

Project Report (17MBAPR407)
on
**“A STUDY ON IMPULSIVE PURCHASE BEHAVIOUR OF
CUSTOMERS AT BIG BAZAAR”.**
(WITH SPECIAL REFERENCE TO DAVANGERE)

By
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USN:1AY17MBA14
Submitted to
VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION Under the guidance of

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EXTERNALGUIDE

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Department of MBA

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MARCH-2019

FUTURE RETAIL

25-02-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Harshith J P-** bearing USN No **1AY17MBA14**, a final year MBA student of **Acharya Institute of Technology, Bangalore**, affiliated to **Visvesvaraya Technological University, Belagavi**. He has done his Major Concurrent Project entitled “**A Study on Impulsive Buying Behaviour of Customers at Big Bazaar**”.

Starting from **03-01-2019 to 16-02-2019 at Big Bazaar Davangere** during the period of his internship program performance and conduct was satisfactory.

He has completed the project work and submitted the report on the same.

We wish him all the best for his future endeavours

For Future Retail Limited,



Shambu T P
Executive SPO - HR

BIG BAZAAR
A-Divn. of (Future Retail Ltd)
P.B. Road, Davangere-577 001

Future Retail Limited [Formerly Bharti Retail Limited]

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Date: 04/4/2019

CERTIFICATE

This is to certify that **Mr. Harshith J P** bearing **USN 1AY17MBA14** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Impulsive Buying Behaviour of Customers at Big Bazaar, Davanagere”** is prepared by him under the guidance of **Dr. Nijaguna G**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

I, **Harshith J P**, hereby declare that the Project report entitled "A STUDY ON IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS", "AT BIG BAZAAR, DAVANGERE" prepared by me under the guidance of **Dr. Nijaguna G**, faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Shambu T P, HR-Manager, 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, Belagavi.

I have undergone a summer project for a period of Six week. 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
Date: 01/04/2019


Signature of the Student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Dr. Nijaguna G**, Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Shambu T P**, HR - Manager, Big Bazaar, Davangere, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

Date: 01/04/2019

Harshith J P

1AY17MBA14

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Executive Summary

The main objective of any company is to generate income, increase sales revenue, analyse the preferences and preferences of customers, meet the requirements and develop the business. To achieve this, you need to attract customers by offering more discounts and quality offers.

The retail industry is evolving in India and there is a big change in people's sudden buying behaviour at Big Bazaar stores. It is important for vendors to understand this relationship.

The retail sector is a permanent evergreen business segment in the Indian market, and every retail company in the market is fighting on its own. To keep the minds of customers and to keep customers for a long time. The current retail sector is moving rapidly towards the next sector. In India, the Big Bazaar has an advantage. Encourage customers to buy products without specific lists through promotions, offers, exhibitions, window shopping and more. Discounts, coupons, combo, truth, low-cost customers can buy products without special lists. The full study report is based on the client's impulsive buying behaviour in relation to Big Bazaar, Davangere. The research titled "A STUDY ON IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS AT BIG BAZAAR", with reference to Davangere.

This study is a market research and a primary objective for the main purpose. Key data was collected through a structured questionnaire with a sample of 100 Big Bazaar customer respondents.

The SPSS software package is used to understand the customer 's intentions before Impulsive purchases and to understand the customer's behaviour for impulse purchases, considering different demographic parameters like gender, age, education qualification, income, family size, etc.

Research has shown that most customers will make a monetary promotion when they make an impulse purchase and spend more than ₹2,000 on impulse purchases. Most customers buy clothing, cosmetics and personal products when they make an impulse purchase.

CHAPTER 1

INTRODUCTION

This is one of the training types, and is a stepping stone for the best race. This candidate will run for executive or professional graduation. They function as established general employees and there may be some changes in the payment structure. If the job performance of the candidate is satisfactory to the senior manager, it is possible that the candidate will be recruited to the regular staff of the organization.

This training session typically involves exchanging ideas and ideas between students and management. Learners can also pay attention to their challenging ways of life and build connections. Unlike training sessions, services provided at the end of the course are not covered.

Education is an important type and varies from facility to facility. The type of work has changed and we have noticed significant differences even in the court of payment. In general, salary is a predetermined part of the capital that is regularly compensated and regularly compensated. Paid Internships are a family of related fields, including drug, design and construction, discipline, industry, administration and enforcement. Train candidates with the best careers and give them the opportunity to build better relationships with the people and staff who work there. Increase candidates' trust and passion and improve practical knowledge.

Benefits of the program:

- They are expected to apply theoretical knowledge in practice and are very useful when they join their job.
- If you are satisfied with your way of working, you are likely to be a regular employee of your organization.

1.1 INDUSTRY PROFILE

Introduction to Retailing:

"Retail is another assorted and dynamic field." "This is an action of gigantic monetary significance to the developed nations." It makes pay and riches for the nation, empowers venture and brings mechanical advances. "It gets business and financially makes riches." "It is a vital piece of a changing society and an essential wellspring of work." Because retailing is an abnormal state of action, it requires a great deal of labour to oversee activities. Retailing additionally helps society when all is said in done by giving merchandise and ventures at reasonable costs and improving expectations for everyday comforts. "Retail action can by and large be viewed as an imperative supporter of the economy"

The retail business has turned out to be a standout amongst the most unique and quickened ventures with a couple of new players entering. It represents over 10% of total national output (GDP) and about 8% of business. India's retail industry has enormous potential since India has the second-biggest populace with a rich white-collar class, quick urbanization and solid Internet development.

Retail deals are a progression of exercises that end-clients popularize items or administrations for individual or family unit use. To do this, we design accessibility on a moderately extensive scale and convey it to clients on a generally little scale. "Retail offers an immense scope of items and administrations. Retailers can make focused estimating methodologies by mass delivering or requesting mass-created items to exploit economies of scale. Will be sold through.

History and Evolution of Retail:

India's retail industry is the largest of all industries, accounting for more than 10% of GDP and about 8% of employment. India's retail industry has become one of the most dynamic and fast-paced industries as multiple players have entered the market.

However, because we have to compete with other companies, there is a lot of initial investment and everything has not been successful yet.

The Indian retail industry is increasingly emerging as a next-generation industry. The overall idea of concept and purchase has changed the picture and interest in the form and behaviour of customer purchases that symbolize the beginning of the buying revolution in India. In the form of bustling shopping malls, multi-store malls and huge shopping, entertainment and dining complexes, modern retailers have entered the Indian retail market. With an increase in female workers and new opportunities in the service sector, an average young 24-year-old, nuclear family in urban areas will be a key factor in the growth of the retail sector. Growth patterns of organized retail and consumption New entrepreneurs will follow a growth chart to help them enter India's retail industry. In India, the vast middle class and almost unprofitable retailing are attractive to global retailers seeking to enter new markets, which will help India's retail industry grow rapidly.

Classification of Indian Retailers

Traditional Retailers	Modern Retailers
Kiranas: Traditional Pop n Mom Stores	Super Market
Kiosks	Hyper Markets
Street Market	Departmental Stores
	Speciality Chains

About Shift of Retail Industry:

The first decade of present day retail outlets in India has changed from conventional Kirana shops to new arrangements, including departmental stores, claim to fame store general stores in different classifications. Present day retail designs are increased by meters and smaller than normal meters. As of late, present day retailers have built up their quality in little urban areas, offering inhabitants uncommon shopping choices.

The retail feature in India is required to create to ₹1600 Crore in 2026 with an average development rate (CAGR) of 10% per annum, diverged from ₹6410 crores of each 2016. The retail showcase creates at a rate 12% consistently. Present day exchange will be twofold to 20% consistently and conventional exchange to 10%.

India 's retail showcase is made out of the "sorted out retail advertise" of ₹6000 crores, which is only 9% of the total retail publicize, and the remaining 91% of the sloppy retail advertise. The Business to Business (B2B) online business showcase in India is required to reach ₹7000 crores by 2020.

The online retail business is relied upon to achieve equality with genuine stores inside the following five years. India's complete capability of Business to Customer (B2C) is evaluated to be ₹260 crore, of which ₹300 crores can be accomplished in the following three years from 16 product classifications, as indicated by an investigation by Federation of Indian Chamber of Commerce (FICCI) and Indian Foreign Trade Institute (IIFT) India has supplanted China as the most encouraging business sector in the retail extension showcase, driven by expanded utilization, urbanization of the populace and the development of the working class and economy.

India is depended upon to be the quickest creating online business feature on the planet, as a result of strong enthusiasm around there and flood in Internet customers. A couple of affiliations have elite necessities for improvement in the Indian online business advertise. It is depended upon to reach ₹300 crores by 2020 in fiscal year 2016. Also, the Indian electronic business promote is driving quick speed of full scale product regard (GMV) and ₹5300 crore dependable correspondence mastermind, with quick appointment and grouped assortment and settlement of purchaser online in administration 2025.

According to a joint report by the Indian Direct Selling Association of India, the Indian direct industry is depended upon to accomplish ₹236.54 crore (US \$ 3.54 billion) in the 2011-2020 cash related year. (IDSA) and PHD. India admissions of retail and nuclear family stock made in India have created at an ordinary yearly strengthened improvement rate of 10% some place in the scope of 2013 and 2016. India's present retail volume is depended upon to twofold from ₹87,100 crore (US \$ 13 billion) to ₹1,71,800 crore (US \$ 25.7 billion) in three years due to Omni-Channel retailing.

1.2 COMPANY PROFILE

Organisational Structure of Big Bazaar – Davangere
• Big Bazaar Davangere started on 28 th Dec 2013
• It is situated in NSK Complex near Railway Station
• It is well structured with a space 33,000 sq.ft
• It is a private organisation and belongs to Retail Industry

Overview About Future Retail Limited

Future Retail, India's leading retailer, is helping to improve the quality of life for our customers with innovative products, quality products and affordable prices. With over 11 million square feet of retail space, they serve customers in 135 cities with more than 285 stores nationwide.

Future Retail is the flagship company of the Future Group, a retail pioneer in India providing the entire customer space of India. We connect the diverse and passionate buyers, sellers and business communities of India through multiple retail formats. The overall impact on your business is amazing. Each year, 340 million customers visit our stores and select products and services from more than 30,000 small and medium-sized businesses and manufacturers across India. This number is set to increase.

About Big Bazaar

Big Bazaar is a retail store in India operated by a large supermarket, discount department store and grocery chain. The retail chain was founded as a parent organization, Future Group, which Kishore Biyani is known to have earned a prominent reputation in India's retail and fashion sector. Big Bazaar is the parent company of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and eZone, a sister chain of retail stores such as brand factories, home towns, and central stores, while keeping everything under the same roof.

Founded in 2001, Big Bazaar is one of the largest market chains across India with more than 286 stores in 135 cities and towns across the country.

Company Background

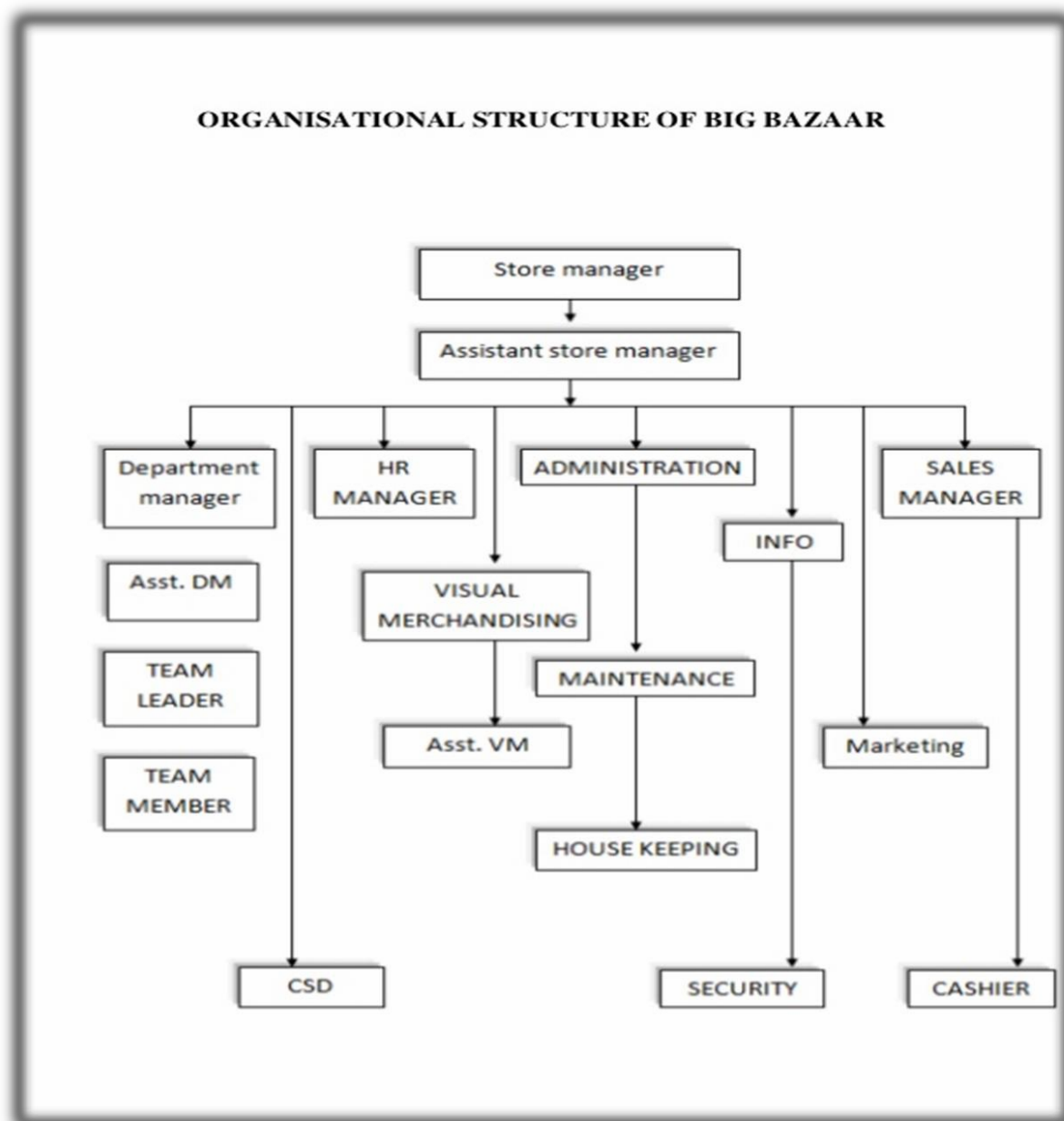
The Future Group is a private conglomerate based in Mumbai, India. The company is renowned for its striking reputation in retail and fashion in India, including popular Supermarket chains such as Big Bazaar and Food Bazaar, lifestyle stores such as Brand Factory and Central.

