2.9 billion in India. This is only 1.25 for every penny of the assessed indicate retail publicize. This offer has successfully created to 2 for



every penny. Advancement projections for retail business contrast for the most part. A couple of examinations assess that by 2007, the offer of dealt with retail in the retail pie will bob three times to accomplish 5-6 for every penny. Retail in India greatest industry speaking to over 10% of the country GDP and around 8% of the business. Retail industry in India is at the cross road. It has created as a champion among the most interesting and fast paced wanders with a couple of player entering the market. What's to come is promising the market is creating government courses of action are ending up more perfect and rising development and empowering errands.

Some key substances retail in India greatest industry speaking to over 10% of the country GDP and around 8% of the business.

The market size of Indian retail industry is about US \$ 312 billion.

### **FUTURE GROUP**

Future social event drove its originator and get-together CEO Mr. Kishore Biyani is one of India driving business house with various business navigating over the usage space. While retail firms the inside business activity of future social event, pack reinforcements are accessible in customer support, capital, security, stamp change and incitement. The principle plan of big bazaar store open in 2001 in Kolkata, Hyderabad and Bangalore.

#### Portrayal

HELP DESK – As you can see from the arrangement, the Help Desk is arranged in a place where everyone has their first sight that is before the way. This exhibits when a man enters in to immense bazaar it can get all information about the stores of colossal bazaar from the individual sitting in the help work region. Help Desk uses paging organization as an instrument for the settlement of its agents and customers.

Kids SECTION – The youngsters portion is discovered precisely at the left corner of the path of tremendous bazaar. In the youngster's fragment tyke's additional items like diapers, trolleys, suckers, water bottles are open in one area. Tyke's jackets and baba suits are open in another part. Youngsters nice wear (jeans and shorts) are placed in one a player in it and infant kid shirts and shirts are furthermore placed in

another part. In this section the segments are used for indicating information like size graph and fragment portrayal. The clusters are available at a cost of Rs59 onwards.

**MENS SECTION** – Next to it is the men's fragment that is in within. It is separated in to five segments. At one segment men formal shirts are open. In various parts men jeans, suits and coats, surfaces and ethnics are available exclusively. Here the esteem ranges from at any rate Rs99 to Rs899.

**Ladies SECTION** – Next to it is the ladies' territory that is in the preposterous right side. The ladies' territory is disconnected in to seven segments. Ladies territory starts from ladies' ethnics, ladies western wear, ladies formals (office wear), ladies embellishments – lingerie's, ladies perfumeries, and ladies' excellence mind items separately. Here the cost of the clothing ranges from Rs99 to Rs1000 approx.

**Restricted time SCHEME** – With an additional to the above things there are distinctive things which are open with an extraordinary arrangement. The distinctive things under this arrangement fuses young woman shirts, infant tyke winter wear et cetera.

**NON-PROMOTIONAL SCHEME** – There are diverse things available with no constrained time plot which joins pants, infant youngster baba suits, child shirts, kids night wear, kids salwar suits et cetera.

**Amusements STORE** – At the phenomenal corner there is a diversions store where distinctive sorts of amusement things are available.

**Support BAZAAR** – The Food bazaar is in the principal floor of the building. Diverse sorts of sustenance things, results of the dirt are available there. Sitting approaches are well made with the objective that people can sit and take tea, coffee or bites or some other sustenance thing and can loosen up.

**Cash COUNTER** – The cash counter is discovered basically near the exit

## MAJOR MILESTONES

- **1987** Company incorporated as Mans Wear Private Limited. Launch of Pantaloons trouser, India's first formal trouser brand.
- **1991** Launch of BARE, the Indian jeans brand.
- **1992** Initial public offer (IPO) was made in the month of May.
- **1994** The Pantaloons Shoppe – exclusive menswear store in franchisee format launched across the nation. The company starts the distribution of branded garments through multi-brand retail outlets across the nation.
- **1995** John Miller –Formal shirt brand launched.
- **1997** Pantaloons – India's family store launched in Kolkata.
- **2001** Big Bazaar, 'Is se sasta aur accha kahi nahin' - India's first hypermarket chain launched.
- **2002** Food Bazaar, the supermarket chain is launched.
- **2004** Central – 'Shop, Eat, Celebrate in the Heart of Our City' - India's first seamless mall is launched in Bangalore.
- **2005** Fashion Station - the popular fashion chain is launched
- **2006** Future Capital Holdings, the company's financial arm launches real estate funds Kshitij and Horizon and private equity fund in division. Plans forays into insurance and consumer credit. Multiple retail formats including Collection i, Furniture Bazaar, Shoe Factory, EZone, Depot And futurebazaar.com are launched across the nation. Group enters into joint venture agreements with ETAM Group and Generali.
- **2007-** Future group cross \$1 billion mark.
- **2008-** Future group holding becomes the second group company to make a successful initial public offering in the Indian capital market.

## Future Group

Future Group is one of the country's driving business packs show in retail, asset organization, customer back, insurance, retail media, retail spaces and collaborations. Future Group is accessible in 61 urban regions and 65 common regions. The social affair's lead association, Pantaloons Retail (India) Limited works in excess of 10,000,000 square feet (930,000 m<sup>2</sup>) of retail space, has in excess of 1,000 stores

and uses in excess of 30,000 people. A segment of its driving retail sorts out consolidates Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, zone, Depot, Future Money and online retail outline [www.futurebazaar.com](http://www.futurebazaar.com).

Future Group associations joins, Future Capital Holdings, Future Generali India, Indus League Clothing and Galaxy Entertainment which manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the social affair's cash related arm, revolves around asset organization and customer credit. It directs assets worth over \$1 billion that are being placed assets into developing retail land and client related brands and motels.

The social affair's joint meander assistants fuse Italian security major Generali, French retailer ETAM gathering, US-based stationary things retailer Staples Inc. in addition, UK-based Lee Cooper and India-based Talwalkar's, Blue Foods and Liberty Shoes.

Future Group's vision is to, "Pass on Everything, Everywhere, Every chance to Every Indian Consumer in the most beneficial way." The social occasion considers 'Indian-ness' as a middle regard and its corporate rationality is - Rewrite rules, Retain regards.

## **MAJOR INDIAN RETAILERS**

The low-intensity entry of the diversified Mahindra Group into retail is unique because it plans to focus on lifestyle products. The Mahindra group is the fourth large Indian business group to enter the business of retail after Reliance Industries Ltd, the Aditya Birla Group, and Bharati Enterprises Ltd. The other three groups are focusing either on perishables and groceries, or a range of products, or both.

**RPG Retail-Formats:** Music World, Books & Beyond, Spencer's Hyper, Spencer's Super, Daily & Fresh

**Pantaloons Retail-Formats:** Big Bazaar, Food Bazaar, Pantaloons, Central, Fashion Station, Brand Factory, Depot, all, E-Zone etc.

**The Tata Group-Formats:** Westside, Star India Bazaar, Steel junction, Landmark, and Titan Industries with World of Titans showrooms, Tanishq outlets, Chroma.

**K Raheja Corp Group-Formats:** Shoppers' Stop, Crossword, Hyper City, In orbit Lifestyle International-Lifestyle, Home Centre, Max, Fun City and International Franchise brand stores.

**Pyramid Retail-Formats:** Pyramid Megastore, TruMart

**Nilgiri's-Formats:** Nilgiris' supermarket chain

**Subhiksha-Formats:** Subhiksha supermarket pharmacy and telecom discount chain.

**Trinethra- Formats:** Fab mall supermarket chain and Fab city hypermarket chain

**Vishal Retail Group-Formats:** Vishal Mega Mart

**BPCL-Formats:** In & Out

**Reliance Retail-Formats:** Reliance Fresh

**Reliance ADAG Retail-Format:** Reliance World

**German Metro Cash & Carry**

**Shoprite Holdings-Formats:** Shoprite Hyper

Food Bazaar – Wholesale costs

Food Bazaar's center idea is to make a mix of a common Indian Bazaar and International grocery store air with the target of giving the client every one of the benefits of Quality, Range and Price related with substantial organization stores and furthermore the solace to See, Touch and Feel the items. The organization has as of late propelled a forceful private name software engineer with its own particular brands of tea, salt, flavors, beats, jams, ketchups and so on. With phenomenal costs and Big assortment (there are 42 assortments of rice on special), Food Bazaar has ended up being a hit with clients everywhere throughout the nation.

Big Bazaar

Enormous Bazaar is a chain of shopping centers in India, possessed by the Pantaloons Group and which take a shot at Wal-Mart write economies of scale. They have had extensive achievement in numerous Indian urban areas and residential communities. Big Bazaar gives quality things however at a moderate cost. It is an extremely inventive thought and this hypermarket has nearly anything under one rooftop Apparel, Footwear, Toys, Household Appliances and that's only the tip of the iceberg. The mood and client mind includes to the shopping background.

#### **1.4 VISSION**

“To Deliver Everything, Everywhere, Every time, to Every Indian Customer in the most profitable manner.”

#### **1.5 MISSIN**

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

#### **1.6 QUALITY POLICY**

Big Bazar have the good quality of the products as in today's world quality is given priority. As we came up with the results of the survey it was found out 76% of the customers are satisfied with the quality of the products. So, as to enhance the customer satisfaction level, Big Bazaar should work on the quality of the products to get 100% result in future.

#### **1.6 COMPETITOR'S**

- Reliance
- More
- Metro cash and carry
- Supermarket
- D-mart
- Foodcourt

## **1.7 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**

- Large variety option
- Cheap price
- Big customer Base
- Volume sales

### **WEAKNESSES**

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

### **OPPORTUNITIES**

- To open up more and more number of big bazaars 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

### **THREATS**

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

## CHAPTER-II

### 2.1 THEORETICAL BACKGROUND OF THE STUDY

#### Retailing

The Indian customer could well be assigned King with each and every budgetary marker in the ideal place. Arranging for the delegated statute capacity are countless associations that are looking as the accompanying client publicize powerhouse. Furthermore, it is all in all the retail part that will give the desi client superb status.

In this examination I will try to find the current circumstance of retail exhibit in India. This wander will give base on the overall scene to retail industry and what will drive the improvement of industry later on.

Retailing is the last progress in the scattering of stock, the last association in store arrange – interfacing the mass strategies for items to the last purchasers.

Retailing in India is out and out tumultuous. There is no stock system organization perspective. As demonstrated by an investigation by AT Kearney, a brain boggling degree of the Rs. 400,000 crore retail grandstand is Unorganized. As a matter of fact, only a Rs. 20,000 crore segment of the market is formed.

