

A Project Report on

**“A STUDY ON CUSTOMER PREFERENCES IN CHOOSING BIG
BAZAAR AT RAJAJINAGAR, BANGALORE”**

BY

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1AZ16MBA08

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELGAUM



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

INTERNAL GUIDE

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**ACHARYA
INSTITUTES**

Department of MBA
Acharya Institute of Technology
Soldevanahalli, Hessaraghatta Main Road, Bangalore-90

MAY,2018

FUTURE RETAIL

Date: -25.03.2018

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Ajeet Kumar, USN-1AZ16MBA08** student of **Acharya Institute of Technology** has carried out her project work entitled " **A Study on Customer Preferences in Choosing Big Bazaar, at Rajajinagar Bangalore**" from 15th January 2018 to 25th March 2018. During his project he has seriously planned and organized the event given by us. The result of this work seems to be useful to our company.

We wish his success for his future endeavors.

FUTURE RETAIL INDIA LTD.

BIG BAZAAR

A Divn of (Future Group Retail Ltd.)
No. 5 & 6, Ward No. 14, Industrial Suburb,
Adi to Shell Petrol bunk, Near Lskon Temple,
Rajajinagar, BANGALORE-560 086.

Sr. HR Executive

BB- Rajajinagar



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. Ajeet Kumar** bearing **USN 1AZ16MBA08** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Customer Preferences in Choosing Big Bazaar at Rajajinagar, Bangalore**” is prepared by him under the guidance of **Prof. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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ACHARYA

DECLARATION

I **AJEET KUMAR**, hereby declare that the internship report entitled "A study on customer preferences choosing Big- Bazaar at Rajajinagar" prepared by me under the guidance of **prof. Sendhil Kumar.M** Faculty of MBA Department, Acharya institute of Technology and External guidance by **Mr. Ramesh G.S**, HR Manager of Big-Bazaar, Rajajinagar Bangalore.

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of master of business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone a summer project internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 25/05/2018

SIGNATURE

AJEET KUMAR

Ajeet Kumar

ACKNOWLEDGEMENT

I deem it a privilege to thank our principal Dr. S.C Pilli and academic dean Dr. Mahesh and our HOD Dr. NIJAGUNA for given me the opportunity to do the project, which has been a very valuable learning experience.

I would like to take this opportunity to express my deep sense of gratitude to Mr. Ramesh G. S H.R manager for giving the opportunity to undertake the project work at Big-Bazaar, I am also very thankful to the employees of Big-Bazaar and who directly or indirectly help me in successful completion of this project report.

I would also like to sincerely thank to my guide Prof. Mr. Sendhil Kumar of MBA department for having extended co-operation and support during the course of completion of the project.

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EXECUTIVE SUMMARY

The main objective of every commercial is to earn high profit, increase its sale revenue, analysis the taste and preference of the customers and filling the needs and wants and developing its business. To achieve the organization should attract the customer by giving more and more discounts and offers with better quality.

The retail sector is the ever-green business sector in the Indian marketplace, each and every retail company in the market is aggressive themselves. In order to win the customers sentiment and to retail the customers for the longer period of time. In this current period Retail industry is the fast mover to forthcoming sector, In India Big Bazaar play a valuable role. By promotions, offers, Displays, window shopping etc. triggers the customers to buy the products with no list in mind, Discounts, offers, combos, variety, low cost tempts the customers to buy the products with no particular list on mind. The entire research report is based on customer preference in choosing respect to Big bazaar, Rajajinagar.

The research titled **“A STUDY ON CUSTOMER PREFERENCES IN CHOOSING BIG BAZAAR AT RAJAJINAGAR, BANGALORE”**

This research is a marketing research and prepared with subjective to meet the primary objective research. The primary data was collected from the Big bazaar customers by using structured questions with the sample size of 100.

As per the study majority of the customers go for preferences purchase when there is a monetary promotion taken place and they will spend more time to purchase. Most of the customers will buy Apparels, cosmetic and personal use products on preferences purchase.