It also has a strong presence in the integrated food and FMCG sectors. Future Group's two operating companies, Future Retail (Pantloons Retail India Ltd) and Future Lifestyle Fashions, are one of the leading retailers listed on BSE in terms of assets and market in NSE.

The Future Group is a corporate group, and almost all companies are managed through a variety of operating companies, depending on their target areas. For example, it operates in supermarkets / retail stores such as Big Bazaar, FBB, Food Bazaar, Food Hall, Hometown Future Retail Ltd, Fashion Store, Brand Factory and Central Planet Sports. They operate through another subsidiary, Future Lifestyle Fashions. With such many fashion stores and supermarkets, the group also has FMCG, fresh and pure, clean mate, Ektaa, premium harvesting and their fashion brands such as Indigo nation, Spaulding, Lombardy, Bear, some operating companies are in charge of internal financial matters and consulting.

History of Big Bazaar:

Big Bazaar was founded in September 2001 by Kishore Biyani, founder and CEO of the parent company Future Group, and opened its first four stores in Calcutta, Indore, Hyderabad and Bangalore for 22 days. Big Bazaar was launched by Kishore Biyani and launched in fashion style, mainly selling clothes, cosmetics, accessories and merchandise. For many years, retail chains have included a portfolio of products ranging from supermarkets to electronics to the product portfolio. Popular Indian actor Asin and Indian cricket team ex-captain Mahendra Singh Dhoni have previously supported Big Bazaar's vertical fashion.



Future Group Operates in Different Activities and FMCG's:

Future group operating companies sorted by targeted market

• Future Retail Ltd
• Future Lifestyle Fashion Ltd
• Future Consumer Enterprise Ltd

Financial Services

• Future Capital Holdings	• Future Generali Life Insurance
• Future Generali General Insurance	• Future Ventures

Other Services

<ul style="list-style-type: none">• Future Innoversity	<ul style="list-style-type: none">• Future Supply Chains
<ul style="list-style-type: none">• Future Brands	<ul style="list-style-type: none">• Future Learning

Future Lifestyle Fashion Limited

<ul style="list-style-type: none">• Central
<ul style="list-style-type: none">• Brand Factory
<ul style="list-style-type: none">• Planet Sports

Future Group Retail Services Sorted by Operating Companies

<ul style="list-style-type: none">• Food Bazaar	<ul style="list-style-type: none">• fbb
<ul style="list-style-type: none">• HomeTown	<ul style="list-style-type: none">• E zone
<ul style="list-style-type: none">• Foodhall	<ul style="list-style-type: none">• Easyday
<ul style="list-style-type: none">• Big Bazaar	<ul style="list-style-type: none">• Nilgiris 1905

Integrated food and FMCG

<ul style="list-style-type: none">• Golden Harvest	<ul style="list-style-type: none">• Swiss Temple
<ul style="list-style-type: none">• Fresh & Pure	<ul style="list-style-type: none">• Ektaa
<ul style="list-style-type: none">• Nilgiri	<ul style="list-style-type: none">• Tasty Treat
<ul style="list-style-type: none">• Premium Harvest	<ul style="list-style-type: none">• Mera Swad
<ul style="list-style-type: none">• Partha	<ul style="list-style-type: none">• Punya
<ul style="list-style-type: none">• Sach	<ul style="list-style-type: none">• Kosh
<ul style="list-style-type: none">• Sunkist	<ul style="list-style-type: none">• Kara
<ul style="list-style-type: none">• Clean Mate	<ul style="list-style-type: none">• Care Mate

1.3 Promoter Information

Future Retail Ltd. Company Management Team

Board of directors'	Designation
Kishore Biyani	Chairman and Managing directors
Rakesh Biyani	Joint Managing Directors
Rajan Bharti Mittal	Non-Executive Director
Gagan Singh	Non-Executive & Independent Directors
Ravindra Dhariwal	Non-Executive & Independent Directors
Shailendra Bhandari	Non-Executive & Independent Directors
Sridevi Badiga	Non-Executive & Independent Directors

Key Executive	Designation
C P Toshniwal	Chief Financial Officer
Virendra Samani	Deputy Co. Secretary & Compliance Officer

1.4 VISION, MISSION AND VALUES OF BIGBAZAAR

Vision:

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

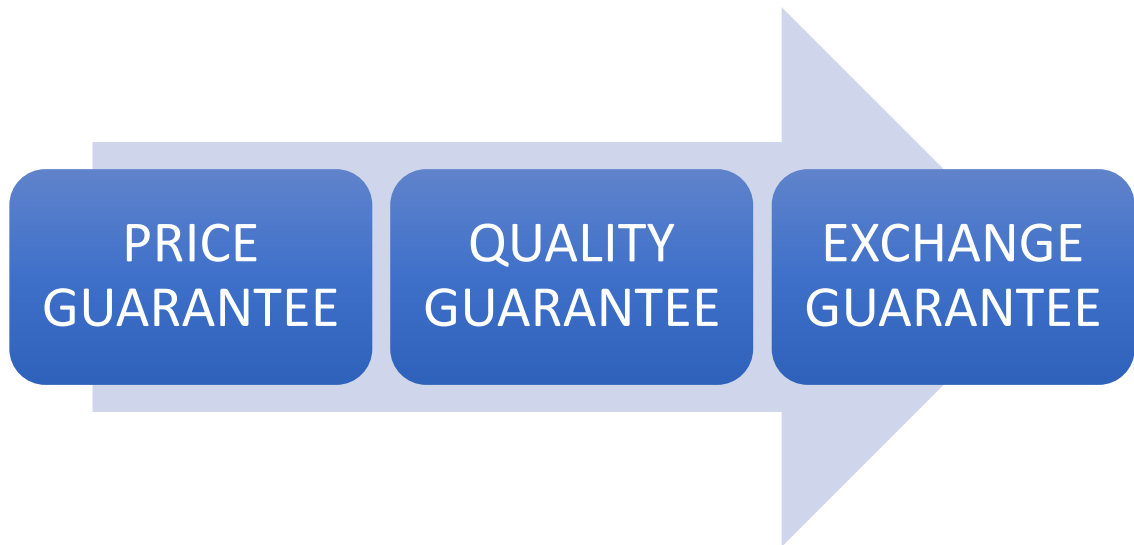
Mission:

- We share our vision and belief that customers and stakeholders need to be serviced only through the creation and execution of future scenarios in economic development.
- We will set a trend of changing delivery patterns, create retail reality, and make consumption cheaper in all customer segments for class and public.
- We will bring confidence and new ambitions to the Indian brand.
- We will be efficient and aware of costs and will do our best to quality in everything we do.
- We will ensure that our positive attitude, sincerity, humility and united commitment is the driving force for success.

Values:

- Indianness
- Leadership
- Respect and Humility
- Introspection
- Openness
- Valuing and Nurturing Relationships
- Simplicity and Positivity
- Adaptability

Quality Policy:



- 1. Price Guarantee:** If customers can get a similar brand or quality product at a low cost within stipulated date of purchase, customer can leave a note and return it within 10 days.
- 2. Quality Guarantee:** All the product sold at the Big Bazaar are ensured with great cost and quality.
- 3. Exchange Guarantee:** A product exchange that is acquired from the Big Bazaar and isn't palatable to the client can be discounted in real money inside 15 days of procurement

1.5 PRODUCT/SERVICE PROFILE

The product(s) or services of Big Bazaar are categorised as Departments wise. The following are the main departments are there in Big Bazaars.

• Food
• General Merchandise
• Fashion
• Logistics (supporting department)
• Customer Service Desk (service)

- **Food:**

➤ Under the food department there are 4 LOB's i.e., level of business they are;

• Staples: pulses, loose staples, spices, masala items, oil, flour, etc.
• Process food: hungry, cheff zone, beverages, etc.
• Non-food: men's grooming, head to toe, homecare, disposable products, etc.
• F&V: Fruits and Vegetables.

- **General Merchandise:**

➤ Under general merchandise department there are 6 LOB's they are

• Footwear	• Luggage
• Electronics	• Stationery
• Toys and sports	• Homeware

➤ Under homeware level of business the following sub categories are:

▪ Cleaning needs	▪ Cooking aid
▪ Cooking need	▪ Dining need
▪ Home utility	▪ Kids utility
▪ Storage need	▪ Home essentials

- **Fashion:**

Under the fashion there are 3 LOB's they are;

▪ Men
▪ Women
▪ Kids

a. Men:

▪ Casual wear- spunk, DJ&C, buffalo, Umbro, matrix, lee cooper.
▪ Formals- Knighthood, Studio XY
▪ Party wear- Studio XY, knighthood
▪ Ethnic wear
▪ Sleepwear-spunk, DJ&C.
▪ Accessories

b. Women:

▪ Ethnic wear
▪ Western

c. Kids:

▪ Boys	Sach, buffalo, Disnep, DJ&C, clee, etc.
▪ Girls	Sach, pink and blue, Disnep, srishti, clee, happy
▪ Infants	pink and blue, little's, Disnep mouse, etc.

The sub departments under main departments are:

▪ Food Bazar	▪ Home Linen
▪ Home Care Products	▪ Gifts
▪ Head to Toe	▪ Bags & Trollies
▪ Fit & Healthy	▪ Crockery & Plastic Items
▪ Books & Stationaries	▪ Electronics Goods
▪ Apparels & Garments	▪ Foot Wears
▪ Men & Women Accessories	▪ Home Decors
▪ Kids Accessories	▪ Utensils

1.6 INFRASTRUCTURE FACILITIES

- Lifts
- Restroom facility
- Trail Room
- Mother Room
- Drinking Water
- Emergency Exit

Area of Operation:

The Big Bazaar store is the largest and fastest growing department store chain, currently operating more than 285 stores across India and 10.18 million stores. There are 195 more bazaars operating as Big Bazaar. The Big Bazaar store at Metros has a playground and a children's play area.

1.7 Competitors Information:

Big Bazaar faces competition for products and services similar to other retailers. This includes independent stores in organized stores and unauthorized stores as well as other chain stores including department stores. Big Bazaar thinks you can differentiate yourself in the minds of competitors with similar products and brands.

Competitors of Big Bazaar:

- Reliance
- More
- Lifestyle International
- Vishal Mega Mart
- Local retailers
- Spencer's
- Shoppers stop

The Main Competitors of Big Bazaar are as follows:

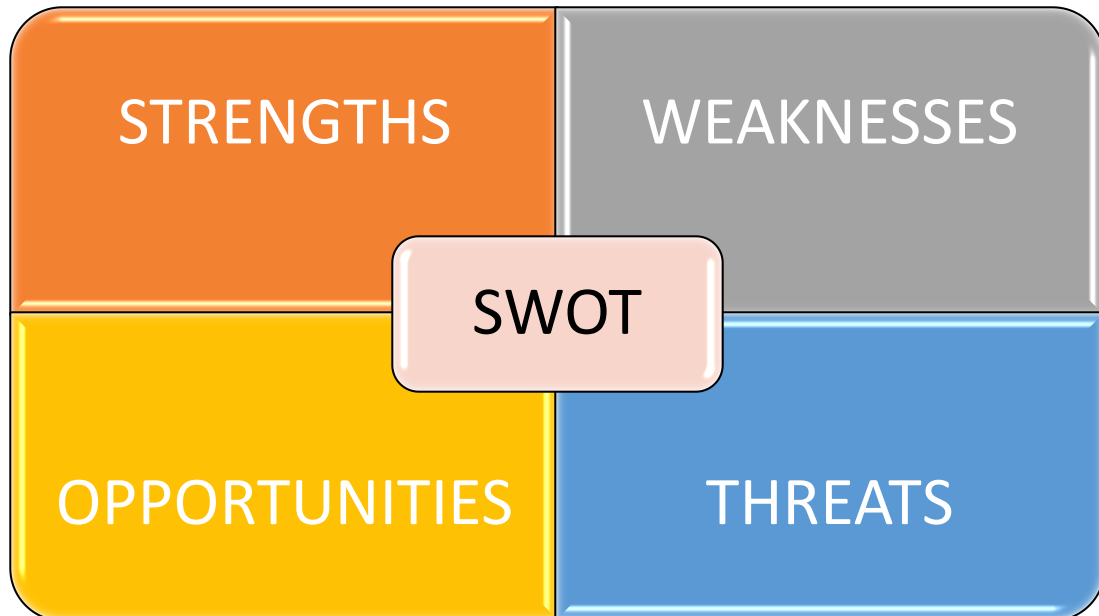
1. Reliance Retail Ltd:

Reliance Retail Ltd. is a subsidiary of Reliance Industries. Founded in 2006 and headquartered in Mumbai, the company is India's largest distributor. Retail stores provide food, grocery, clothing and footwear, lifestyle and home improvement products, electronics and tools, and agricultural information. The company's store offers vegetables, fruits and flowers. Customer products, durable customer goods, travel services, energy, entertainment and leisure, health and wellness products, educational products and services. As of June 2018, there are a total of 3,383 stores in India and more than 13 million square feet in 210 cities.