From a size of just Rs. 20,000 crores, the Organized retail industry will create to Rs. 160,000 crore by 2005. The TOTAL retail exhibit, regardless, as showed above will grow 20 for every penny yearly from Rs. 400,000 crores in 2000 to Rs. 800,000 crores by 2005

An examination by McKinsey points out that India's market for buyer items can accomplish a w \$450 billion by 2011 - making it one of the five greatest on the planet. Further, KPMG in a present report titled Consumer Markets in India - the accompanying gigantic thing?' has expressed: "India addresses a money related open entryway on a tremendous scale, both as an overall base and a family unit publicize." The report, in any case, finds that the accompanying bounce in the improvement of the client market will be started by the changing stream of the retail



division. "Associations expect that the accompanying cycle of advance in Indian buyer markets will be the section of outside players in purchaser retailing. Regardless of the way that FDI remains exceedingly constrained in retailing, most associations assume that won't be for long," says Deepankar Sanwalka, Executive Director and Head - Consumer Markets, KPMG India.

FDI in retail has surely begun to appear to be unpreventable after Prime Minister Man Mohan Singh's present gathering to McKinsey, in which he conveyed sureness that he would have the ability to get the Left social affairs on board on the issue. KPMG is truly continuing with its means to lead a movement of five roadshows in the US and two or three countries in Europe to have trades about the open entryways in India's client markets, especially in retail. Additionally, the numbers do credit confirmation to the fervor.

The Economist Intelligence Unit (EIU) country guidelines on India, 2005, checks the retail feature in India will create from \$394 billion out of 2005 to \$608.9 billion of each 2009. All things considered, KPMG finds that the dealt with retail portion in India is depended upon to create at a higher rate than GDP improvement in the accompanying five years, driven by advancing lifestyles, strong pay advancement and perfect measurement outlines. As showed by EIU, India starting at now has more than five million retails outlets, out of which 96 for each penny are smaller than 500 sq. ft. Regardless, this ircumstance is advancing speedy. The structure of retailing is developing rapidly with strip malls winding up dynamically typical in Big urban groups, and progression plans being foreseen at 150 new strip malls by 2008.

## **2.2 LITERATURE REVIEW**

1. Feinberg, Sheffler, Meoli and Rummel (1989) considered the social incitement gave by shopping centers, finding that the shopping center filled in as an outlet for social conduct. Facilitate examination of this issue was made by Lotz, Eastlick and Shim (2000), who considered the likenesses and contrasts between shopping center stimulation searchers and shopping center customers. Their outcomes upheld speculations that there are diverse

inspirations for people who visit a shopping center for stimulation exercises versus the individuals who visit for shopping purposes.

2. Roy (1994) in his examination considered a few attributes of customers -, for example, practical shopping inspiration, bargain inclination, recreational shopping inspiration, age, salary and family estimate, to be a Big impact on shopping center shopping recurrence.
3. Burns and Warren (1995) opined that since the store blend and item contributions of numerous provincial shopping centers are fundamentally the same as, regularly the essential discriminator between a large number of these focuses is only area. Settling on the decision to shop at a provincial shopping center other than the one closest to one's place of home, thusly, does not seem, by all accounts, to be a sensible decision in numerous examples. Such conduct, in any case, seems, by all accounts, to be generally normal. Doubtlessly; along these lines, that territorial shopping center decision may not generally be construct exclusively with respect to the contributions and area of the accessible shopping options
4. Jackson (1996) in his investigation watched that shopping centers have turned into where senior subjects stroll in solace and security, where guardians lead their young to Santa Clauses, where singles court, where adolescents mingle and where everyone expends. In fact, another term, "Shopping center Rats" has been begat to depict the armies of youngsters who invest their free energy cruising indoor passageways. This multiplication of employments and of clients has prompted the regular perception that provincial shopping centers are the new downtowns, the focuses of casual social cooperation's, the successors to the conventional commercial center.
5. J.A.F. Nicholls (1997) in his article has say about the situational measurements influencing buying conduct of Hispanic clients in a shopping center at some separation from their neighborhoods. The Hispanic customer (which would likewise incorporate a substantial section of workers) makes the (shopping) trip advantageous by going with partners, culminating a buy

while at the shopping center, and purchasing sustenance or refreshment amid the visit. The Hispanic customer likewise invests more energy at the shopping center and visits more stores while there.

6. Pashigian and Gould (1998) expressed that purchasers are pulled in to shopping centers in light of the nearness of surely understood stays - retail chains with perceived names. Stays produce shopping center activity that by implication builds the offers of lesser-known shopping center stores. Lesser-known stores can free ride off of the notorieties of better-known stores. Shopping center engineers disguise these externalities by offering rent sponsorships to stays and by charging rent premiums to other shopping center occupants. The consequences of this article recommended that shopping center engineers are acting normally in light of the fact that they realize that grapples draw in clients to the shopping center and increment the offers of other shopping center stores.
7. Kay M. Palan (2000) in his paper laid out sexual orientation personality, of buyer conduct contemplates in the advertising writing that have inspected sex character. In light of the writing survey, the paper assesses whether sexual orientation personality inquire about is still justified and proposes particular research inquiries to manage future research. The creator is of the view that it is exceptionally basic to comprehend the intricate and alterable nature of identity qualities related with sex classifications.
8. Nikhilesh Dholakia and Piyush Kumar Sinha (2005) Customers tend to go to the stores with a decision set. This set differs as per the degree of arranging that the client embraces before achieving the store. With all the more arranging, this decision set strait. While purchasing from the conventional arrangement (adjusted) stores, the clients convey records. These rundowns, by and large, specify the brand name of the item. For the most part, the retailer just gets the looked-for brands and gathers them on the counter, prepared for counting and installment. In the exceptionally princely families, these examples display varieties. As opposed to the spouse, the truck pusher might be the house keeper or the driver (chauffer). Obviously, in such cases, all the

picking and paying is finished by "madam," the housewife-boss. While not yet much apparent in Ahmedabad, in greater metropolitan zones, for example, Delhi or Mumbai, there are some watched instances of cleaning specialists coming to shop without anyone else, utilizing records gave by the business. To summon suitable regard from the store, enable, the house keepers "to spruce up" in such circumstances.

9. There has not been Big exertion by examine researchers and advertisers to contemplate the purchaser personal conduct standard in Malls and to separate the same with standard of conduct in conventional Mom-and Pop shops. On the off chance that the examination has been directed it isn't being made accessible to alternate specialists.
10. Surbhi Khosla (2006) in her article quickly talked about the retail segment in India and its adventure. The article specifies in the sequential request the advancement of various retail organizes in India and furthermore significant retailers in various organizations. The article additionally examined the ongoing patterns in the arrangements and future extent of the diverse configurations of retailing.
11. Prakash Chandra Dash (2007) contemplated and detonates the openings, difficulties and procedures of Indian retail divisions. The paper talks about the difficulties like marketing blend, retail separation, inventory network administration and furthermore rivalry from provider's image in the Indian point of view.
12. Sonal Kureshi, Vandana Sood, Abraham Koshy (2007) led an examination ponder on "Far reaching Analysis of Exclusive Brand Store Customer in Indian Market". The goal of the exploration was (a) to give knowledge about the profile of the purchasers of elite brand store, in light of their statistic and psychographic attributes (b) to discover contrasts if any between the „Browser“ and „Purposive“ clients and (c) to look at the distinctions that develop and draw suggestions for the retailer.

13. Piyush Kumar Sinha and Sanjay Kumar (2007) led examine concentrate to distinguish and characterize the distinctive configurations of retailing in India. The examination groups the diverse arrangements of retailing in various classifications and furthermore clarifies the development of every class and inspiration of retailers to venture into particular class. A portion of the discoveries of the examination include: Most of the composed retailers in India are nagging quality, benefit, accommodation, fulfillment and guaranteed advantages to bait customers into the store. Retailers are not making an incentive for the purchaser and furthermore unfit to choose reasonable vehicle to convey wanted shopper esteem. Most likely that retail arrange is one of the vehicles to convey offer and furthermore it positions the store in the brain of target customers.
14. Asif Zameer (2007) in his paper has examined MALL MANAGEMENT and has reasoned that Mall Management has developed as the absolute most separating factor in today's situation where the quantities of shopping centers are increasing. The need of the shopping centers to separate themselves is a certain method for developing victor and this situating is guaranteed through shopping center administration. Shopping center administration is tied in with separating shopping center from the rest, getting greatest footfalls, changing over the footfalls to buy and keeping the footfalls and the inhabitants cheerful and fulfilled.
15. A M Sakkthivel (2007) directed an investigation on "Vital Placement of Organized Retail Formats in Potential Markets - A Critical Analysis" the examination secured distinctive retail designs and their areas for achieving the objective market. The examination presumed that most of the new retail organizes are packed in level 1 urban areas; the new retail arranges are progressively extending their activities in level 2 and littler urban communities too. Order of potential markets and mapping of the retail arranges are key achievement factors for the sorted-out retail organizes in India.
16. S. Ramesh Kumar, Rajeev Ravi, Jeevish Jain (2007) think about and investigated the connection between Point of Purchase and Shopping

Behavior in An Emerging Market-The Indian Context. The creator presumed that Point of Purchase (POP) materials are utilized both by kirana shops and by sorted out grocery store retail outlets. This examination researches the effect of POP materials on kirana shop buys and the buys of buyers from general stores. The creator feels that POP material has vast effect on the buy of FMCG buys. Likewise, the POP material influences purchaser to attempt the item and expands the thought set of the buyers.

17. Subhashini Kaul (Ms.) and Abhishek (2007) in their paper titled "Consumerism and Mindless Consumption Sustaining the New Age Urban Indian's Identity." featured the basic factors that add to a negative effect on customer personality. Key elements affecting the, New Age' Urban Indian's personality were examined in the paper and systems proposed at business firm levels to support and capture this harm. Paper recognized that various social personalities are a reality. In the new thousand years, each buyer needs to understand her various role(s) an the roles" remarkable quality in an incorporated way.
18. Nidhi Katare (2007) endeavored to take a gander at the structure of Retail Marketing in India. As indicated by her retail promoting is most unique and energizing zones of development in worldwide economy. The creator recommend that to beat the opposition, emerge in an immersed commercial center and prevail in spite of fixing edges, wise retailers needs to center around client driven administration, personalization and reliability projects to pull in and hold clients.
19. Ms. Shelja Jose Kuruvilla (2007) in his article titled "Shopping centers versus Kiranas-Challenges and Strategic alternatives" he has examined that the measure of retail industry in India is about \$350 billion and is relied upon to develop at 13% p.a. Sorted out retailing is just 2-3% at show, however it is anticipated to develop at over 30% p.a. furthermore, it is likewise assessed to achieve a bewildering INR 1000 billion by 2010. Rising pay level, youthful populace with high extra cash, accessibility of brands and stock, media expansion, the effect of globalization, immersion in worldwide markets,

positive pointers of the economy and the changing mentality of the purchasers are the real drivers cited behind this retail blast, yet shouldn't something be said about the Kiranas. With the assistance of a shopper think about, this paper endeavors to comprehend designs and explanations behind exchanging shopping propensities, an endeavor is additionally made to recommend choices accessible to create and fortify abilities to empower them to survive and prosper in the coming decades

20. C S Venkata Ratnam (2007) have point by point changing buyer conduct in retail exchange India in his paper entitled "Changing Consumer Behavior and Emerging Challenges to the Retail Trade In India" The creator has featured that managed and fast development of China and India, which together give home to over a fifth of the mankind, are making a colossal surge in consumerism on a scale which is exceptional. Both the nations are alluring goals for venture and creation and in addition deals and showcasing.