CHAPTER-1

INTRODUCTION

1.1 INDUSTRY PROFILE:

The activity of buying the necessity goods such as clothing, food and grocery etc. called as shopping. sometimes it become a custom to the individuals and also a recreational activity. sometimes it acts as an entertainment activity it involves window shopping and it doesn't always results in purchase.

Retailing act as middleperson between the manufacturer and the consumer. Here the individuals buy the products for their personal use for business purpose. Retail shops serves wide assortment of products under the same roof and it is one of the growing sectors in the Indian economy .

The promotional tools and strategy play vital role in attracting the customer towards the store. they serve the customers with better quality of goods and services and satisfies their need and wants.

The consumers' needs and wants are satisfied through proper supply chain management, this improves the demand of the products and this strategy helps to educate the individuals. in the billing is done using electronic payment.

Retailing easily attracts the consumers towards the store by using very attractive promotional tools. they procure the goods and products directly from the manufactures and they sell directly to the consumers. The manufactures can also promote their products inside the store, they easily analysis the taste and preference of the customers, they serve as they like. The customers may also easily identify the products which are neatly arranged in the store layout.

About 8% of the Indian GDP is gaining from this retail sector. it provides huge of employment opportunities to the individuals and improves standard of living.

TYPES BY PRODUCTS:

Retail is typically classified into following types such as:

- Provisions and Grocery products --some products requires cold storage and some products are normal in room temperature.
- Durables and hard goods-- such as utensils, sports equipment, Furniture and auto mobiles etc.
- Consumable goods -- such as cosmetics, medicines, footwear and stationery.

- Artistic goods--much as pleasant- sounding instrument, Gift items.

FORMATES OF RETAILING:

- **Hypermarket**

This is one of kind of outlet where we can find wide verity of products and goods with lower cost compared to other outlets. it is the combination of supermarket and the department store.

- **Warehouse store**

Here we get high quality of goods and products in very low rate or at less cost.

- **Variety stores**

Here in this store we get less collections of products with less cost.

- **Demographic**

Here they concentrate only on one particular category or segment.

- **Mom and Pop**

This outlet is operated by the family members which is smaller in size and concentrated on selective category of the products with minimum collections,

- **Supermarket**

This is the only store where the option of self-services is offered. it mainly concentrated on eatables, food and grocery and restricted list of products on non-food category.

- **Specialty stores**

This kind of outlets are majorly concentrated on one specific merchandise either on the specializes products. it may be shoes, toys or automobiles etc.

- **Department stores**

These are the very big offers variety of products with minimum cost which similar to the collections of specialty stores.

- **General stores**

These are the stores which serves goods and services to the rural group and satisfy their needs and wants

- **Convenience store**

These stores provide inadequate sum of products at more than normal price with easy check outs this store deals with emergency and immediate purchase consumables.

- **Discount stores**

These types of store had N number of products and sales goods and services at very price compared to the other stores.

- **Mall**

The outlook and the ambience are very attractive. it includes products, food and entertainment under single roof. we can spend more time here.

- **Category killers**

Here we will get wide variety of products under the single category at comparably lower prices as compares and helps to solve their confusion and gives more information about the products.

- **Vending machine**

It is small and a kind of automated machine where the customers can drop money over the machine and then they can get the products. based on the income of the customers the will buy the products and the services.

- **Boutique**

These are called as concept stores, these are the stores are tiny in size and only concentrate single brand.

WORLD TOP TEN RETAILERS:

Sl. No	Name of the company	Country name
1	Tesco	United Kingdom
2	Costco	United states
3	Wal mart	United states
4	Kroger	United states
5	Carrefour	France
6	Lidl	Germany
7	Metro AG	Germany
8	Amazon .com	United states
9	Aldi	Germany
10	The home depot	United states

➤ **TESCO:**

It is established in the year 1919. Head quarter is at Chesnutt United Kingdom (England). Jock Chosen was the founder. Nearly 6900 outlets are their globally. It provides employments opportunity to lakhs of people.