2. Aditya Birla Retail Pvt Ltd:

Aditya Birla Retail Limited (ABRL) is the retail business of Aditya Birla Group. Aditya Birla Retail Limited offers its products to its customers on its own label. ABRL is the fourth largest supermarket chain in the nation after the Future Group, Reliance Retail and D-Mart. It operates two different store formats - supermarkets and hypermarkets are under the brand. There are about 494 supermarkets and 19 hypermarkets nationwide.

1.8 SWOT ANALYSIS OF BIG BAZAAR



SWOT ANALYSIS

The origin of the SWOT analysis was used by major companies in the 1960s and 1970s by Albert Humphrey of Stanford University. The purpose was to identify why the business plan failed. This study was conducted by identifying the number of key areas that are searched for each critical area called SOFT analysis. The original study used to categorize "What is great in present is attractive is great in future is an open door terrible in present is a blame and awful in a future is a threat".

SWOT guides to identify company's strength, weakness, opportunities and threats. Strategic planning and decision making will help you develop sufficient awareness of the situation.

SWOT analysis is usually represented by a rectangle for each of the four regions that make up the quadrant. While all the points below a particular headline may not be as important, there are some visions that you may have when you view the threats multiple times. Visual information provides a brief overview of your company's location. Toolbox used to determine the right approach for company's situation. The strengths of this method are the ease and adaptability to various operating levels.

1) Strengths: Positive type and intangible attributes inside the organization. They are under the control of the organization.

2) Weakness: An element in the organization's control that degrades the ability to achieve the desired goal. What areas can an organization improve?

3) Opportunity: An external attractive factor that indicates why an organization exists and develops. What opportunities do you have in the environment and drive your organization?

4) Threats: external factors that go beyond the control of the organization, which can pose risks to the mission or operation of the organization. They can help your organization by preparing an emergency plan to deal with when they should happen.

Application of SWOT Analysis

1. Planning
2. Competitors evaluation
3. Decision Making
4. Workshop session
5. Brain storm meeting
6. Product evaluation
7. Personal Development Planning

1.9 FUTURE GROWTH AND PROSPECTS

Big Bazaar Pvt, Ltd operates a large mart that provides accessories such as fashion items and houseware, kitchen utensils, tableware, cutlery, sporting goods, electronics, toys, footwear, men's clothing and sunglasses, Clocks and bags, luggage, fruits, vegetables and stationery. The company sells products through physical stores located throughout the country.

Big Bazaar plans to launch about 100 stores nationwide over the next 12 months as part of its expansion plan. Big Bazaar already has eight stores in Jharkhand, two stores in Jamshedpur, and soon more stores will open soon. Distributed at 32989 m² at the P & M Hi Tech City shopping centre in Bistupur, the new store will be an ideal shopping destination for customers and the new store will offer a variety of products Recently, Kishore Biyani has been planning to sell and merge Big Bazaar Pvt and Zonoco Group Co., Ltd, according to this source of company strategy, to get rid of the flag and focus on core business

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

Marketing has long been in human civilization, and people in ancient times have only seen marketing as sales and advertising, but in reality, they have recently been building good customer relationships and interactions, analysing needs, and fulfilling and satisfying their will. Marketing is the most important factor in creating effective use of resources, and building supply of market managers in developing countries is an urgent task.

The word "market" includes all the resources of marketing and is related to providing all the goods and services that the manufacturer or producer needs directly to the customer. Hyundai marketing is spending competitors or expanding the market in an effort to increase market share of existing products, but all the challenges of a growth-oriented economy are to innovate new products and create new markets.

Meaning of Market- Market means where the buyers and sellers are meeting for trade it is called marketing. Marketing is an activity which results in flow of services and goods the producers to the ultimate customers.

Elaborative Information on Topic:

Introduction of buying behaviour

The customers buying behaviour majorly divided into three kinds and it plays an important role in customer s purchase they are as follows,

- Planned buying behaviour
- Impulsive buying behaviour

2.1.1 PLANNED PURCHASE

As customer s, our lives are full of planning and meaningfulness. How to plan for a buyer for customer s is important to sellers. Those who help customer s identify the key aspects of buying a future and influencing customer decisions are in the market plan.

In planned purchases, customers create a list of things that they want to buy based on their needs and their financial position. Customers are generally prepared and bought by purchasing luxury items such as electronic goods, gems, insurance policies. The buying plan is designed

with a careful and thoughtful search and evaluation of rational, accurate, and better decision-making. Customer durables, such as TVs, refrigerators, cars and cookware are almost entirely planned. Likewise, durable goods like residential, property and insurance are well planned. In general, middle-class and low-class people list up for a month to shop for customers to buy for the rest of the month and go shopping, grocery items, detergents, toilet soaps. Shampoo etc. The decision of an unplanned sudden buyout before buying a product or service unplanned purchase. Those who are willing to make such purchases are called an impulse purchase.

Planned and trigger purchases take planned decisions, such as buyers that buyers call trim buyers before purchasing products or services. Trigger purchases can also be applied to expensive products, such as automobiles and home appliances. Purchases thus take place in all retail chains, which attract customers to benefits, discounts, offers and couples. It actually attracts clients to their promotional tools.

Motives of impulsive purchase / buying

- Social status, image concerned
- Goodwill and to improve the status
- Experience more anxiety, is difficult to control the emotions
- The buyers tend to experience less happiness and so may buy as a way too
- Tools that influence impulsive buying
- Advertisement
- Sales promotion personal selling
- Public relations

2.1.2 Impulsive buying in retail stores

Impulsive purchase is a form of stimulation. Under today's pools, customer s can get different products with preferential price and quality. Customers find more balance between quality, stability, innovation, and the price and convenience of the shopping experience. According to surveys and economic recession, Indian customer s are more conservative.

Modern retailers use more options to offer all kinds of goods in the same roof. Sudden purchases are between adolescent middle-aged people and adults. When customers are not brand-based with sudden purchases, they buy products at the low cost of products that offer discounts or other offers.

External Stimuli	Internal Stimuli
Store characteristics	Impulsiveness
Sales promotion	Enjoyment
Employees	Hedonism
Presence of peers and family	Fashion
Perceived crowd	Emotions
Shopping channel	Verity seeking
Sensory shopping	Product involvement

Product related and situational factors	Socio-cultural, Demographics factor
Time availability	Gender
Money availability	Age
Product character	Income
Fashion products	Education
New products	Socio economic culture

2.2 LITERATURE REVIEW

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
Hoch & Rook (1985)	Consuming impulse; advances in consumer research	Psychological models focused on customer awareness and emotional responses at the time of purchase.	Emotional conflict and initiative of effort, evaluation of unexpected structural awareness
Abratt & Goodey (1990)	Unplanned buying and in-store stimuli in super market	In developed countries, manufacturers and retailers have tested large amounts of personal advertising and buying incentives to increase sales and commerce. True in-store stimulation in culture	Variable analysis, such as brand loyalty, specific stores and the presence of shopping lists, affects cross cultural differences
Prion (1991)	Define impulse purchasing advances in research Findings	The impulsive purchase is the phenomenon also shows how it stimulates customer s and how it can improve new upgrades in the past purchasing process.	The difference between traditional and modern lifestyle affects buying
Dittamar <i>et al</i> (1995)	Gender identity and material symbols, objects and decisions considerations and impulse purchases	Gender groups and social groups provide instrumental and open time materials for themselves. Judgment and action.	Clients tend to collect current materials and sell major goals for their look and emotional aspects

Beatty S E and Ferrell M. E (1998)	Impulse buying	Planned business promotes immediate purchases by purchasing specific commercial supply classes without the intention of shopping.	Purchase an item that ran out of stock and remember it during the meeting with the product or excluded from the purchase preview
Bayley G. and Nancarrow C. (1998).	Impulse Purchasing: A Qualitative Exploration of the Phenomenon.	Impulse purchases are recommended to be complex purchase processes and quick decision processes	Prevents deliberate consideration of alternate information and options
Wood (1998)	Socio economic status delay of gratification and impulse buying	He studied that the economic and cultural aspects of the low-income family were naturally purchased	Effects of the economic and cultural situation of the individual on impulse purchase
Lee and Kaccen (2002)	The influence of culture on consumer impulsive buying behaviour	They reviewed various aspects of intellectual perspectives, individualism and group theory, which provide important insights about the customer 's impulsive buying motive.	In Greater Impulse Powers, personality is more independent than themselves

Jones et al (2003)	The product specific nature of impulse buying tendency	It explains that the practical and beneficial aspects of the point of purchase (PoP) cause the intimacy of buying a particular product.	The specific result of product buying is the complete outcome of the fun and desire purchases involved
Luo (2005)	How does shopping with others Influence impulsive purchasing	They have found that the mental state of customers, families and colleagues affects the Impulsive purchasing behaviour	Peer group, impact on family psychological ability and natural purchases
Peck, J., & Childers, T. L. (2006).	If I touch it I have to have it: individual and environmental influences on impulse purchasing	Found that touch increases impulse purchasing as the interval between improvisations Fewer products and customer's (proximity).	The proposed idea Point-of-purchase screams from science, performance, and packaging product tactics this can increase the finished devices.
Kaur and Singh (2007)	Uncovering retail shopping motives of Indian youth	Traditional yearly behaviour and sensitivity, feel of background music and product music, smell was found	The background plays an important role in formulating their personal shopping exercises and staff tense purchasing activities

Silvera, D. et al., (2008)	Impulse buying: The role of affect, social influence and wellbeing	The effects of emotions have been studied, and it is believed that the purchase of stimuli is influenced by the “effects” or the effects of customer emotions.	Depression can also cause inspiration for people, an attempt to improve the mood
Harmancioglu et al (2009)	Impulse purchase of new products and empirical analysis	Their campaign activities allow managers to highlight their enthusiasm and variety of goods, thus helping to trigger unplanned behaviour and stop common goods performance	Although planned impulse purchases are partially planned, specific goods or categories cannot be determined by the merchant, but are determined based on various promotions in the store.
Dawson, S., & Kim, M. (2009).	External and internal trigger cues of impulse buying online.	Research of emotion conscious factors and discovery of important Relationships Between their effective state of consciousness and their online impulsive buying behaviour.	It has been observed that, impulse buying is linked to up and cross selling strategies.
Yu and Blastin (2010)	Hedonic shopping value on impulse buying behaviour in transitional economy	You can test your store's ecosystem, layout, ambience, and use the promotion methods provided by store to attract more purchase	The use of pleasure has an indirect impact on the purchase of fashion-based motives.

<p>Sharma <i>et al</i> (2010)</p>	<p>Impulse buying and variety seeking</p>	<p>Impulsive differentiated purchasing as an act of pleasure, an emotional and spiritual intention, rather than thought or functional gain</p>	<p>Finding different individuals is more likely to experience the purchase of temperament that leads to the client's positive emotional response to the retail environment.</p>
<p>Hulten and vanyushn (2011)</p>	<p>Impulse purchases on grocery</p>	<p>According to the survey, In Store promotions, shows, combo donation purchases or additional notifications</p>	<p>Prevent intentional consideration of quick decisions, alternative information and choices while shopping.</p>
<p>Shen and khalifa (2012)</p>	<p>System design affects on online impulse buying</p>	<p>Customer awareness adopted a relationship between incentives to buy a real list of planned purchases</p>	<p>Effective cognitive factors have found an important emphasis between human emotional and cognitive status and their online stimulating buying behaviour.</p>

CHAPTER 3

RESEARCH DESIGN

3.1 PROBLEM STATEMENT:

To examine the factor affecting customer impulse buying of retail products. This study is based on some customer s in this area, so it involves local bias, does not take into consideration the competition strategies and lacks quantitative aspects of study due to the limited availability and the availability range of appropriate graded data.

3.2 NEED FOR THE STUDY:

This study is based on the topic "A factor affecting an impulsive category buying behaviour for the retail products" retail sector is in danger and the competition is heavily influenced by the online sector. Each retailer wants to drive to impulsive purchases by increasing their "purchase share and promoting creative sales", "Store Floor in Real Time". The study is aimed at finding out the impulsive purchases of Big Bazaar customers

3.3 OBJECTIVES OF THE STUDY:

- To understand which category of the products are impulsive
- To know the planned purchase intension of customer before purchase.
- To know the factors affecting impulsive purchase.
- To understand the purchase behaviour of the customer with respect to impulsive purchases.