21. Sanjev Verma (2007) considered Consumer Preferences for Retail Store Selection in Mumbai. The investigation was attempted to comprehend the components influencing purchaser inclinations for retail location determination and creating advertising methodologies towards addressing the necessities and needs of customers. This investigation looks at the linkage between purchaser inclinations and the significance of some remarkable store characteristics.

## **CHAPTER -III**

### **3.1 NEED FOR THE STUDY**

The investigation demonstrates clients purchasing behavior with Big Bazaar in Bangalore territory. It's give rule to additionally look into in Bangalore territory for composed retail. Research says in regards to client purchasing conduct towards Big Bazaar in Bangalore territory. The investigation rate of consumer loyalty level with Big Bazaar for Bangalore zone. The examination is likewise imperative to recognize Market size, development and Market Potential of Big Bazaar in Bangalore territory. The examination demonstrates future Scenario of Big Bazaar in current viewpoint. The examination indicates Opportunities and difficulties for Big Bazaar regard of interior and outer condition. Research says in regards to fundamental rivals in the field of sorted out retail segments. The examination gives rule to assist augmentation of Big Bazaar in Bangalore zone. The examination give assistance to know the client's fulfillment with Big Bazaar stores.

### **3.2 OBJECTIVES OF THE STUDY**

- 1.** To identify the people who are the customers of Big Bazaar.
- 2.** To determine the current status of Big Bazaar.
- 3.** To find out the customers response towards Big Bazaar.
- 4.** To study the satisfaction level of customers in different attributes of Big Bazaar.
- 5.** To identify main competitors of Big Bazaar.
- 6.** To identify the consumers' buying behavior at Big Bazaar.



### **3.3 SCOPE OF THE STUDY**

The extent of this examination is to distinguish the purchasing conduct of clients of Big Bazaar in Bangalore area. This explore depends on essential information and optional information. Because of time requirement just predetermined number of people contacted. This think about just spotlights on urban purchasing conduct of clients in light of the fact that the exploration directed in Bangalore zone. The investigation does not say anything in regards to rustic purchasing conduct of client in light of the fact that provincial standards status demeanor and acknowledgment of the country clients varies with urban clients. The extent of research is constrained for Bangalore territory. It gives assistance to advance the exploration for sorted out retail part in Bangalore area. It plans to comprehend the ability of the organization in the zone like innovative progression, rivalry in administration.

### **3.4 RESEARCH METHODOLOGY**

Innovation, clients tastes and inclinations assume an essential part in the present age. Research Methodology is an arrangement of different techniques to be taken after to discover different data's with respect to showcase strata of various items. Research Methodology is required in each industry for securing learning of their items.

### **3.5 AREA OF STUDY:**

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

#### **Research Design -**

Exploratory Research.

#### **Sampling Design:**

Non Probability sampling- Convenience sampling

#### **Sample Size:**

100 Customers

#### **Data Collection: -**

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

#### Tools of Analysis: -

The market survey about the techniques of marketing and nature of expenditure is carried out by personally interacting with the potential customers in Big Bazaar.

### **DATA COLLECTION**

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

#### **PRIMARY SOURCES:**

##### Questionnaire:

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

##### Interview:

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

#### **SECONDARY DATA:**

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

### **SAMPLING DESIGN**

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

**SAMPLE SIZE:** 350 CONSUMERS contacted during this research work. The nature of sampling is NON PROBABILITY –CONVINANCE SAMPLING helped in keeping the path of research in focus throughout the work.

Collection of the questionnaire

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

Problem faced while collecting and filling questionnaire

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

Tabulation

After all the questionnaires were collected back, the responses were tabulated.

Each answer of the respondent was tabulated to its respective category.

### **3.6 LIMITATIONS OF STUDY**

Certain restrictions do sneak in an examination contemplate because of imperatives of the time, cash and human endeavors, the present investigation is likewise not free from certain constraint, which were unavoidable.

Albeit all exertion was taken to influence the aftereffect of the work as exact as conceivable as review yet the overview to have following limitations.

- Some clients were not willing to give arrangement because of their bustling timetable.
- Due to expansive size of the populace, just a chose test of client could be reached.

- Due to time limitation and other work stack amid the t time frame it couldn't be made conceivable to investigate more territory of concern relating to consider.
- Also unimaginable for organization to demonstrate data is classified.
- Due to quick pace of life, a few were not ready to do defense to the survey.
- Personal predispositions may have come while answer the poll.
- According to organization control numerous data was not unveil as the chief are occupied in their day by day plan. It isn't workable for us to invest more energy in communication with them.

## **CHAPTER-IV**

### **ANALYSIS AND DATA INTERPRITATION**

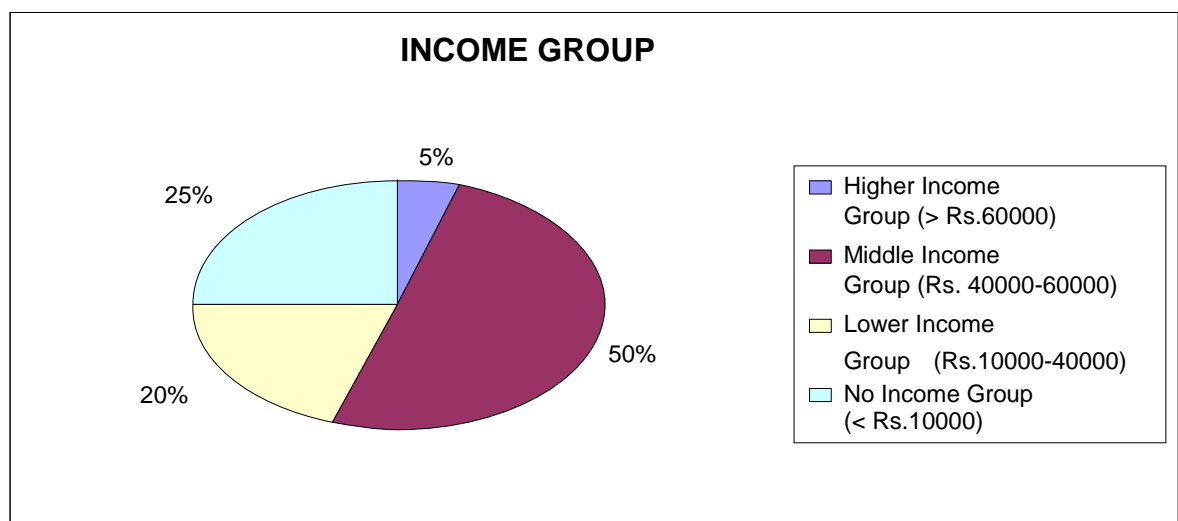
#### **4.1 ANALYSIS**

I have done a market field survey on big bazaar. I have surveyed around 100 respondent's of Bangalore area who come to visit big bazaar. A specific questionnaire is prepared for the customers and data is obtained from them by moving around big bazaar and personally interacting with them. The customers gave me valuable information regarding their consumption pattern in big bazaar. I collected all that information and a proper analysis is done.

All the analysis and its interpretations are discussed below. Each of the analysis is done as per the information obtained from the customers and a serious interpretation has been done to best of my effort.

## 1.Customer s monthly income

Higher income Group	5%
Middle Income Group	50%
Lower Income Group	20%
No Income Group	25%



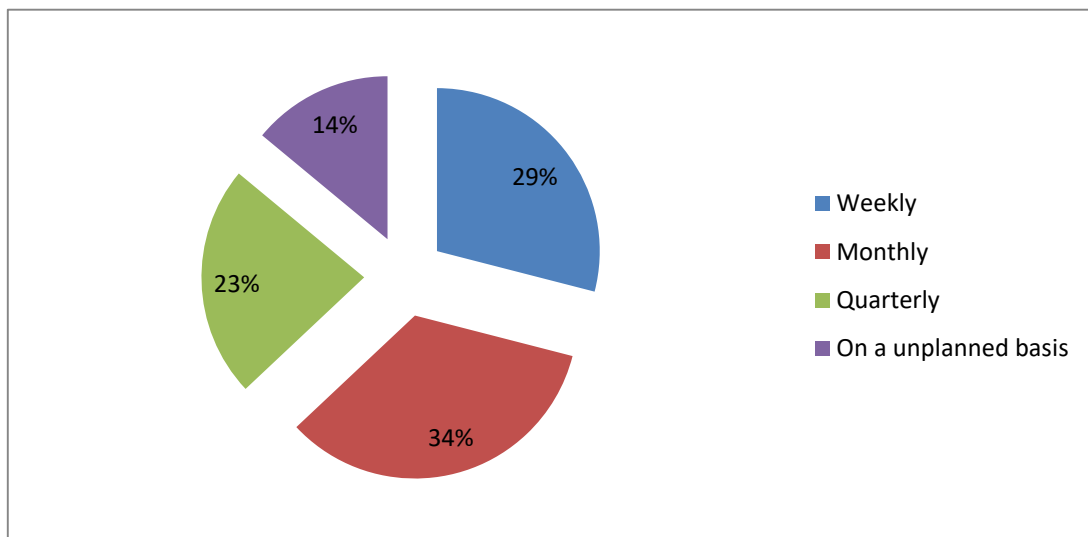
### **Analysis:**

The above diagram shows the distribution of income level of customers coming in to big bazaar. Among the 350 respondents 50% of customers are of middle income level that is between Rs10000 – 40000 per month. Least number of customers visiting Big bazaar are the higher income level people (> Rs.60000 pm) that constitute only 5%. The lower income level of people coming to big bazaar constitutes of 20%. 25% of people belong to no income group which mostly consists of students.