➤ **COSTCO:**

It is a government established outlet, started on 1976, 7th of December main office is at Issaquah, United states of America. There are almost 900 outlets operating in many countries.

➤ **WALMART:**

This is the largest retail store in the world. started in the year 1962. Almost 12000 outlets operating in 30 nations this is the highest profit gaining retail outlet in the world and also highest number of employees are working here.

➤ **KROGER:**

It handling convince store and the super store. Headquarters is at united states of America Around 3000 stores are there all around the world Established at 1883.

➤ **CARREFOUR:**

Head office is at Billion Court, France. 11,000 stores are operating.

➤ **ALDI:**

Head office is at Eisen, Germany. 9800 stores across the world. established in the year of 1946.

➤ **METRO:**

It is a kind of departmental store. started in the year 1964. Head office is at Germany.

➤ **AMAZON.COM:**

It is an online shopping-based company. Started in 1994, main office is at united states. More than 300000 employees are working here.

➤ **LDLI:**

It is a discount store and the hypermarket. Almost 200000 employees are working. Operating in more than 30 countries.

KEY CHALLENGES:

- Pricing: As we all known Indian are money minded. Low pricing attracts more number of customers and it helps for expansion and long running of the store. It is the quickest and the easiest variable to change.
- Target audience: customer are the most important factors of the retail industry. It acts as a fuel for retail booming.
- Merchandise: it is the very important goal. It comprises of activity such as acquire the needed product and services at the accessible time, quantity and place.
- Scale of operation : it involves all the activity of supply chain , which

approved out in the industry. The of business is very high in India.

- Location: “ Right place, Right choice “. Locality is the most significant component for any business process that is the typical and the main contemplation in the customer choice. Based on the scene and the locality the individual set the strategic plan.

Reasons for the growth of retail sector in India :

- Impact of technology result in the growth of retail sector by transformation of ideas and thoughts with the help of electronic device and through computers.
- Reduces the gap between consumers and the manufactures.
- The level of income is high among the individuals and the standard of living increases.
- Number of working women increases day by day, they like to buy quality of products at short intervals of time.
- It easily attracts the foreign investors.
- It educates the customer about quality and the variety.
- It provides wide variety of quality products under one roof and helps in managing the time in an effective manner.

1.2 COMPANY PROFILE:

FUTURE GROUP:

Future group is a type of private company. It is operating under retailing, insurance, logistics and media. Founded by Kishore Biryani and he is the managing director(MD) and the chief executive officer (CEO) of the organization. Headquarters is at Mumbai, Maharashtra, India. it is serving integrator foods and fast-moving consumer goods (FMCG). Future group is rendering services as supermarket, Hyper market, Discount stores, Insurance, Logistics and media. the net income is around \$144 million. The divisions of future group are as under

- Future retail ltd.
- Future lifestyle fashion ltd .
- Future consumer enterprises.
- Future supply chain Ltd
- Future brands Ltd .
- Future capital holding Ltd

Tasty treat, Fresh and pure, Clean mate. Ekta, Premium, Golden Harvest, such are the Home products of the future Group. Future venture and Generali Future are the monetary services and other services of are supply chain management, Brands, Future learning.

Retail services assortments of retail group:

Future Retail Limited	Future lifestyle fashions limited
<ul style="list-style-type: none">➤ Easy day➤ Food hall➤ Fashion @ Big Bazaar➤ Home town➤ E-retailing➤ Food bazaar➤ Big Bazaar➤ E-Zone	<ul style="list-style-type: none">➤ Brand Factory➤ Planet sports➤ Central

1.3 PROMOTERS

Managing director	Kishore Biyani
Joint Managing Director	Rakesh Biyani
Whole Time Director	Vijay Biyani
Chairman	Shailesh Hari Bhakthi
Director	Darlie Koshy
Director	Anil Harish
Director	Bala Deshpande
Director	Doreswamy
Director	Gopikrishna Biyani
Director	V.K Chopra

BIG BAZAR:

The largest hyper market chain in India is Big Bazar

Type: Hindu undivided company

Business: Retailing

Established: 2001

Head office: Mumbai, Maharashtra India

Format: hypermarket

Income: Rs. 140 billion (US \$2.1billion)

Number of employees: More than 50000 people

Parent: Future group

Slogan: Naye India ka bazaar

1.4 VISION, MISSION AND QUALITY POLICY:

Vision

Future group delivery services to Indian everywhere, Everything and every time in most profitable manner.