3.4 SCOPE OF THE STUDY:

Searching for factors that analyse the behaviour and personality of patches, or impulse purchases and impulse purchases.

3.5 RESEARCH METHODOLOGY:

Type of research: 'Descriptive research'.

Data Sources and Sample Design:

✚ **Primary Data:** Questionnaire Method and interviewing method used in the present study.

✚ **Secondary data:**

- Annual reports of company
- Web based resources
- Company brochures
- Company website

Sample Design

The present study followed the non-probabilistic, convenient sampling method, where in respondents are chosen based on the researcher judgement

- Target population: Customers of Big Bazaar
- Sample size: 100
- Timing of the survey: 5PM to 8PM

3.6 HYPOTHESIS FRAMEWORK:

Ho: ‘There is no significant difference between quality of service and their Impulsive Behaviour.’

H1: ‘There is significant difference between quality of service and their Impulsive Behaviour.’

3.7 STATISTICAL TOOLS (USING SPSS SOFTWARE):

- Z- Test
- ANOVA (One Way)
- Regression Analysis

3.8 LIMITATION OF THE STUDY

- Limited time period for research
- It is very difficult to analyse the customer behaviour while shopping
- Managers were full on active in their work program and we get less time for discussion.

CHAPTER – 4

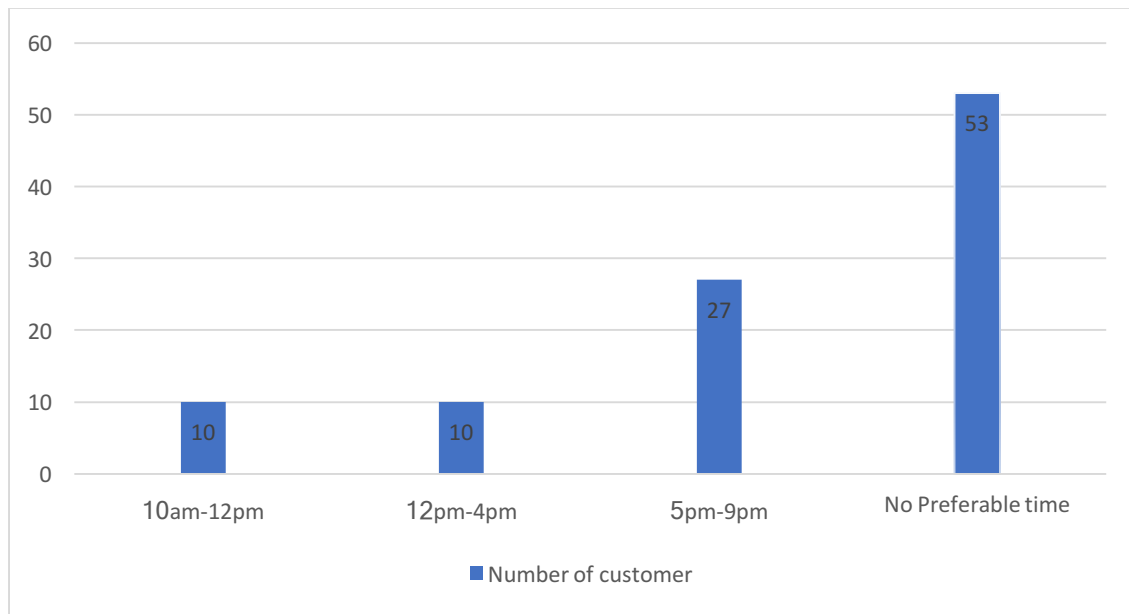
ANALYSIS AND INTERPRETATION

Table 4.1.1: What is your preferable time for shopping?

Particulars	Number of customers	Percentage
10am-12pm	10	10
12pm-4pm	10	10
5pm-9pm	27	27
No preferable time	53	53
Total	100	100

Analysis: we analyse that out of hundred respondents 53% of customers have no preferable time for shopping and 27% of respondents are shops between 5pm to 9pm and 10% shops between 10am to 12pm and other 10% of respondents are like to shop between 12pm to 4pm

Chart 4.1.1: What is your preferable time for shopping?



Interpretation: For this survey conducted, respondents tend to shop at non-preferable time compared to preferable time, they do their shopping whenever they are free.

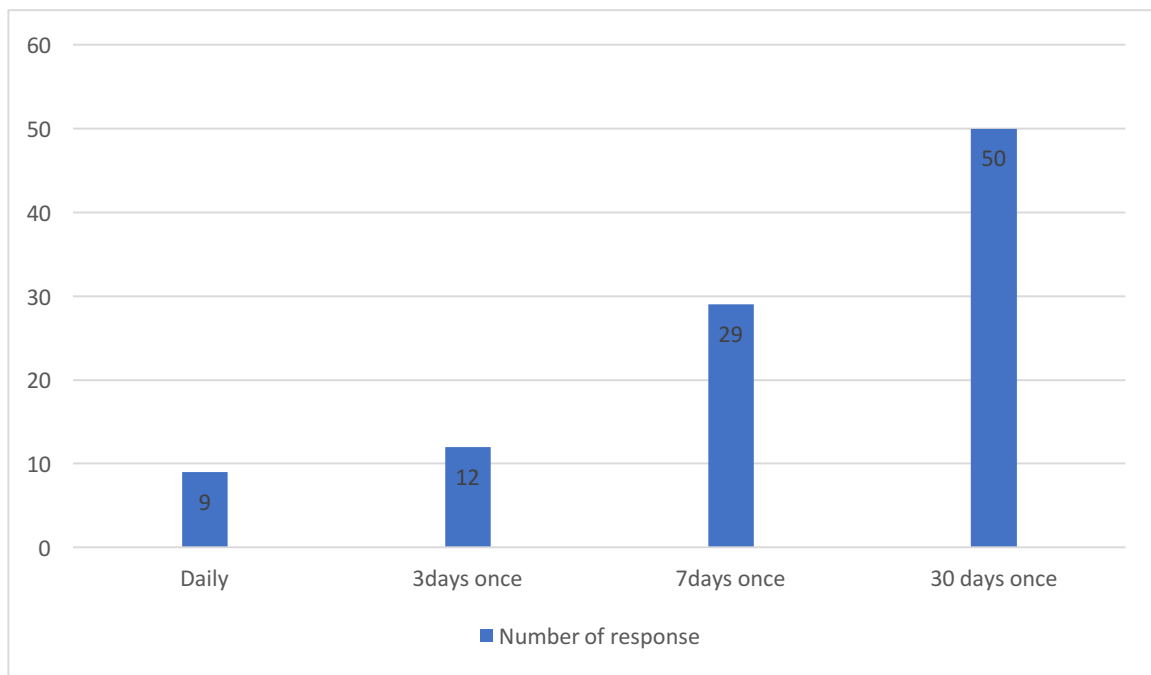
Table 4.1.2: How frequently you visit the store?

Particulars	Number of customers	Percentage
Daily	9	9
3days once	12	12
7days once	29	29
30 days once	50	50
Total	100	100

Analysis:

It shows that 9% shops daily, 12% shops once in 3days, 29%shops once in7 days and 50% shops 30 days

Chart 4.1.2: How frequently you visit the store?



Interpretation:

Majority of the customers prefer to shop once in a month at Big Bazaar followed by people who preferred to buy once in seven days

Table 4.1.3

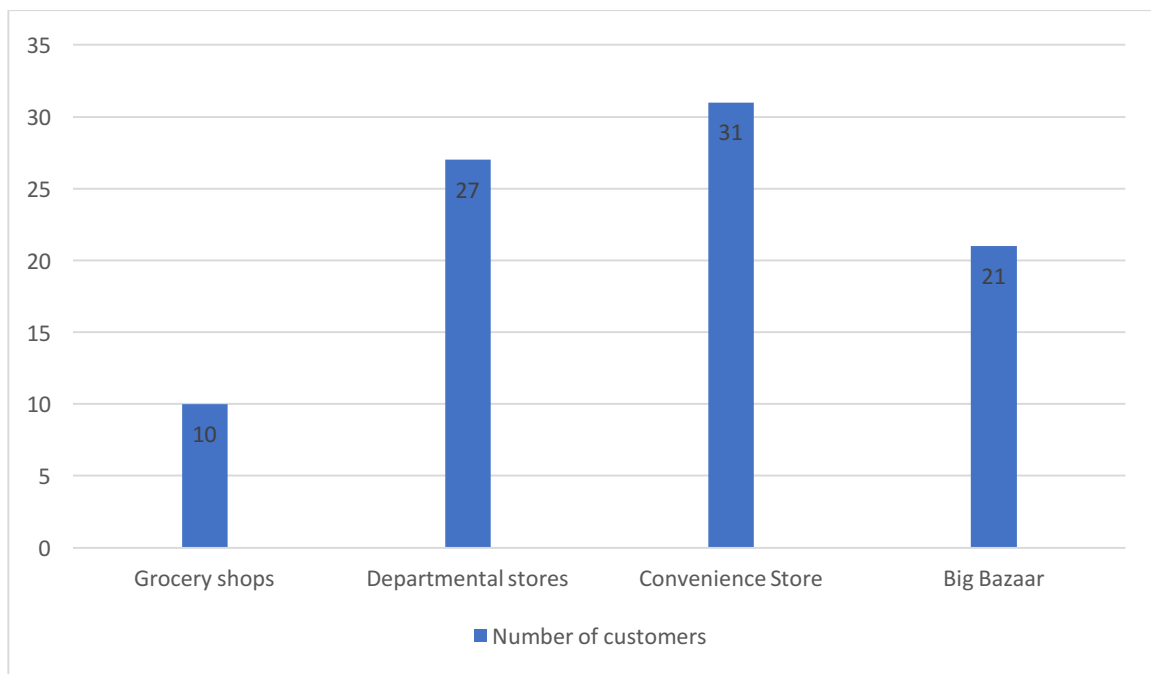
One or two years back where you or your family used to shop?

Particulars	Number of customers	Percentage
Grocery store	10	10
Departmental store	27	27
Convenience store	31	31
Big Bazaar	21	21
Any other preferred shop	11	11
Total	100	100

Analysis: It shows that hundred respondents 10% of them are shopped at grocery store, 27% of them are shop in the departmental store, 31% of them are shopped at convenience store, 21% of them are shopped at Big Bazaar and 11% of customers are shopped at any other preferable stores.

Chart 4.1.3

One or two years back where you or your family used to shop?



Interpretation: From the above analysis, we inferred that still most of the shoppers prefer convenience stores over departmental store and Big Bazaar

Table 4.1.4

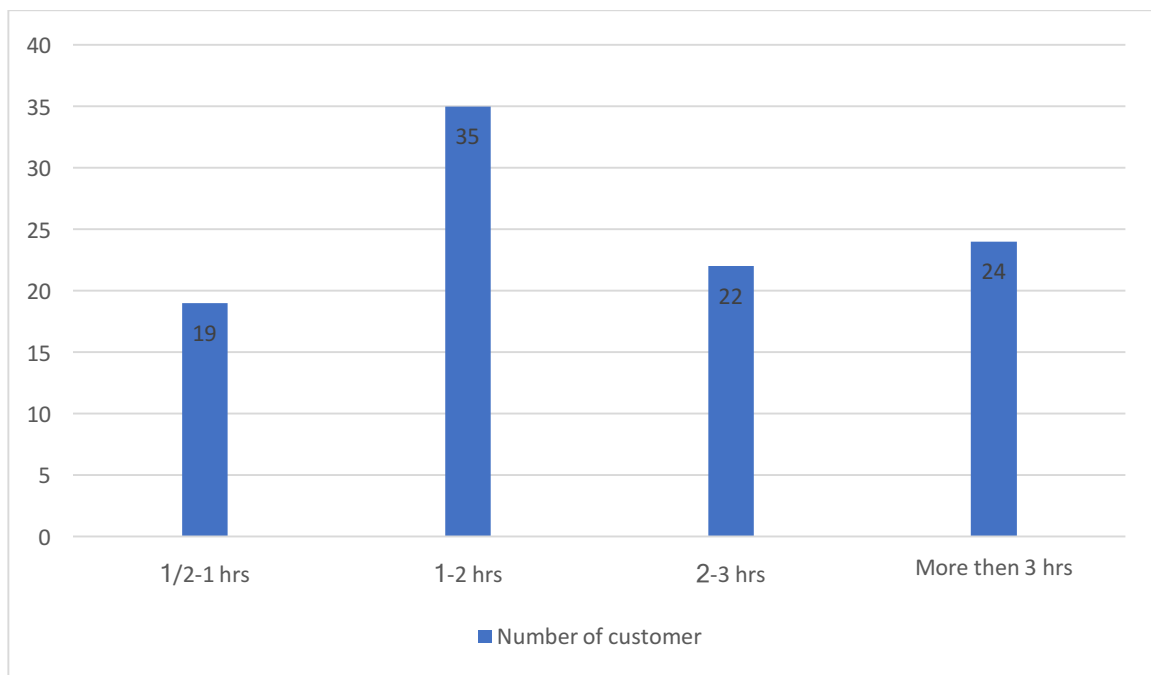
How many hours you will spend in shopping at Big Bazaar?