**Interpretation:** Most of Customers are middle class

## 2. Customers visit Big Bazaar

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

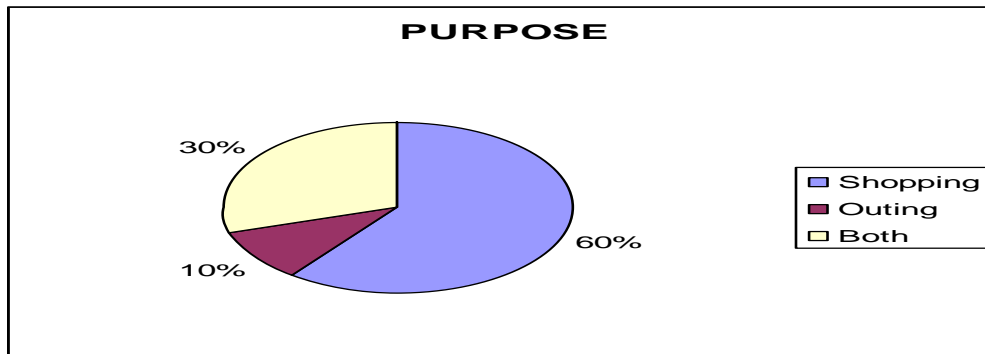


**Analysis:** From this I interpret that in big bazaar 34% customers visit monthly, 29% customer visit weekly 23% customers visit quarterly and 14% customers visit on planned basis, it means mostly customers visit weekly and monthly basis for purchase their requirements.



### 3.Purpose behind visiting big bazaar

Shopping	60%
Outing	10%
Both	30%

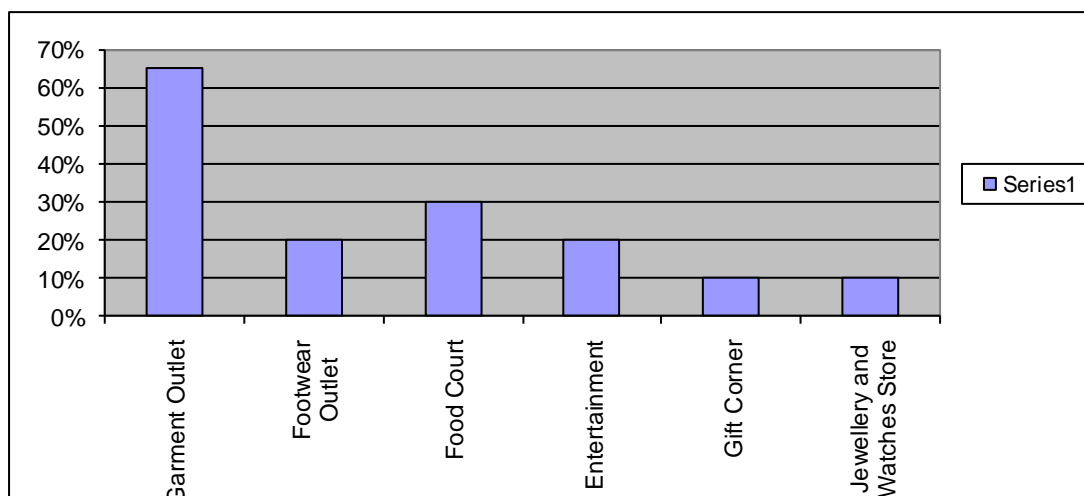


**Analysis:** Out of the 350 respondents 60% of respondents visit big bazaar for shopping, 10% for outing and 30% visit big bazaar for both the purposes.

**Interpretation:** From this I interpret that big bazaar is purely a shopping complex but it also facilitates a certain kind of ambience and decorum to the people that they also visit it for the purpose of outing. The infrastructure and ambience of big bazaar is so that people even like to go there even also they don't have to purchase anything. People enjoy doing shopping in big bazaar. This is very nice for it as often customers.

#### **4.Demand for other retail outlets in a mall**

Garment Outlet	65%
Footwear Outlet	20%
Food Court	30%
Entertainment	20%
Gift Corner	10%
Jewelers and Watches Store	10%

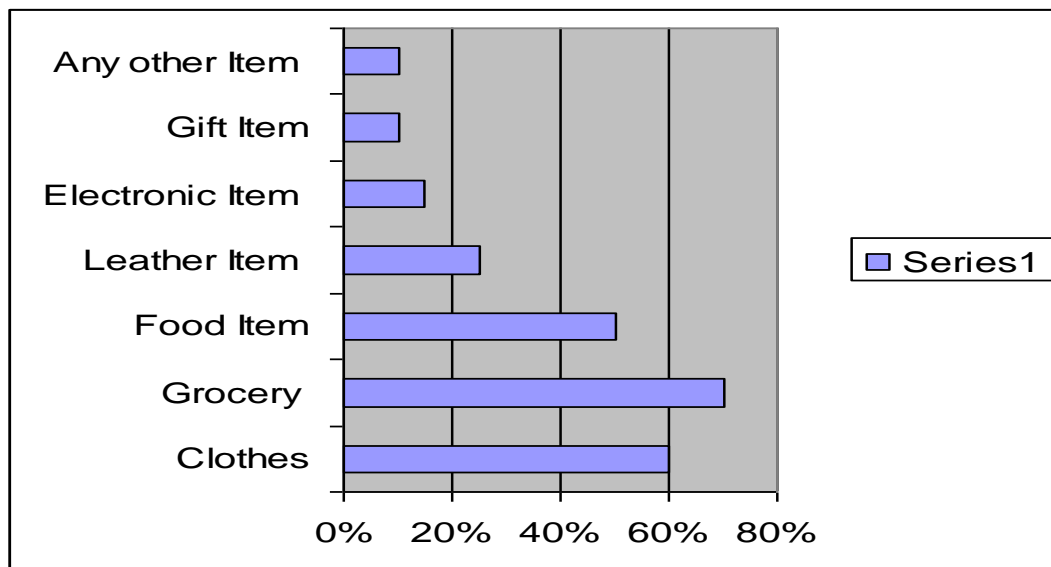


**Analysis:** The above graph shows that 65% of people visit garment outlet in a mall other than that of big bazaar. 30% of people also prefer to visit food court in a mall other than big bazaar. 20% of the people go to footwear outlet in a mall other than big bazaar. 20% of people also go to mall for entertainment purpose. Some people that are 10% each also visit gift corner store and jewelry & watches store in a mall other than big bazaar.

**Interpretation:** From this analysis I come to know that most of the people tend to visit garment outlets in a mall other than big bazaar as it has some exclusive branded outlets. People also go for footwear stores as malls have branded footwear stores in it. People go for watching movies to mall for entertainment

### **5.Products mostly purchased by customers in big bazaar**

Clothes	60%
Grocery	70%
Food Item	50%
Leather Item	25%
Electronic Item	15%
Gift Item	10%
Any other Item	10%

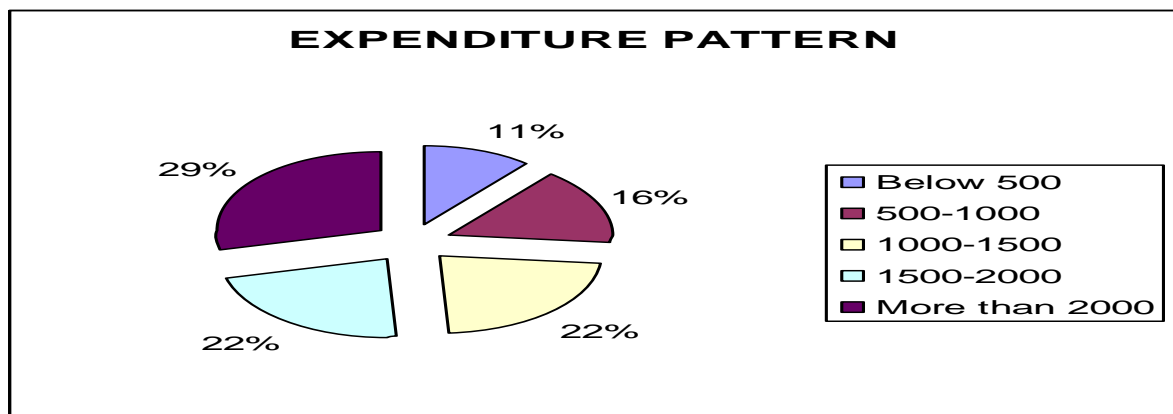


**Analysis:** This chart clearly indicates that the demand for grocery that is 70% is highest by the customers followed by clothes rated 60%. The next highest demand is for food items that is 50%. 25% demand is for leather items in big bazaar. Electronic items hold 15% of demand and gift items and other items has a demand of only 10% by the customers of big bazaar.

**Interpretation:** From this analysis I interpret that customers demand are high for grocery and clothes followed by food items in big bazaar. Electronic items have a little demand by the customers.

## 6.Expenditure pattern of customers coming in to big bazaar

Below Rs.500/single visit	11%
500-1000 /single visit	16%
1000-1500 /single visit	22%
1500-2000 /single visit	22%
More than 2000 /single visit	29%

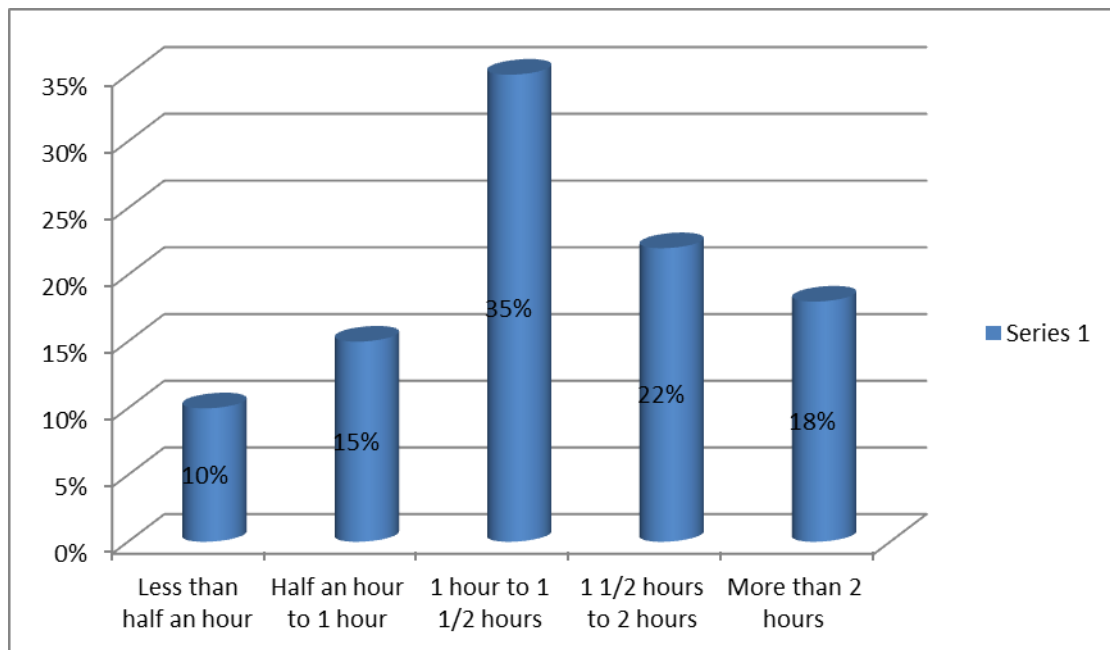


**Analysis:** We can clearly see from this graph that majority of the customers spend a lot in big bazaar that is 29% of people spend more than Rs2000 in a single visit to big bazaar. Equal number of people that is 22% of people each spend Rs 1000-1500 and Rs 1500-2000 respectively in a visit to big bazaar.16% of people spend Rs 500-1000 and only 11% of customers are there who spends less than Rs500 in their visit to big bazaar.