Mission:

We will serve all the classes of the society with better quality and quantity.

We will sell Indian products with confidence and enthusiasm.

We shall be very conscious about the price and more committed towards the quality.

We shall ensure that sincerity, Hardworking and the positive attitude among employer and the team motivates to achieve goal and it uplift the step of success.

Consumption is through providing better employment opportunity and income.

Based on this theory Big Bazaar serve all the classes of people equally such as upper middle classes, lower middle classes.

BIG BAZAAR TIMELINE:

2001:

- ❖ After starting of few days three stores are launched in Kolkata, Bangalore and Hyderabad.

2002:

- ❖ At high street phoenix Mumbai, in Big Bazaar food bazaar as become the part of it
- ❖ Credit card was launched by icici bank

2003:

- ❖ Big Bazar launched its new store in Nagpur with tiers of two cities.
- ❖ Big Bazar gets ready to welcome 10th million customers at Gorgon store.

2004;

- ❖ Big Bazar and food Bazar was won national award and the most Admiral Award.
- ❖ During Diwali in a single day the company profit was touched Rs 10 million.

2005:

- ❖ In Tarapur central warehouse RIFD and SAP was implemented.
- ❖ House hold junk items exchange was launched.
- ❖ E-Zone and Home town was launched.
- ❖ For loyal customer ICICI bank launched golden credit card.

2006:

- ❖ The jewelry store called Navars was launched the store.
- ❖ Sangali farmers become the largest ever customers with the Rs.137367 shopping bills

2007:

- ❖ In Kanpur 50th store was launched.
- ❖ The Campaign called “power one “was started to save Indian children.

2008:

- ❖ The new campaign called MahaBachat was launched.
- ❖ Fashion @ Big Bazar (FBB) was started.

2009:

- ❖ Youth icon Mahindra sing Dhoni and Aswin, was chosen as a brand ambassador of Big Bazar.
- ❖ “The great exchange offers “was started.

2010:

- ❖ In third consecutive year Big Bazar won CNBC consumer award.
- ❖ At Z square mall third store was opened at Khanpur.
- ❖ For Big Bazar price challenge Vidhya Balan was chosen as Brand Ambassador.

2011:

- ❖ Aadhar wholesale store was started at kalo at Gujrat and also it enters rural wholesale and distributing business.
- ❖ Naye India ka Bazar as become the new logo.
- ❖ Big Bazar as opened its 200th store in India.

2012:

- ❖ Kapoor chosen, Sakshi Tanwae and Ram brand ambassador to promo turnover.

- ❖ “Kids’ cookies “was launched with Disney.
- ❖ Big Bazar has launched its home delivery servicest in Mumbai.
- ❖ The concept of customer service was launched in Rajajinagar family February 24th.

2013:

- ❖ The Big bazaar profit club was introduced for unique customer membership.
- ❖ They starting celebrating April Utsav.

2014:

- ❖ Big bazaar is planning to invest Rs.100 crores for marketing

2015:

- ❖ Online shopping facility was started
- ❖ Pay on delivery.

2016:

- ❖ Future group negotiation with grocery retailer hyper city for a tentative and they started end of the year.
- ❖ They open 300 stores across 100 cities in the country.

2017:

- ❖ They focused more on social media for influence customer and they give 180000 offer coupons.
- ❖ They reached 20000 crores. It’s one of the best performance by any chain retail in India.