Particulars	Number of customers	Percentage
1/2 – 1 hour	19	19
1 – 2 hours	35	35
2 – 3 hours	22	22
More than 3 hours	24	24
Total	100	100

Analysis: From the about table we infer that out of hundred respondents, 19% of the respondents spend 1/2 to 1 hour, 35% of respondents spend 1 to 2 hours, 22% of the respondents spend 2 to 3 hours and 24% of the respondents spends more than 3 hours in shopping

Chart 4.1.4

How many hours you will spend in shopping at Big Bazaar?



Interpretation: Analysis shows that most of the respondents, spends 1 to 2 hours in Big Bazaar followed by 2-3 hours

Table 4.1.5

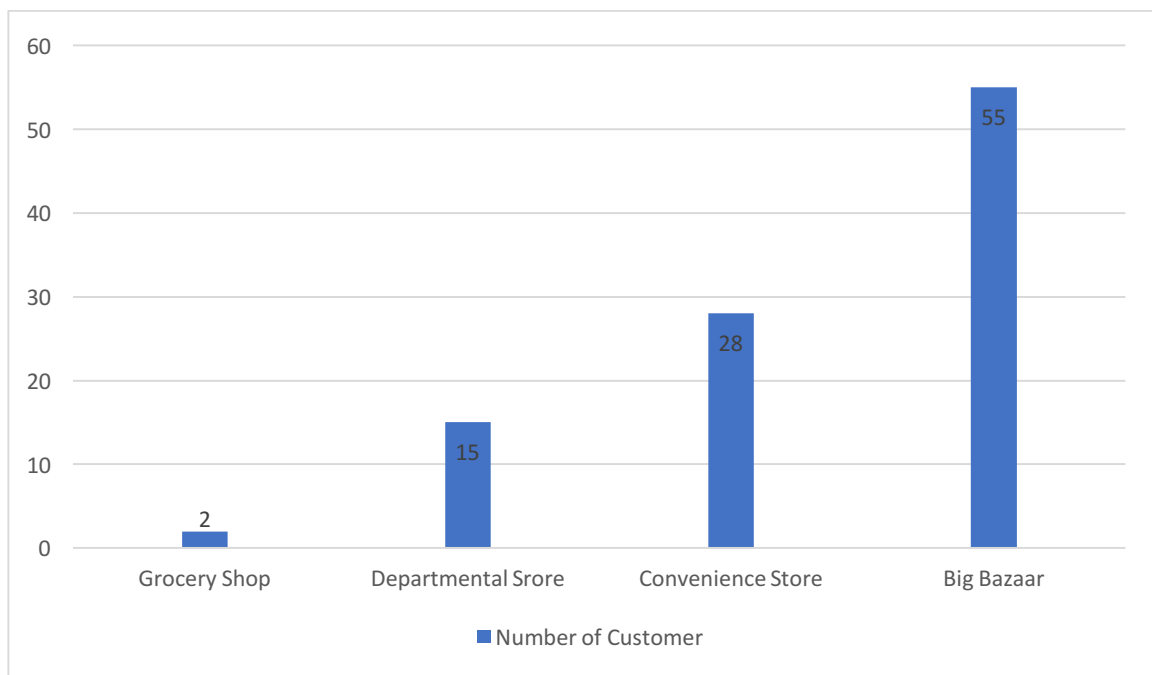
Given a choice now where you would prefer to do your shopping?

Particulars	Number of customers	Percentage
Grocery store	2	2
Departmental store	15	15
Convenience store	28	28
Big Bazaar	55	55
Total	100	100

Analysis: From the above table, we infer that out of hundred respondents 2% of the respondents are still willing to purchase products at grocery stores, 15% of them are at departmental stores, 28% of them are at convenience stores and 55% of them are at Big Bazaar

Chart 4.1.5

Given a choice now where you would prefer to do your shopping?



Interpretation: Analysis shows majority of the respondents would prefer to shop at Big Bazaar over convenience store, departmental stores, grocery stores is given in the choice

Table 4.1.6

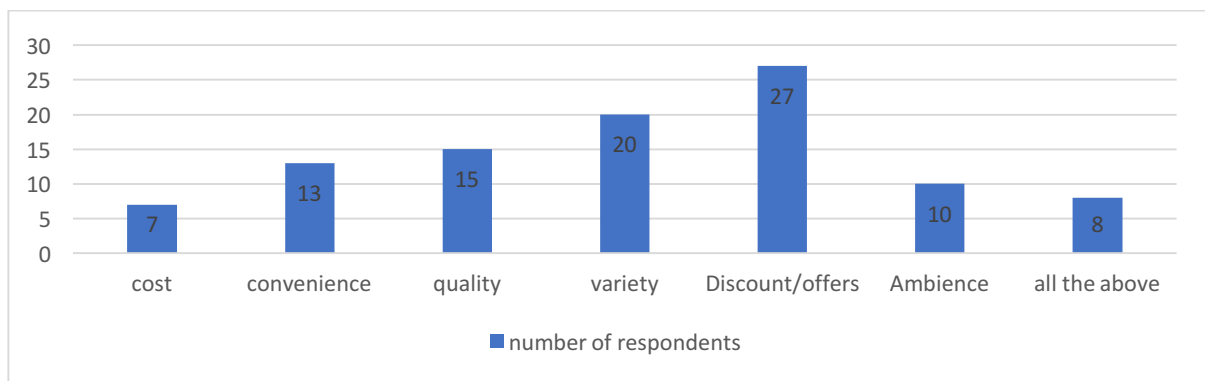
What you'd like in Big Bazaar?

Response of the customer	Number of customers	Percentage
Cost	7	7
Convenience	13	13
Quality	15	15
Variety	20	20
Discount / Offers	27	27
Ambience	10	10
All the above	8	8
Total	100	100

Analysis: From the about table out of hundred respondents 7% of the customers like the cost, 13% of them like convenience, 15% of them like quality, 20% of them like variety, 27% of them like discounts/offers, 10% of them like ambience and 8% of the customer like all the above-mentioned characteristics in Big Bazaar

Chart 4.1.6

What you'd like in Big Bazaar?



Interpretation: Analysis shows most of the respondents like discounts and offers over variety quality and convenience available at the Big Bazaar

Table 4.1.7

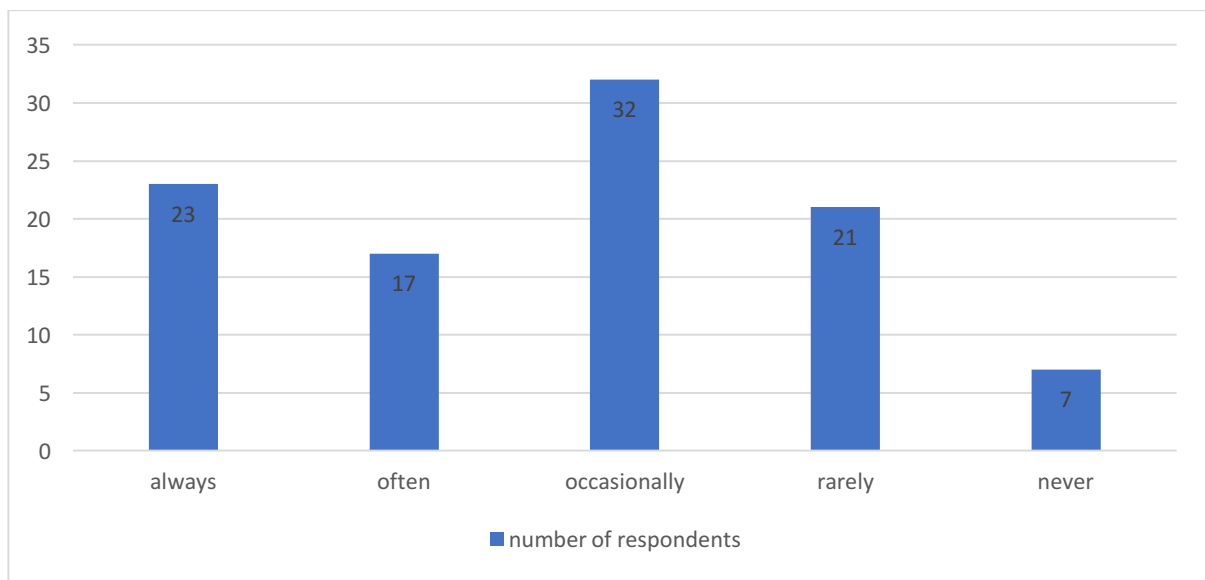
Is shopping fun in Big Bazaar?

Response of the customer	Number of customers	Percentage
Always	23	23
Often	17	17
Occasionally	32	32
Rarely	21	21
Never	7	7
Total	100	100

Analysis: From the about table we infer that out of hundred respondents, 23% of customers always had fun, 17% of them says often, 32% of them are says occasionally, 21% says really and 7% of the customers says never had fun in their shopping

Chart 4.1.7

Is shopping fun in Big Bazaar?



Interpretation: Analysis shows that large portion of the respondents occasionally and some are truly having some good times dependably in their shopping at Big Bazaar and a few customers still anticipates more from Big Bazaar.

Table 4.1.8

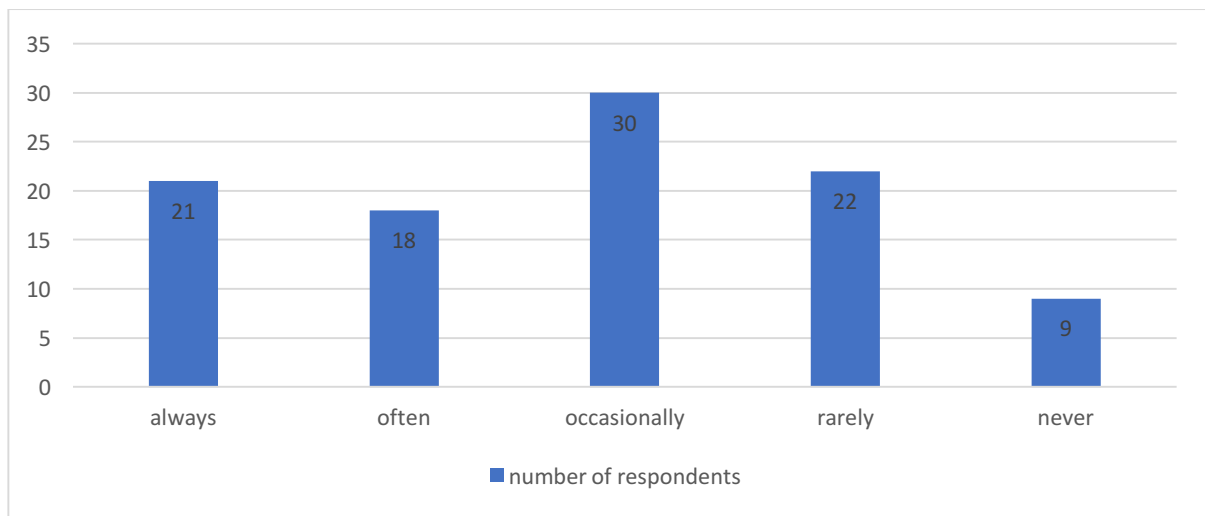
Have you ever faced situation where you wanted to buy planned items but bought other items?

Response of the customer	Number of customers	Percentage
Always	21	21
Often	18	18
Occasionally	30	30
Rarely	22	22
Never	9	9
Total	100	100

Analysis: we infer that out of hundred respondents 21% of them says always, 18% says often, 30% says occasionally, 22% says rarely and 9% says never wanted to buy a planned list of items and end up with lot many items.

Chart 4.1.8

Have you ever faced situation where you wanted to buy planned items but bought other items?



Interpretation: Analysis shows that most of the respondents occasionally and rarely indulge themselves in Impulsive purchase and some agreed that they are always involved themselves in Impulsive Purchasing.

Table 4.1.9

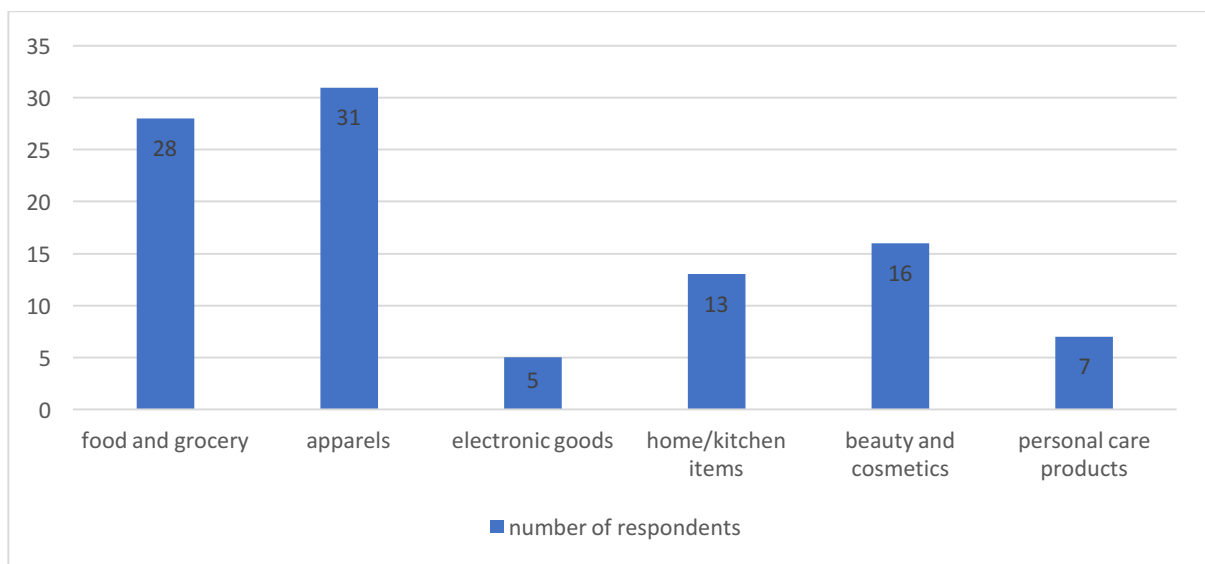
What is the most widely recognised product which you will purchase on impulse from the Big Bazaar?