**Interpretation:** From this I interpret that most of the customers purchase goods in bulk which leads them to spend a lot. Volume sales are high in big bazaar. Customers tend to purchase more goods from big bazaar as it provides goods at a discounted rate.

## **7. Time spent by customers in shopping in big bazaar**

Less than half an hour	10%
Half an hour to 1 hour	15%
1 hour to 1 1/2 hours	35%
1 1/2 hours to 2 hours	22%
More than 2 hours	18%

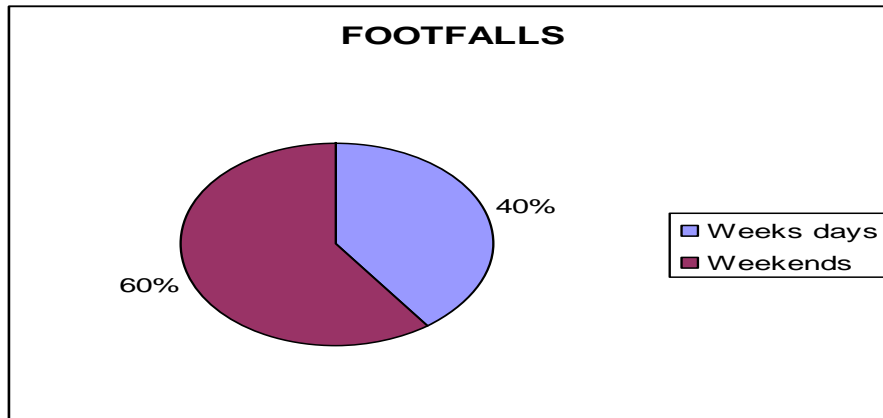


**Analysis:** People spend a lot of time in shopping in big bazaar. Majority of the respondents (35%) said that they spend at least 1 hour to 1 ½ hours in big bazaar. 22% respondents also said that they spend 1 ½ hours to 2 hours in their visit to big bazaar. Only 10% of people said that they spend very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

**Interpretation:** As per the given data I interpret that customers are very product choosy now a day and that's why they spend a lot of time in shopping in big bazaar.

### 8.Comparison of footfalls in weekdays and weekends

Weeks days	40%
Weekends	60%

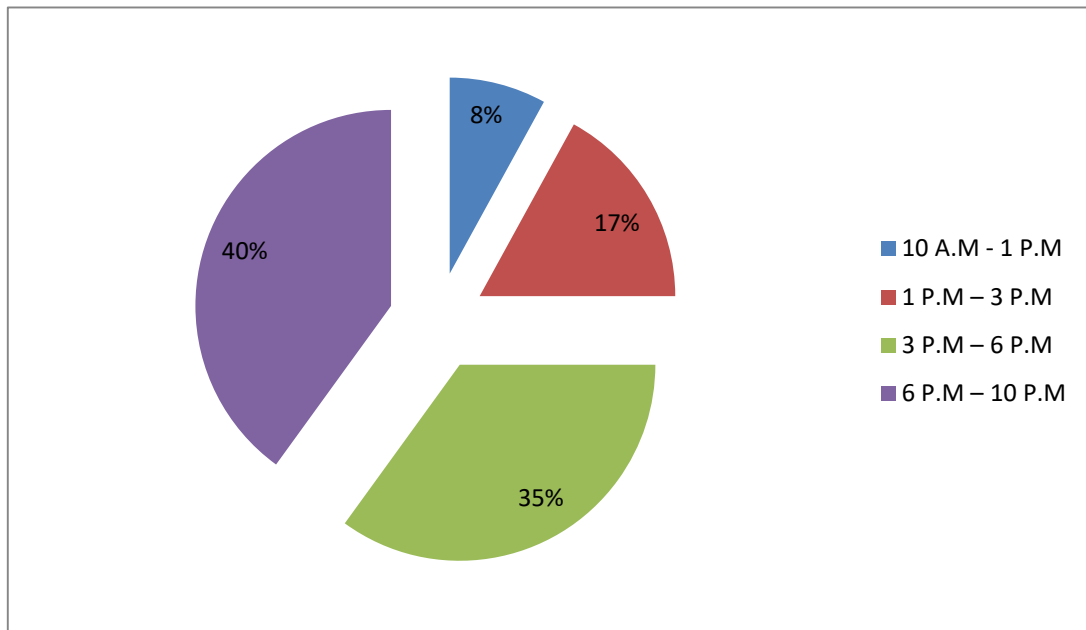


**Analysis:** The above graph shows that more number of people comes to big bazaar in weekends than that of week days .40% of people visits big bazaar in weekdays where as 60% of people visit big bazaar in weekends.

**Interpretation:** I can clearly interpret from this that most of the people tend to visit big bazaar in weekends rather than that of week days. There are more footfalls in big bazaar in weekends than that of week days. Though there is not much difference as 40% of people visit big bazaar in week days hence in weekends the footfall increases by 60%.

### 9. Customers preference of timing to visit big bazaar

10 A.M - 1 P.M	8%
1 P.M – 3 P.M	17%
3 P.M – 6 P.M	35%
6 P.M – 10 P.M	40%

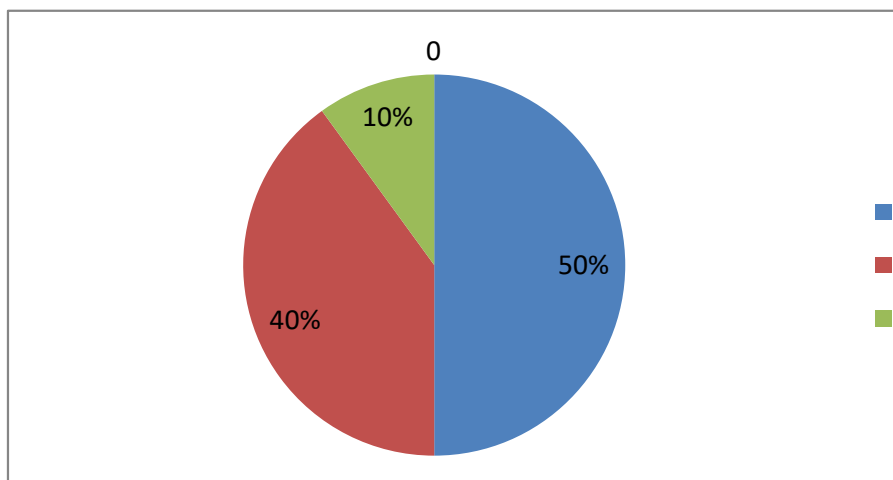


**Analysis:** The above pie chart shows that most of the people prefer to visit big bazaar in evening time than that of the day time. Only 25% of people tend to visit big bazaar during day time while 75% of people tend to visit big bazaar during after noon time.

**Interpretation:** From the above analysis I interpret that evening time is the peak time for big bazaar and day time is the off-peak time for big bazaar. There is more number of people found in big bazaar during evening time than that of day time. Probably more of products are being sold during evening time in big bazaar than that of day time. Big bazaar shall provide some special offerings during day time so that more people should come in during day time

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

Yes	50%
No	40%
Ever	10%



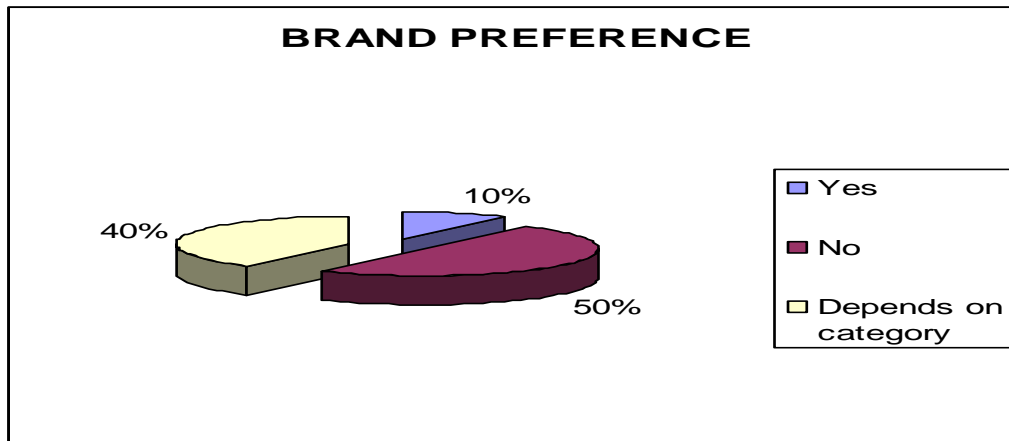
**Analysis:** As shown in the graph out of my total respondents of 350, 50% of customers come to big bazaar with a planned list of products. 40% of people come in to big bazaar without any planned list of products to be purchased from big bazaar.

**Interpretation:** As per the data obtained from the customers of big bazaar I interpret that most of the customers comes in to big bazaar with a planned list of products. Few customers come to big bazaar without any planned list of products and purchases products depending on their selection.



### 11.Brand preference of customers in big bazaar

Yes	10%
No	50%
Depends on category	40%

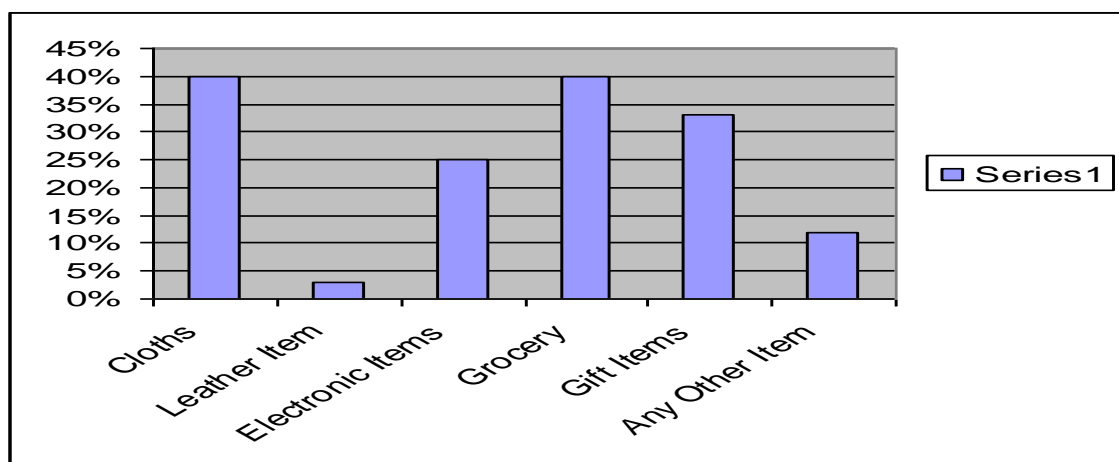


**Analysis:** As seen in the above chart it is clearly known that only 10% of people come in to big bazaar with a list of brands in advance. 50% of people completely deny that they don't prepare in list of brands in advance. 40% of people told that they prepare a list of brands depending on the product category.

**Interpretation:** From this I interpret that customers don't opt for much brand preference while purchasing products in big bazaar.

## 12.Comparison of brand preference on different product category

Cloths	40%
Grocery	40%
Gift Items	33%
Electronic Items	25%
Leather Items	2%
Any Other Item	12%

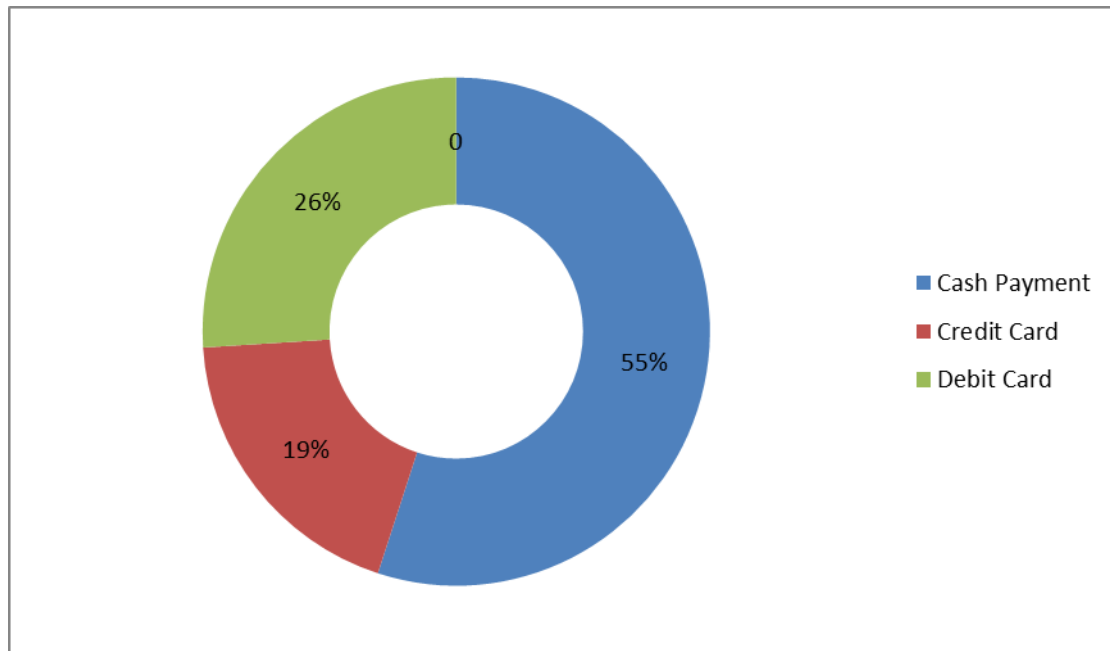


**Analysis:** This graph shows that cloths and grocery are the only two items on which customers mostly prefer the brands that is 40% each. 33% brand preference is on gift items and 25% is on electronic items. Brand preference on leather items is 2% and 12% on any other item.

**Interpretation:** From this I interpret that some of the products brand are pre-decided in advance and for some of the products customers don't at all pre decide any brand. As per electronic goods are concerned customers pre-decide the brand as many branded electronic products are available in big bazaar.

### **13.Mode of payment of customers in big bazaar**

Cash Payment	55%
Credit Card	19%
Debit Card	26%

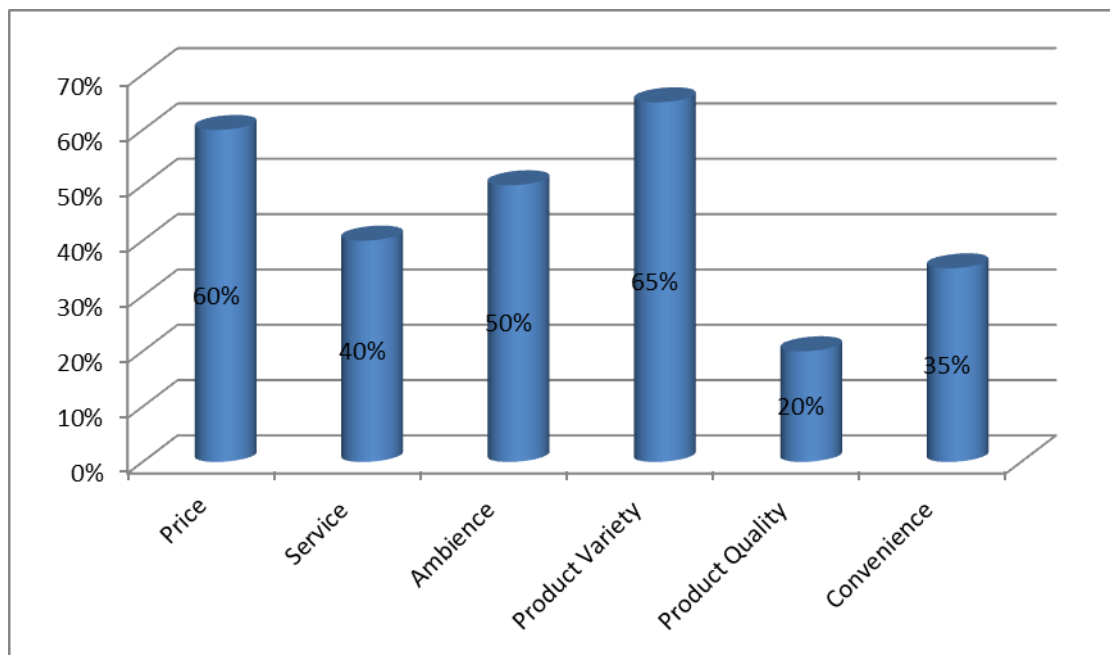


**Analysis:** As per my study is concerned, out of the total respondents 55% of people make cash payment in big bazaar. 19% of them uses credit card as their mode of payment and 26% of the people makes payment in big bazaar through their debit card.

**Interpretation:** As per the obtained data I interpret that more number of people makes cash payment in big bazaar. A fraction of people uses their credit card for payment in big bazaar and a very few people uses their debit card for payment. I can interpret that quick exchange of money for goods is done in big bazaar as most of the people mode of payment is cash payment.

#### **14.Comparison of factors which encourages customers to come in to big bazaar**

Price	60%
Service	40%
Ambience	50%
Product Variety	65%
Product Quality	20%
Convenience	35%

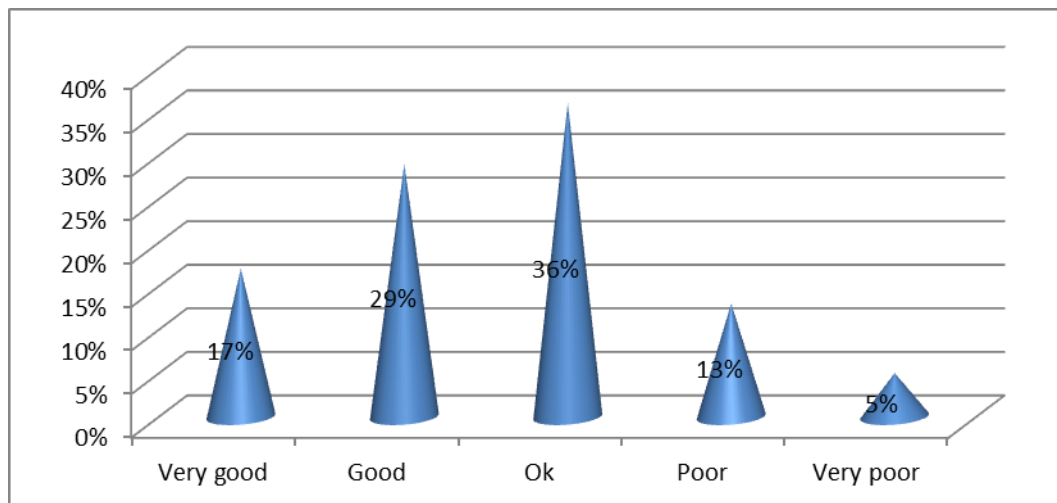


**Analysis:** People are mostly encouraged to come to big bazaar because of its cheap price and availability of variety of products. Around 65% of the total respondent said they are mostly encouraged to come to big bazaar as it has variety options. Even most of the customers said that they get goods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

**Interpretation:** From this analysis I interpret that big bazaar is a well known for its variety options. People mostly come to big bazaar as they get various kinds of product.