Response of the customer	Number of customers	Percentage
Food and grocery	28	28
Apparels	31	31
Electronic goods	5	5
Home / kitchen items	13	13
Beauty and cosmetics	16	16
Personal care product	7	7
Total	100	100

Analysis: we infer that out of hundred respondents 28% says that they will buy food and grocery, 31% of them will buy apparels, 5% of them will buy electronic goods, 13% of them will buy home or kitchen items, 16% will buy beauty and cosmetic items and 7% of the respondents would buy personal use products.

Chart 4.1.9

What is the most widely recognised product which you will purchase on impulse from the Big Bazaar?



Interpretation: Analysis shows that most of the respondents prefer to buy food grocery and apparels followed by beauty and cosmetics at Big Bazaar.

Table 4.1.10

Which strategy motivates to make impulsive purchase?

Particulars	Number of customers	Percentage
Special sale price	26	26
Free shipping	11	11
Good price on sale	35	35
Holiday or seasonal promotions	28	28
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 26% says special sale on price, 11% says free shipping, 35% says good price on sale and 28% says holiday or seasonal promotions motivate them to make spontaneous purchase.

Chart 4.1.10

Which strategy motivates to make impulsive purchase?



Interpretation: Majority of the respondents feel that good price on sale motivate the impulse purchase over holiday or seasonal promotions.

Table 4.1.11

Which factor stimulate more impulse purchase?

Particulars	Number of customers	Percentage
Heavy traffic area	2	2
Display prominence	15	15
Readily identified pricing	15	15
Easy credit	17	17
Easy of self-selection by customers	47	47
Layout or store design	4	4
Total	100	100

Analysis: From the above table, we infer that out of hundred respondents 2% of the respondents say heavy traffic area, 15% says display prominence, 15% says readily identified pricing, 17% says easy credit, 47% says easy of self-selection by customers and 4% says layout or the store design stimulate more impulse purchase

Chart 4.1.11

Which factor stimulate more impulse purchase



Interpretation: Majority of the respondents feels that easy self-selection by customer stimulate customer to go for impulsive purchase followed by other factors.

Table 4.1.12

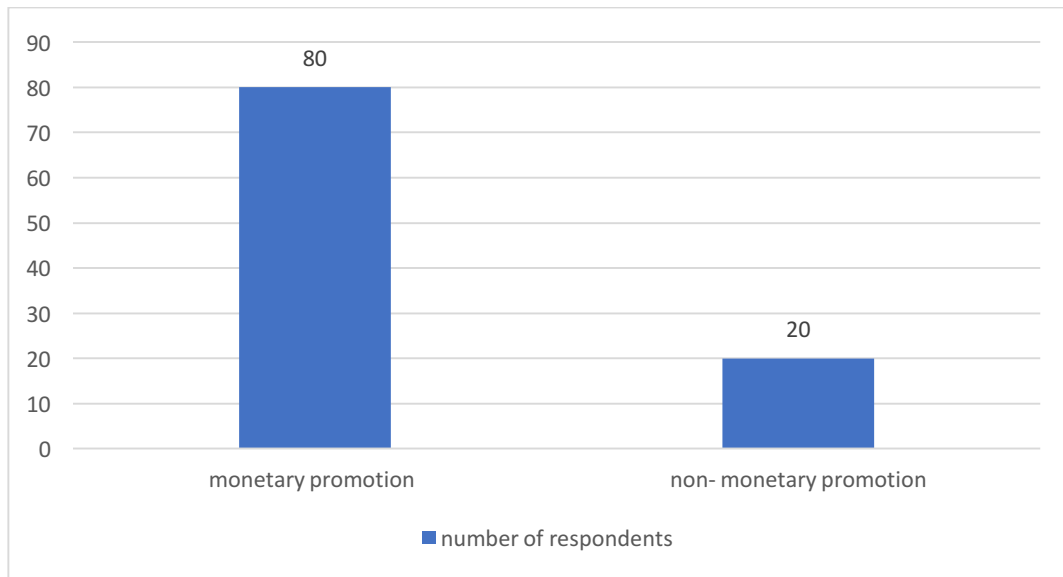
What kind of promotion stimulate more impulsive buying?

Particulars	Number of customers	Percentage
Monetary promotion	80	80
Non-monetary promotion	20	20
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 80% says monetary promotion and 20% says non-monetary promotions stimulate more impulse buying.

Chart 4.1.12

What kind of promotion stimulate more impulsive buying?



Interpretation: Majority of the respondents says that monetary promotions stimulate more on impulsive buying over non-monetary promotions.

Table 4.1.13

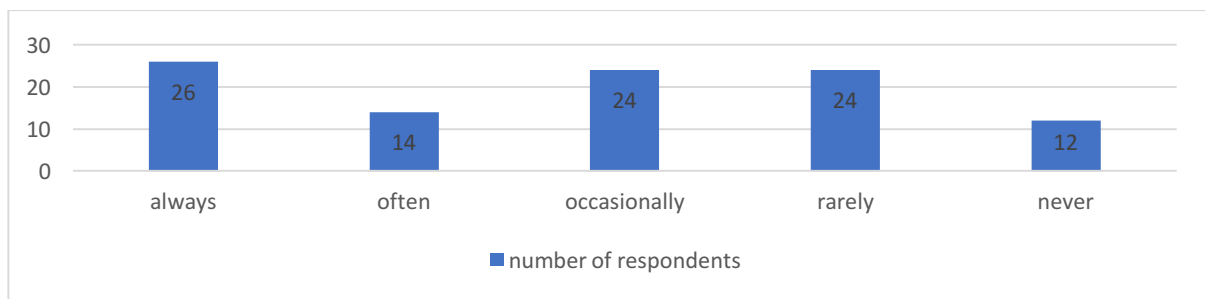
Does availability of money affect your Impulsive buying behaviour?

Particulars	Number of customers	Percentage
Always	26	26
Often	14	14
Occasionally	24	24
Rarely	24	24
Never	12	12
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 26% says always, 14% says Quite often, 24% says occasionally, 24% says rarely and 12% says never availability of money affect the impulse buying behaviour.

Chart 4.1.13

Does availability of money affect your Impulsive buying behaviour?



Interpretation: We can summarise that large portion of the respondents says money dependably influences on their impulsive purchase and a few respondents says occasionally and rarely cash influences on impulsive purchase at Big Bazaar.

Table 4.1.14

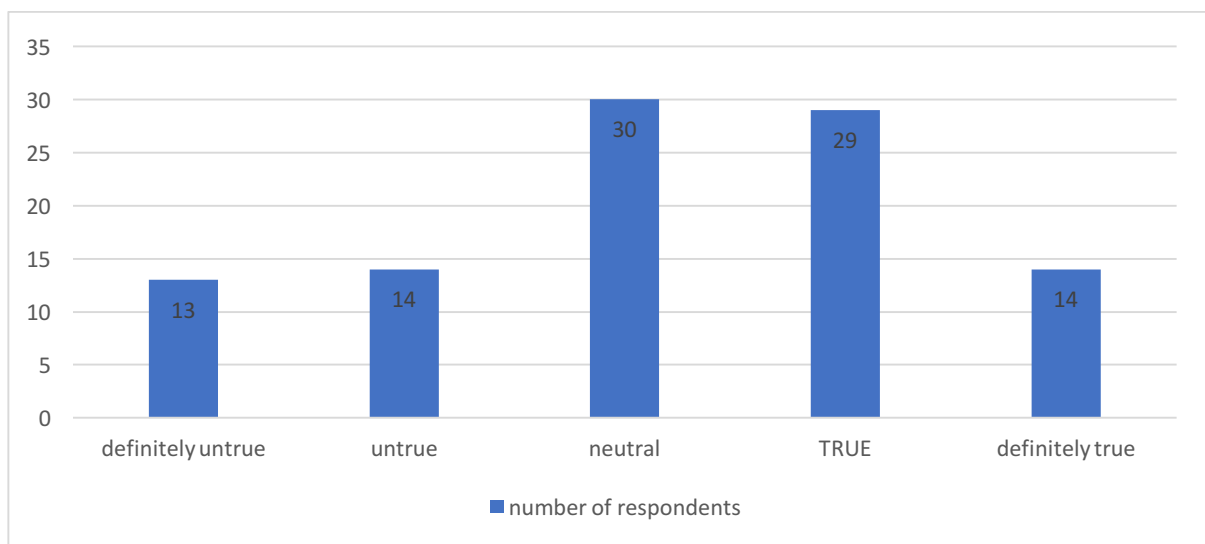
Do you agree unplanned purchase is an impulsive purchase?

Particulars	Number of customers	Percentage
Definitely untrue	13	13
Untrue	14	14
Neutral	30	30
True	29	29
Definitely true	14	14
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 13% of them give their opinion as definitely untrue, 14% of them give their opinion as untrue, 30% of them give their opinion as neutral, 29% give their opinion as true and 14% percent of them give their opinion as definitely true to purchase things with no definite list in mind.

Chart 4.1.14

Do you agree unplanned purchase is an impulsive purchase?



Interpretation: Most of the respondents have biased opinion on their purchase decision as their decision lies between neutral and truly agree

Table 4.1.15

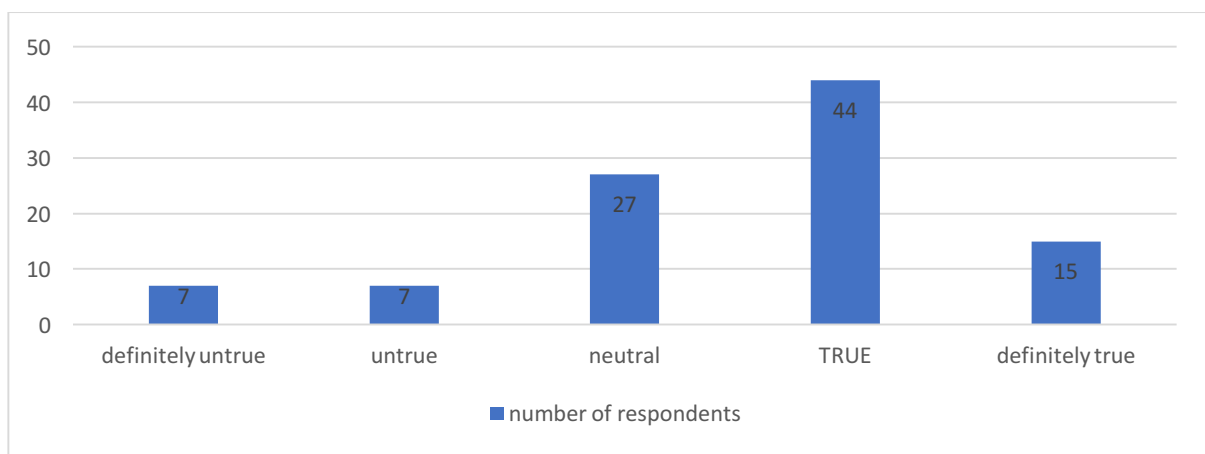
Location of the store is convenient to me?

Particulars	Number of customers	Percentage
Definitely untrue	7	7
Untrue	7	7
Neutral	27	27
True	44	44
Definitely true	15	15
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 7% says definitely untrue, 7% says untrue, 27% is neutral, 44% says true and 15% says definitely true the location of the store is convenient.

Chart 4.1.15

Location of the store is convenient to me?



Interpretation: Majority of the respondents says location of the store is convenient and some says that distance is not an issue with their shopping motive.