### 15.Services of the sales personnel in Big Bazaar

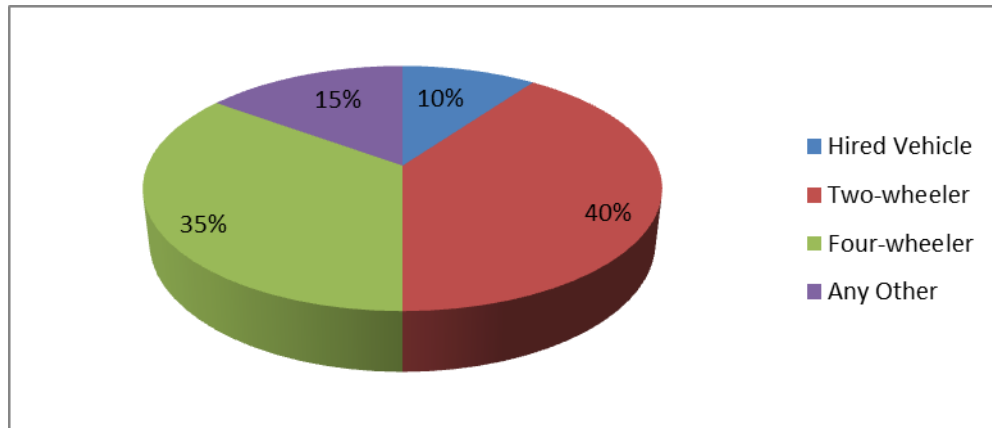
Very good	17%
Good	29%
Ok	36%
Poor	13%
Very poor	5%



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

## 16. Customers' mode of transport to big bazaar

Hired Vehicle	10%
Two-wheeler	40%
Four-wheeler	35%
Any Other	15%

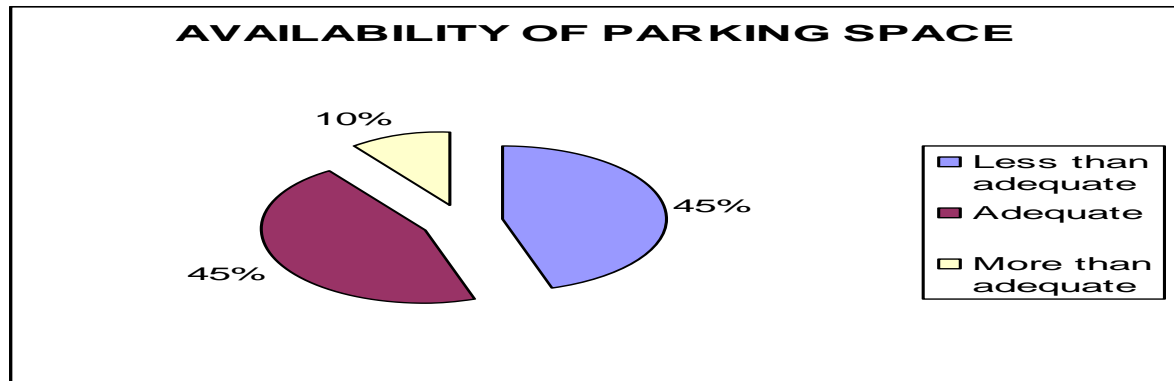


**Analysis:** Around 40% of the total respondent comes in to big bazaar with their own two wheelers. The second majority of people consist of people riding four wheeler and coming in to big bazaar. Only 15% of people of the total respondent visits big bazaar on hired vehicles. 10% customers of the total respondent comes in any other mode of transport.

**Interpretation:** From the above data I interpret that there are more number of four wheelers coming found in big bazaar than that of two wheelers. People prefer more to go to big bazaar in four wheelers than that of two wheelers. A few people are found who comes in to big bazaar with a hire vehicle. Probably they might be the tourists.

### 17.Parking space availability in big bazaar

Less than adequate	45%
Adequate	45%
More than adequate	10%

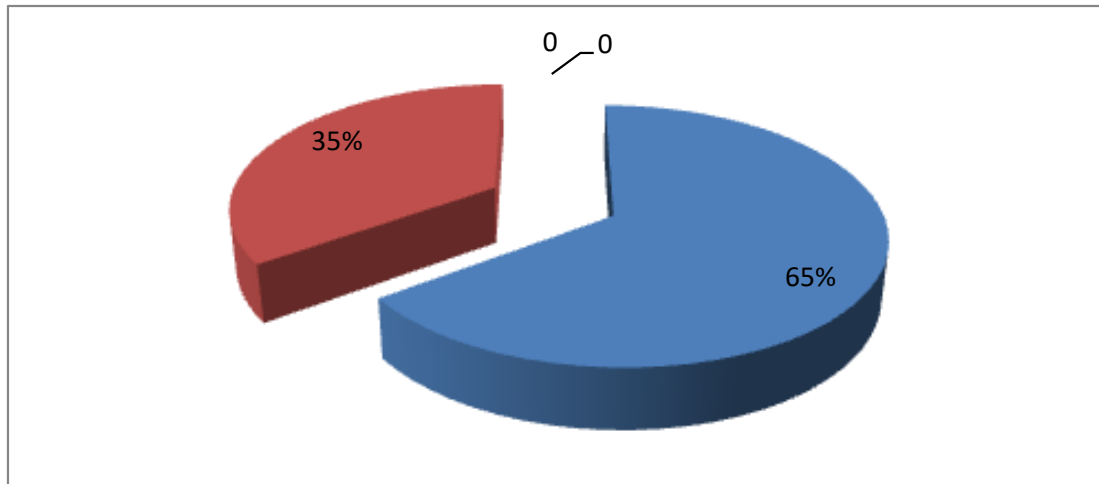


**Analysis:** As it is shown in pie chart most of the people say big bazaar does not provide adequate parking space. Equal number of people also says that adequate space is provided for parking big bazaar. Only 10% of people say that more than adequate space is available for parking in big bazaar.

**Interpretation:** Analyzing the above data, I interpret that customers are not satisfied with the parking space availability provided by big bazaar. Hence it's a threat for big bazaar as it may loose its customers because of less parking space availability.

### **18. Customers preference towards Kirana store**

Yes	65%
No	35%



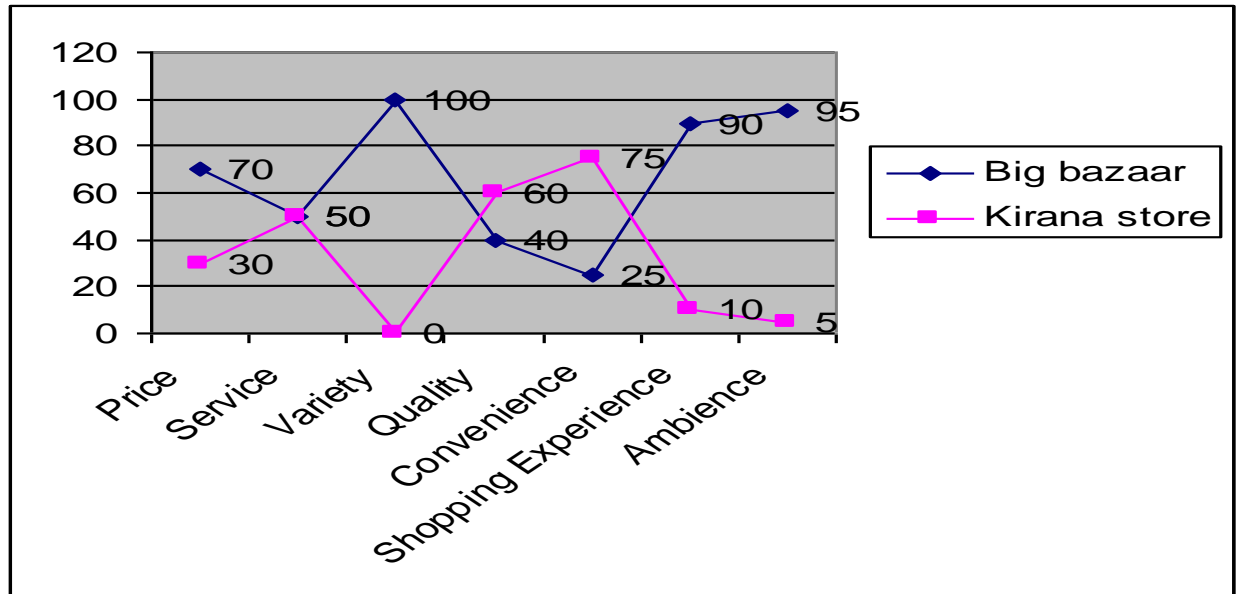
**Analysis:** Out of my total respondent of 350 customers, 65% of them says they go to their nearby kirana store and 35% said that they don't at all go to any kirana store. This shows that majority of people go to kirana store even though they visit big bazaar. But some customers are there who never goes to any kirana store.

**Interpretation:** As per the given data I analyze that most number of people tend to purchase goods from nearby kirana store even if they come to big bazaar. I can conclude from this that a kirana store is a competitor of big bazaar



### 19.Comparison of Big bazaar with any Kirana store

	Price	Service	Variety	Quality	Convenience	Shopping Experience	Ambience
<b>Big bazaar</b>	70%	50%	100%	40%	25%	90%	95%
<b>Kirana store</b>	30%	50%	0%	60%	75%	10%	5%



#### Analysis:

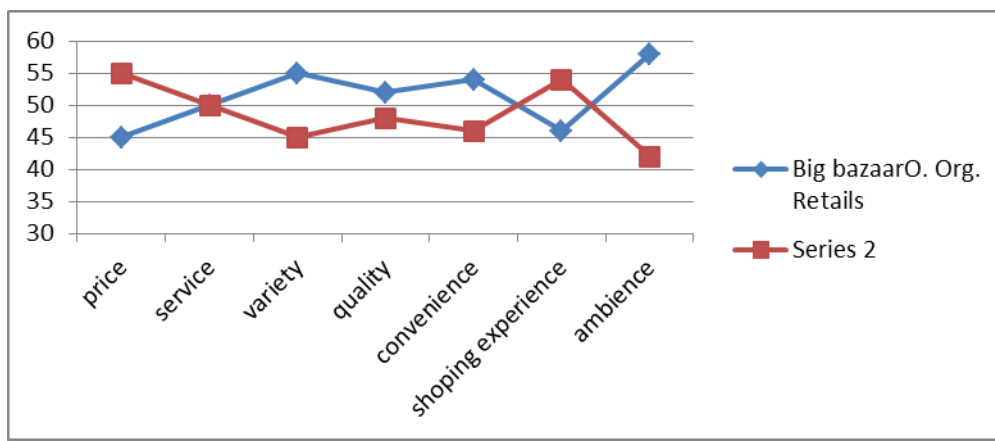
The above chart demonstrates the correlation of various factors between enormous bazaar and an adjacent kirana store. 70% of individuals say Big bazaar gives products at a less expensive cost when contrasted with that of a kirana store. half of individuals say Big bazaar gives better administration and another half of them say kirana store gives better administration. Every single client that is 100% concurs that there are more assortment of items accessible at Big bazaar than that of kirana store. According to nature of merchandise is concerned 60% of the say kirana store gives better subjective items while 40% of the clients say enormous bazaar additionally gives subjective items. 75% individuals say it is more advantageous for them to go to a kirana store while 25% of them say going to Big bazaar is more helpful for them. 90% of respondents said it is a decent shopping background at enormous bazaar while 10 of them said that they likewise have a decent shopping knowledge at kirana store. According to feeling is concerned 95% of clients said Big bazaar gives much pleasant

mood than Big bazaar while 5% of them said that atmosphere gave by kirana store is additionally proportional to that of enormous bazaar.

**Interpretation:** I interpreted from this that a kirana store is one of the competitor of big bazaar. It is a threat for big bazaar as some of the attributes of a kirana store provides more satisfaction to customers. Big bazaar should try to improve on each of its attributes and out compete the kirana store so that it can convert the customers of kirana store to be the customers of big bazaar.

**20.Comparison of Big bazaar with others Organized retailers based on following points**

	Price	Service	Variety	Quality	Convenience	Shopping Experience	Ambience
<b>Big bazaar</b>	45%	50%	55%	52%	54%	46%	58%
<b>O. Org. Retails</b>	55%	50%	45%	48%	46%	54%	42%



**Analysis:** I interpreted from this that other organized stores is another competitors of big bazaar. It is a threat for big bazaar as some of the attributes of other organized stores store provides more satisfaction to customers. Big bazaar should try to improve on each of its attributes and out compete the other organized stores.

## **CHAPTER-V**

### **FINDINGS AND SUGGESTION**

#### **5.1 FINDINGS**

1. Most of the customers buy their need in Big Bazaar in light of Weekly and month to month introduce. Customers comprehended that Big Bazaar stores give subjective things/advantage with sensible cost.
2. At present time Big Bazaar give various sorts of thing game plans to the customers.
3. Perpetually opening of Big Bazaar chains in different genuine urban groups, growing measures of the customers and advantage show that Big Bazaar most recognized name in dealt with retail chain in India.
4. Big Bazaar primarily oversee focus wage gather people who require subjective thing with sensible cost.
5. Colossal bazaar has a respectable reputation of itself in the market.
6. Tremendous bazaar has arranged itself in the market as a lessened store.
7. Tremendous bazaar holds a colossal customer base. The bigger piece of customers have a place with clerical class family.
8. Drive buying behavior of customers comes in to have the more noteworthy influence of the conditions in colossal bazaar.
9. There are more than 50 noteworthy bazaars in different urban groups of India, it gives the idea that there is a gigantic improvement of immense bazaar lying as customers ask for is extending for colossal bazaars.
10. Immense bazaar is a hypermarket as it gives diverse sorts of stock like clothing, essential need, stationary, food things, electronic things, cowhide things, watches, diamonds, pottery, decorating things, wear things, chocolates and some more. It fights

with all the distinguishing strength stores of different things which give items at a decreased rate all as the year advanced.

11. The noteworthy players in retail wanders are Big bazaar, The Tata Groups (Croma), Vishal Retail Group, Reliance Retail, Kirana stores and Sabka Bazaar et cetera.

## **5.2 SUGGESTIONS**

- Big bazaar should fuse a more prominent measure of checked things its thing grouping with a specific end goal to attract the brand finicky people to come in to gigantic bazaar.
- Big bazaar should give significant parking space to its customers with the objective that they can without a doubt stop their vehicles.
- It should profit counters for different customers. Cash counter and charge card portion counter should be placed in differently in demand to diminish the surge and extra the customer's shot. This will be a kind of assistance for the customers of gigantic bazaar.
- The organization of the sales representative is ought to have been advanced. Singular care should be taken by the business agent for the customers with the objective that the customers can breathe a sigh of relief.
- During the off apex hour's gigantic bazaar should give a couple of offers to its customers with the objective that people would be encouraged to come to immense bazaar in the midst of off zenith hours. The customers who are accessible in the mall in the midst of the off apex hours of immense bazaar will go in to Big bazaar if stun offers are put aside a couple of minutes.

- Customer mind division is relied upon to take suitable care of customer protestations and request. The individual sitting at the help work territory of Big bazaar should have the ability to give every single essential datum to the customers at whatever point it is required.
- The establishment is ought to have been changed a bit in the midst of finishes of the week as overpowering gathering comes in to Big bazaar in the midst of those days.

### **5.3 CONCLUSION**

Big bazaar is an important shopping complex for the present customers. It is the place customers find arrangement of things at a sensible cost. Big bazaar has a tolerable reputation of itself in the market. It has arranged itself in the market as a decreased store. It holds a gigantic customer base. The lion's offer of customers have a place with regular workers family. The youthful age in like manner cherishes shopping and moving around Big bazaar. Volume bargains constantly occur in Big bazaar. Drive acquiring behavior of customers comes in to have the more prominent impact of the conditions in gigantic bazaar.

Immense bazaar is a hypermarket as it gives distinctive sorts of stock like exhibit, essential need, stationary, sustenance things, electronic things, cowhide things, watches, pearls, porcelain, upgrading things, wave things, chocolates and some more. It battles with all the distinguishing strength stores of different things which give items at a decreased rate all as the year advanced. It holds a far reaching customer base and it showed up from the examination that the customers are exceptionally content with colossal bazaar. Beginning at now there are 34 noteworthy bazaars in different urban groups of India, it gives the idea that there is a colossal improvement of tremendous bazaar lying as customers ask for is growing for immense bazaars.

Colossal bazaar is a hypermarket store where collections of things are being sold on different thing grouping. It has created as a focal point of shopping exceptionally to work class people.

Assorted sorts of things starting from a tyke support to pizzas all are open under one housetop. In Bangalore it is the cushy class people who generally do promoting from immense bazaar. In fact, even a Big segment of the overall public do their month to month shopping from enormous bazaar. People visit gigantic bazaar to do shopping and additionally visit for outing reason as it gives an astoundingly better than average environment to its customers. As people go to malls they just tend to move around colossal bazaar whether it is for shopping reason or for journey reason. Fundamental supply, garments and sustenance things are the things which are asked for most by the customers of Bangalore in gigantic bazaar. The genuine drawback of gigantic bazaar is that it needs in adequately giving parking space to its customers.. As it is checked on it creates the impression that the best contenders of tremendous bazaar are the kirana stores, set apart down specialty stores like Vishal uber shop, Bangalore bazaar Big bazaar, The Tata Groups (Croma),Reliance Retail, and Sabka Bazaar et cetera.

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- [Retailing.co.in](http://Retailing.co.in)

## **5.5 ANNEXURE(S)**

### **QUESTIONNAIRE**

#### **PART-1**

1. Name: -
2. Age: -
3. Gender: -
4. Address: -
5. Qualification: -
6. Profession: -
7. Ph.
8. What's your monthly income?
  - a) Below 10,000
  - b) 20,000 – 40,000
  - c) 40,000 – 60,000
  - d) More than 60,000

#### **PART-2**

1. How frequently do you visit Big Bazaar?
  - a) Weekly
  - b) Monthly
  - c) Quarterly
  - d) On unplanned basis
  
2. Apart from Big Bazaar do you intend to visit any other retail outlet in a Mall?
  - a) Yes
  - b) No
  
3. (a). If yes then what are the other retail outlets do you intend to visit in a mall?
  - a) Garment Outlet
  - b) Footwear Outlet
  - c) Food Court

- d) Entertainment
  - e) Gift Corner
  - f) Jewelry and Watches store
4. What is the purpose behind visiting Big Bazaar?
- a) Shopping
  - b) Outing
  - c) Others
5. What type of products do you mostly purchase in Big Bazaar?
- a) Cloths
  - b) Grocery
  - c) Food Item
  - d) Leather Item
  - e) Electronic Item
  - f) Gift Item
  - g) Any other Item
6. On an average how much amount of money do you spend in a visit to Big Bazaar?
- a) Below 500
  - b) 500 – 1000
  - c) 1000 – 1500
  - d) 1500 – 2000
  - e) More than 2000
7. How much time do you spend in a visit to Big Bazaar?
- a) Less than half an hour
  - b) Half an hour to 1 hour
  - c) 1 hour to 1 ½ hours
  - d) 1 ½ hours to 2 hours
  - e) More than 2 hours
8. Which days of the week do you prefer to visit Big Bazaar?
- a) Week days



- b) Weekend
9. Which time of the day do you mostly prefer to visit Big Bazaar?
- a) 10am – 1pm
  - b) 1pm - 3pm
  - c) 3pm-6pm
  - d) 6pm – 10pm
10. Do you go with a planned list of products to be purchased from Big Bazaar?
- a) Yes
  - b) No
  - c) some time
11. Do you prepare a list of brands in advance when you visit to Big Bazaar?
- a) Yes
  - b) No
  - c) Depends on category
12. In which categories of products do you pre-decide the brands?
- a) Cloths
  - b) Leather Items
  - c) Electronic Items
  - d) Grocery
  - e) Gift Items
  - f) Any other Item
13. What is your mode of payment in Big Bazaar?
- a) Cash payment
  - b) Credit Card
  - c) Debit Card
14. What encourages you to visit Big Bazaar?
- a. Price
  - b. Service
- Ambience
- c. Product Variety
  - d. Product Quality
  - e. Convenience

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

Very good

Good

Ok

Poor

Very poor

16. Which type of your convenience to Big Bazaar?

a) Hired vehicle

b) Two-wheeler

c) Four-wheeler

d) Any other

17. How is the parking space availability in Big Bazaar?

a) Less than adequate

b) Adequate

c) More than adequate

18. Do you go to Kirana store?

a) Yes

b) No

19. Compare your nearest Kirana store with Big Bazaar.

a) Price

I. Kirana store

II. Big Bazaar

b) Service

1. Kirana store

II. Big Bazaar

c) Variety

1. Kirana store

II. Big Bazaar

d) Quality

1. Kirana store

II. Big Bazaar

e) Convenience

1. Kirana store

II. Big Bazaar





**ACHARYA INSTITUTE OF TECHNOLOGY**  
**DEPARTMENT OF MBA**

**PROJECT WEEKLY REPORT (16MBAPR407)**

**Name of the Student** : Kiran K  
**Internal Guide** : Suhas Patel  
**USN No** : 1IA16MBA23  
**Specialization** : Finance & Marketing  
**Title of the Project** : A Study on Buying Behaviour of Consumers at Big Bazaar  
**Company Name** : Big bazaar

<b>Weak</b>	<b>Work Undertaken</b>	<b>External Guide Signature</b>	<b>Internal Guide Signature</b>
15-1-2018 to 20-1-20018	Introduction about Big bazaar and its Service		
22-1-2018 to 27-1-20018	Learning about the different operation and services by Big bazaar		
29-1-2018 to 3-2-20018	Orientation and gathering information about the growth of the company		
5-2-2018 to 10-2-2018	Analysis of the market position of the company		
12-2-2018 to 17-2-2018	Research problem identification		

19-2-2018 to 24-2-2018	Preparation of the research instrument for data collection	<i>Shagarij</i>	<i>[Signature]</i>
26-2-2018 to 3-3-2018	Theoretical background of the study	<i>Shagarij</i>	<i>[Signature]</i>
5-3-2018 to 10-3-2018	Data collection and analysis	<i>Shagarij</i>	<i>[Signature]</i>
12-3-2018 to 17-3-2018	Interpretation of the data gathered during the survey	<i>Shagarij</i>	<i>[Signature]</i>
19-3-2018 to 24-3-2018	Final report preparation and submission	<i>Shagarij</i>	<i>[Signature]</i>

*[Handwritten signature]*