Table 4.1.16

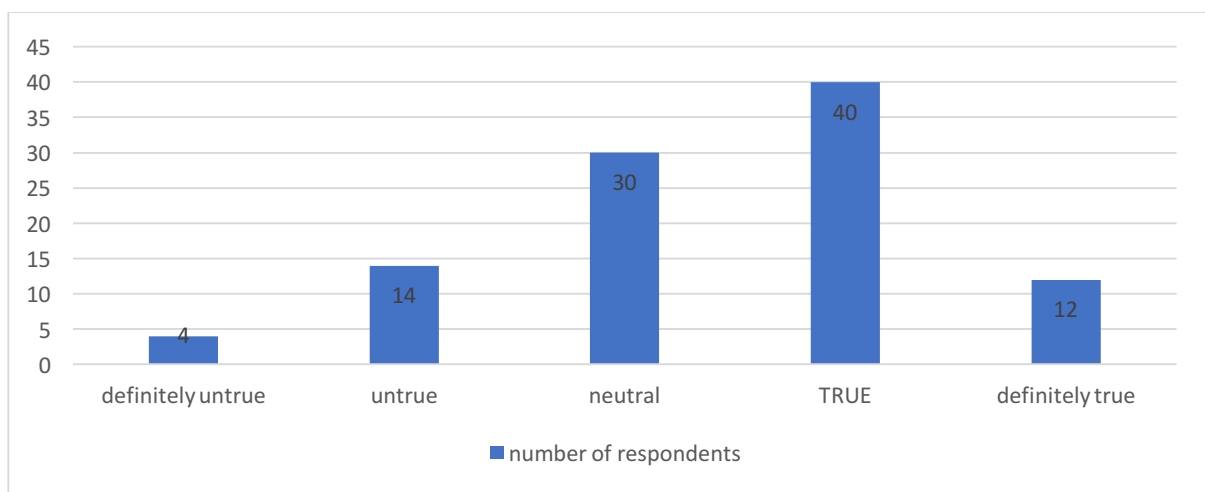
When I shop, I like to discover the products rapidly and checkout

Particulars	Number of customers	Percentage
Definitely untrue	4	4
Untrue	14	14
Neutral	30	30
True	40	40
Definitely true	12	12
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 4% of them says definitely Untrue, 14% says Untrue, 30% says neutral, 40% says True and 12% says definitely true when they went for shopping immediately select the items and went out quickly.

Chart 4.1.16

When I shop, I like to discover the products rapidly and checkout



Interpretation: Large portion of the customer said true and neutral, they quickly select the items and check out from the store

Table 4.1.17

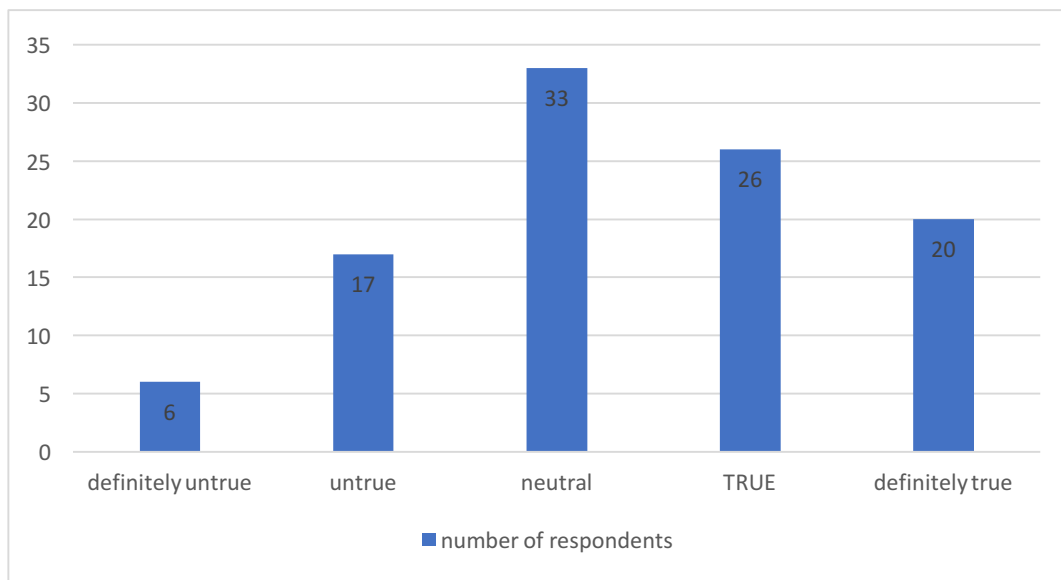
When I shop, I tend to impulse buying

Particulars	Number of customers	Percentage
Definitely untrue	6	6
Untrue	17	17
Neutral	33	33
True	26	26
Definitely true	20	20
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 6% says that definitely Untrue, 17% says Untrue, 33% says neutral, 26% says true and 20% says definitely true when they shop they will tend impulse buying.

Chart 4.1.17

When I shop, I tend to impulse buying



Interpretation: we can infer that many of the customers have neutral opinion on their impulsive purchase and some are strongly stick on with their particular list.

Table 4.1.18

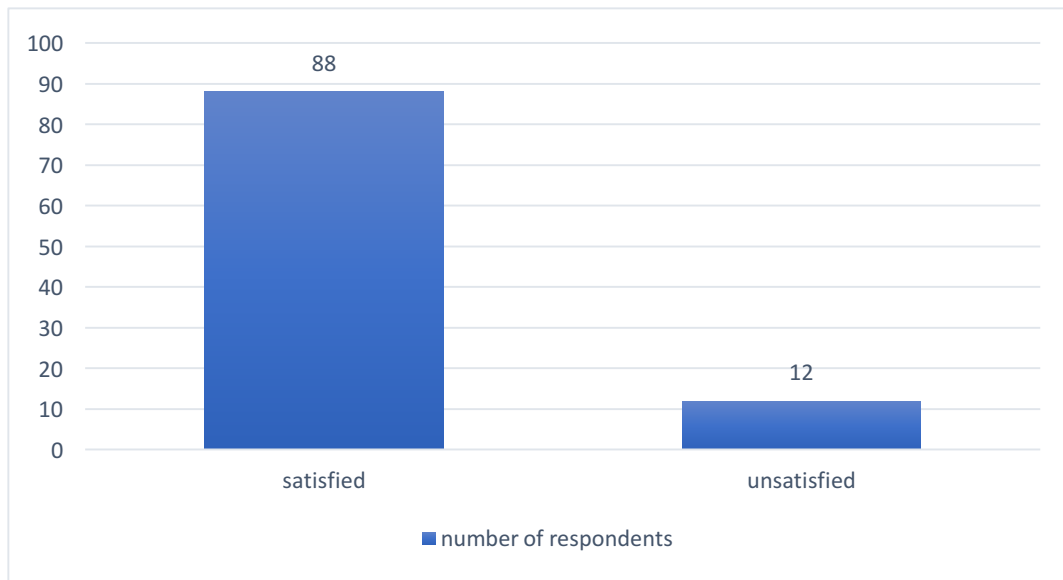
Are you satisfied with the service rendered in the Big Bazaar?

Particulars	Number of customers	Percentage
Satisfied	87	87
Unsatisfied	13	13
Total	100	100

Analysis: As in the survey of hundred respondents 87% of them are satisfied and 13% of them are unsatisfied with the facility and the service rendered in Big Bazaar store

Chart 4.1.18

Are you satisfied with the service rendered in the Big Bazaar?



Interpretation: Majority of the respondents are satisfied and very few are unsatisfied.

Table 4.1.19

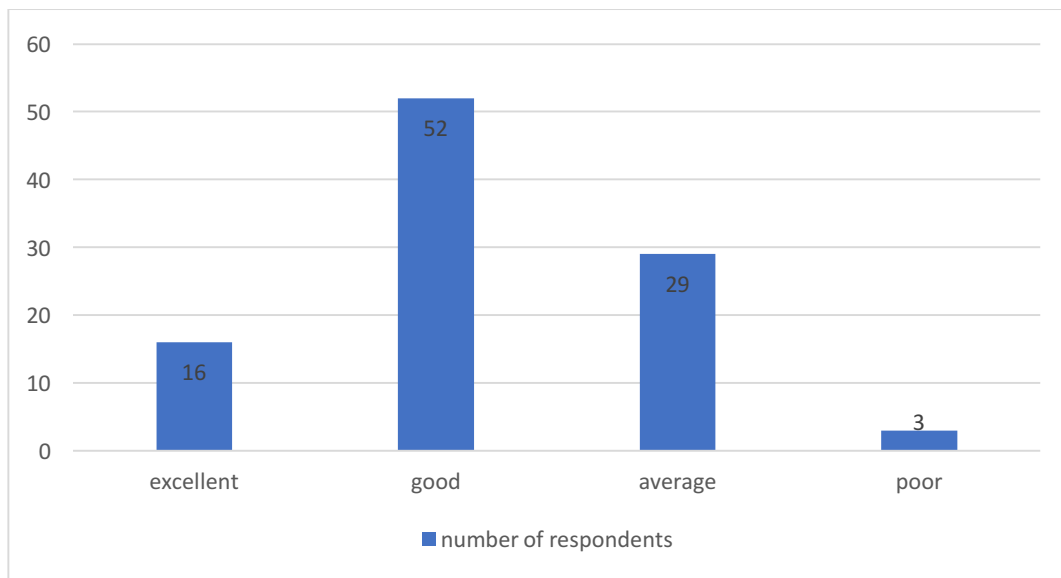
How will you rate your shopping experience in Big Bazaar?

Particulars	Number of customers	Percentage
Excellent	16	16
Good	52	52
Average	29	29
Poor	3	3
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 16% says excellent, 52% says good, 29% says average and 3% says for poor shopping experience

Chart 4.1.19

How will you rate your shopping experience in Big Bazaar?



Interpretation: Most of the respondents' rate good and some have still not very much satisfied since their rating is average.

Table 4.1.20

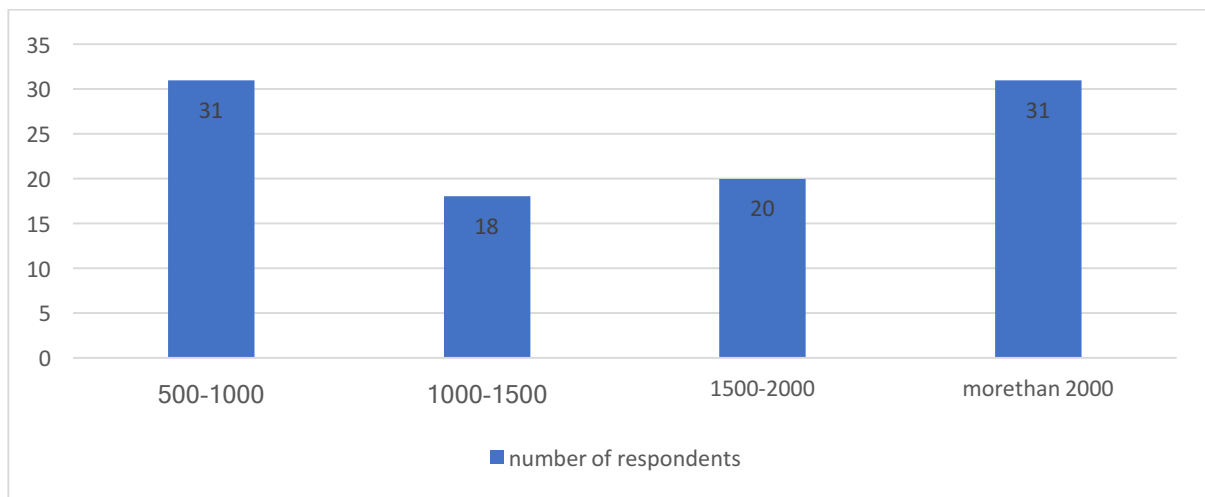
How much amount you will spend on Impulse purchase?

Particulars	Number of customers	Percentage
500 - 1000	31	31
1000 - 1500	18	18
1500 - 2000	20	20
More than 2000	31	31
Total	100	100

Analysis: From the about table we infer that out of hundred respondents 31% says 500 - 1000, 18% says 1000-1500, 20% says 1500 - 2000 And 31% says more than ₹2000 will spend on unplanned purchase

Chart 4.1.20

How much amount you will spend on Impulse purchase?



Interpretation: The money customer spend on their impulse purchases cannot be easily identified; Many customers spend more than ₹2000 at the same time, while the same number of customers spend ₹500-1000, so we can conclude that customer behaviour is difficult to keep track of their impulse purchase.

ANALYSIS ON DEMOGRAPHIC PROFILE OF RESPONDENTS USING SPSS

This chapter denotes that the collected data is analysed based on the responses collected in the field below sections emphasise the results obtained for present study based on collected data.

4.2.1: DESCRIPTIVE STATICS ON DEMOGRAPHIC VARIABLES:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Educational Qualification	100	1.00	5.00	3.4300	1.31237
Age	100	2.00	4.00	3.1000	.59459
Income	100	2.00	4.00	2.7600	.65320
Family Size	100	1.00	4.00	2.4100	.92217
Marital Status	100	1.00	2.00	1.9800	.14071
Sex	100	1.00	2.00	1.3100	.46482
Valid N (list wise)	100				

Analysis: From the above table, it is found that Mean age of the respondents lie in the age bracket of 36 years to 50 years and the education level of the respondents are degree and post degree holders but the income level of the people lies in the bracket of 30k to 60k.

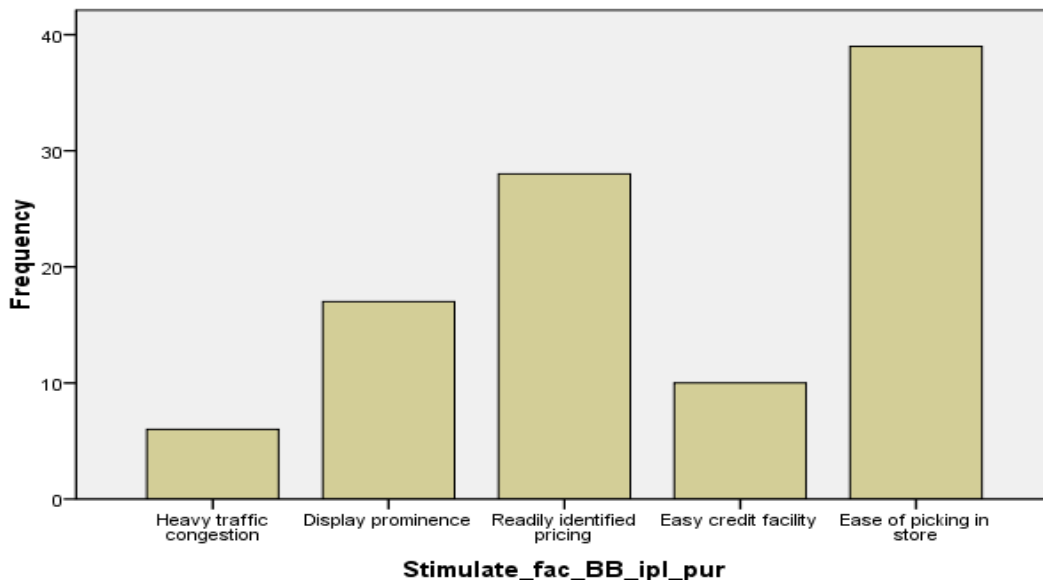
Interpretation: It is interpreted that Most of the respondents who visit BB are middle aged people, who will have diverse needs. The education level of the respondents are degree and post degree holders. It means that the BB attracts more of educated people to buy. Then BB attracts middle income level people to buy items. The store is so designed to attract middle income level.

4.2.2: Stimulating factors influence impulsive purchase in big bazaar Stimulating factors influence impulsive purchase in Big Bazaar

Stimulating Factors Influence Impulsive Purchase in Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid:	Heavy traffic congestion	6	5.7	6.0	6.0
	Display prominence	17	16.2	17.0	23.0
	Readily identified pricing	28	26.7	28.0	51.0
	Easy credit facility	10	9.5	10.0	61.0
	Ease of picking in store	39	37.1	39.0	100.0
	Total	100	95.2	100.0	
Missing	System	5	4.8		
Total		105	100.0		

Analysis: From the above table, we can infer that out of 100 respondents 39% of the respondents are stimulated as they can easily pick the product and 28% of the respondents are stimulated by readily identified price in the Big Bazaar and 16.2% are stimulated by the product arrangement in the big bazaar and 9.5% of the customers are stimulated due to the credit facility available to the customers of Big Bazaar.



Interpretation: Customers are buying impulsively for readily identified pricing and easy picking their desired products from the big bazaar it shows that stimulating factor for the customers.

HYPOTHESIS TESTING

4.2.3: Z-TEST

Ho: There is no significant difference between the education level of the customers to the amount of cash people will have it on hand

H₁: There is a significant difference between the education level of the customers to the amount of cash people will have it on hand

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Educational Qualification	3.4300	100	1.31237	.13124
Cash in hand influence impulsive purchase	2.5200	100	1.30639	.13064

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Education level & Cash in hand influence impulsive purchase	100	-.144	.154

Paired Samples Test

	Paired Differences						t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
				Lower	Upper				
Pair 1 Educational qualification – cash in hand influence impulsive purchase	.91000	1.98018	.19802	-.51709	1.30291	4.596	99	.000	

Analysis: It is found that the significant value is 0(Zero) less than .05 (@ 5% level of significance), Null hypothesis to be accepted and alternative hypothesis to be rejected. It means that Education level will not have any effect on the amount of cash people will have it on hand.

Interpretation: Not well-read people also have cash in hand may not influence to buy the products in a Big Bazaar.

4.2.4: ANOVA (ONE WAY)

Ho: There is no significant effect of family size on the kind of store to purchase.

H1: There is a significant effect of family size on the kind of store to purchase.

ANOVA

Preferable store for purchase	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.749	3	1.916	4.302	.007
Within Groups	42.761	96	.445		
Total	48.510	99			

Analysis: The data is analysed in ANOVA using SPSS and found that calculated F Value (4.3) is more than table value at the 99 % level of confidence and therefore Null hypothesis is rejected and Alternative Hypothesis is accepted. It means that there is a significant effect of family size on the kind of store to purchase @ $P \leq 0.01$

Interpretation: It is due to number of members in family influence the purchasing in Big Bazaar, if the number of members in a family is more, people prefer to buy in Big bazaar instead of other formats of retailing purchase.

4.2.5: REGRESSION ANALYSIS

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Sex, Marital status, Age, Family size, Education Qualification, Income		Enter

a. All requested variables entered.

b. Dependent Variable: Strategy of BB to influence impulsive purchase

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 ^a	.307	.262	.96180

a. Predictors: (Constant), Sex, Marital Status, Age, Family Size, Educational Qualification, Income

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.079	6	6.346	6.861	.000
	Residual	86.031	93	.925		
	Total	124.110	99			

a. Predictors: (Constant), Sex, Marital Status, Age, Family Size, Education Qualification, Income

b. Dependent Variable: Strategy of BB to influence impulsive purchase

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.579	1.479		1.068	.289
Education Qualification	-.005	.083	-.006	-.059	.953
Age	.681	.236	.361	2.888	.005
Income	.193	.231	.112	.834	.406
Family Size	.333	.143	.274	2.333	.022
Marital Status	-.797	.695	-.100	-1.146	.255
Sex	-.457	.239	-.190	-1.914	.059

a. Dependent Variable: Strategy of BB to influence impulsive purchase

$$Y = 1.57 - 0.005X_1 + 0.68X_2 + 0.19X_3 + 0.33X_4 - 0.797X_5 - 0.457X_6$$

Where, Y = Dependent Variable - Strategy of Big bazaar on Impulse Purchase.

Analysis- From the above table, we can observe that the Age, Income, Family size has positive effect on dependent variable, strategy of BB to influence impulsive purchase. other three variables Educational level, Marital status and Sex have negative effect on dependent variable as they have higher significance value than that of other three variables.

Interpretation- Age, Income, Family size has positive effect on dependent variable for designing strategy for impulsive purchasing and rest three variables Educational level, Marital status and Sex affects negatively to strategize the impulsive buying behaviour of customer.

CHAPTER - 5

FINDINGS, CONCLUSION AND SUGGESTION

5.1 FINDINGS

Based on the survey conducted in the organisation, investigation and Interpretation of the information gained during the assessment, following findings are recorded:

- Most of the customer have no preferable time for shopping, when they are free and convenient they went for shopping.
- Most of the customers visit Big Bazaar store once in a month because they will prepare the planned list then they will go for shopping.
- Most of the respondents spend 1 to 2 hours in the shopping at Big Bazaar.
- Most of the customer like to go for shopping in Big Bazaar because they will get major variety of products under the same roof.
- Most of the respondent like discounts and offers provided in the Big Bazaar.
- Major respondents had fun occasionally while shopping.
- Major respondents are rarely make a planned list of items and end up with a lot other items.
- Most of the respondents buy apparels on impulsive buying from the Big Bazaar.
- Major respondent says good price on sale motivates them to make spontaneous purchase.
- Most of the respondents says easy self-selection by the customer stimulate more impulse purchase.
- Monetary promotion stimulates more impulse buying.
- Major respondents are satisfied with the service rendered in the Big Bazaar.
- Major respondents rate shopping experience is good in the Big Bazaar.
- Most of the respondents spend more than ₹2000 on impulse buying.
- Most of the respondents are quickly took the item and check out.
- Big Bazaar attracts middle income level people to buy items.
- Customers are buying impulsively for readily identified pricing and easy picking their desired products from the Big Bazaar
- Not well-read people also have cash in hand may not influence to buy the products in a Big Bazaar.
- Age, Income, Family size has positive effect on dependent variable, strategy of Big Bazaar to influence impulsive purchase.

5.2 SUGGESTION

- The store should improve their promotional strategy.
- The store should add more brands rather than their home brands.
- Improve the store design and Store layout.
- Increase the number of brands in the zone of apparels.
- More number of branded products under cosmetics.
- The company should use the tactics and the strategy to attract more customers that impact more on impulsive buying.
- Company should employee fast billing services.

5.3 CONCLUSION

A quick purchase decision with any pre-emptive communication is a voluntary purchase to buy a particular product or maintain a specific purchase campaign. The results of this study indicate that customer s like to shop at Big Bazaar Shopping store because they can obtain broader authentication of goods under a single roof. Customers make sudden purchases of product because of availability of discounts, offerings, costs, convenience, environment, reliability and quality. Typically, customers shop without considering a particular listing. Customer age, income levels and customer employment tend to have an impact on the impulsive purchasing power. Clothes, beauty and cosmetics, food and grocery stores and personal hygiene are typically purchased as an impulse purchase. Time is important in the current scenario. When customer s spend time, they spend more time and more money on shopping. Some customers buy the desired product and quickly calculate it in the store. Customers are buying impulsively for readily identified pricing and easy picking their desired products from the Big Bazaar. Not well-read people also have cash in hand may not influence to buy the products in a Big Bazaar. Age, Income, Family size has positive effect on dependent variable, strategy of Big Bazaar to influence impulsive purchase.

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ANNEXURE I





ANNEXURE II
QUESTIONNAIRE

Dear sir/madam

I am **Harshith JP** of fourth semester MBA at **Acharya Institute of Technology**. I am conducting research on “**The Study on Impulsive Purchase Behaviour of Customer at Big Bazaar**”. I am very grateful to you could spare few minutes to help me in filling the questionnaire which is the part of my project report. Your co-operation will be highly appreciated and I assure you that this information will be used for the study purpose only and it will be kept very Highly confidential.

Name:

Gender:

Age:

Educational qualification:

Income:

Family Size:

Marital Status:

1. What is your preferable time for shopping?
 - a) 10am-12pm
 - b) 5pm-9pm
 - c) 12pm-4pm
 - d) No preferable time

2. How frequently you visit the store?
 - a) Daily
 - b) Twice in a week
 - c) Once in a week
 - d) Once in a month

3. One or two years back where you or your family used to shop?
 - a) Grocery shop
 - b) Departmental stores
 - c) Convenience stores
 - d) Big Bazaar
 - e) Any other preferred

4. How many hours you will spend in shopping at Big Bazaar?
 - a) 1/2-1hour
 - b) 1-2 hour
 - c) 2-3 hour
 - d) More than 3 hours

5. Given a choice now where you would prefer to do your shopping?
 - a) Grocery store
 - b) Departmental store
 - c) Convenience stores
 - d) Big Bazaar

6. What you'd like in Big Bazaar?
 - a) Cost
 - b) Convenience
 - c) Quality of product and services
 - d) Variety
 - e) Discount or offers
 - f) Ambience

7. Is shopping fun?
 - a) Always
 - b) Often
 - c) Occasionally
 - d) Rarely
 - e) Never

8. Have you ever faced situation where you wanted to buy planned items but bought other items due to impulsive purchase?
- a) Always
 - b) Often
 - c) Occasionally
 - d) Rarely
 - e) Never
9. What is the most widely recognised product which you will purchase on impulse from the Big Bazaar??
- a) Food and grocery
 - b) Apparels
 - c) Electronic goods
 - d) Home or kitchen items
 - e) Beauty and cosmetic products
 - f) Personal care products
10. Which strategy motivates to make impulsive purchase?
- a) Special Sales price
 - b) Free shipping
 - c) Good price on sale
 - d) Holiday or seasonal promotions
11. Which factor stimulate more impulse purchase?
- a) Heavy traffic area
 - b) Display prominence
 - c) Readily identified pricing
 - d) Easy credit
 - e) Easy of self-selection by customers
 - f) Layout or the store design
12. What kind of promotion stimulate more impulsive buying?
- a) Monetary promotion
 - b) Non-monetary promotion

13. Does availability of money affect your Impulsive buying behaviour?

- a) Always
- b) Often
- c) Occasionally
- d) Really
- e) Never

14. Do you agree unplanned purchase is an impulsive purchase?

- a) Definitely untrue
- b) Untrue
- c) Neutral
- d) True
- e) Definitely true

15. Location of the store is convenient to me?

- a) Definitely untrue
- b) Untrue
- c) Neutral
- d) True
- e) Definitely true

16. When I shop, I like to discover the products rapidly and checkout

- a) Definitely untrue
- b) Untrue
- c) Neutral
- d) True
- e) Definitely true

17. When I shop, I tend to impulse buying
- a) Definitely untrue
 - b) Untrue
 - c) Neutral
 - d) True
 - e) Definitely true
18. Are you satisfied with the service rendered in the Big Bazaar?
- a) Yes
 - b) No
19. How will you rate your shopping experience in Big Bazaar?
- a) Excellent
 - b) Good
 - c) Average
 - d) Poor
20. How much amount you will spend on unplanned purchase?
- a) 500-1000
 - b) 1000-1500
 - c) 1500-2000
 - d) More than 2000



ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: HARSHITH J P

INTERNAL GUIDE: Dr. NIJAGUNA G

USN: 1AY17MBA14

COMPANY NAME: BIG BAZAAR, DAVANGERE.

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		

BIG BAZAAR

A-Divn. of (Future Retail Ltd)
P.B. Road, Davangere-577 001

Company Seal



College Seal

HOD Signature

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