2018:

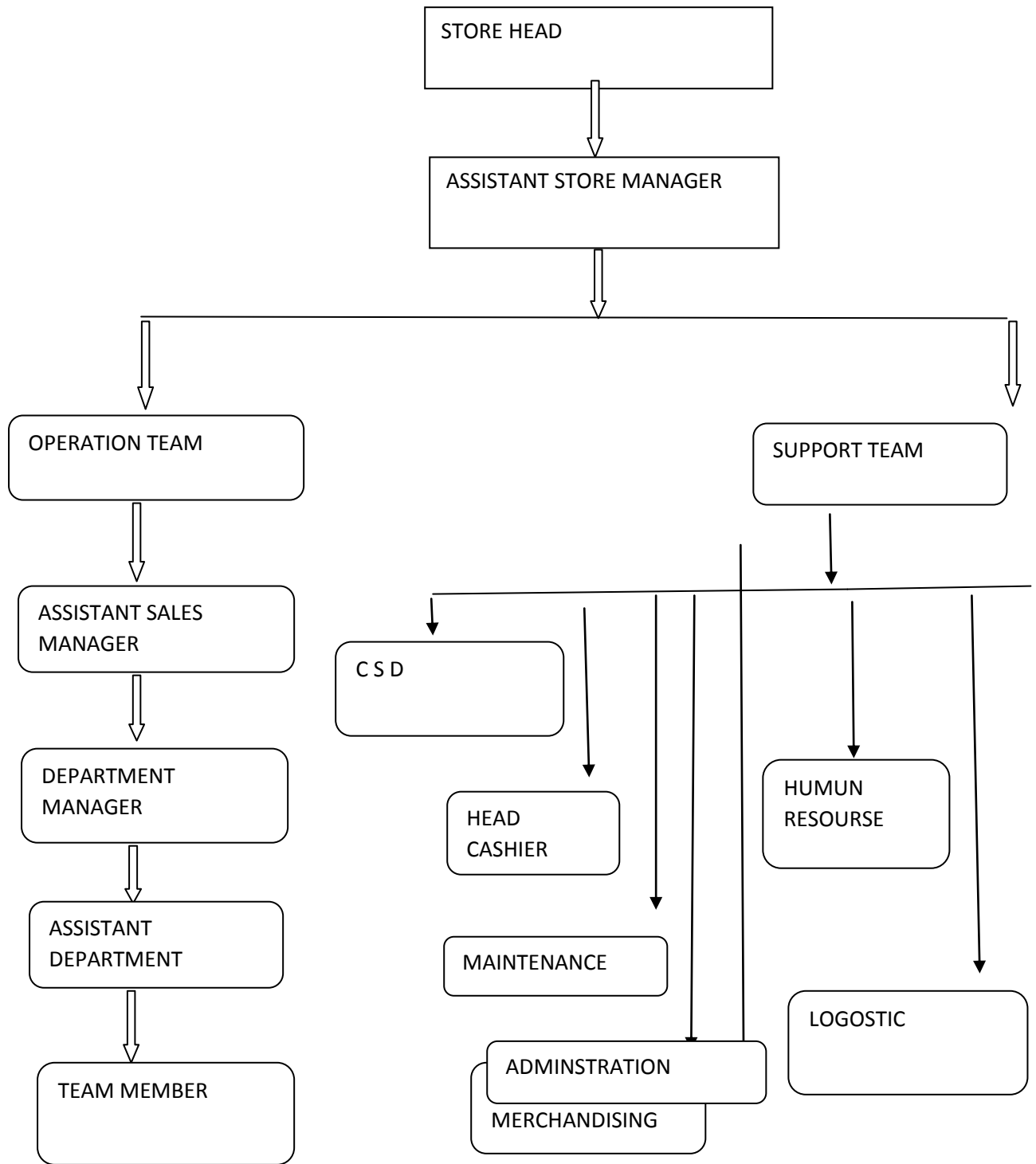
- ❖ Big Bazaar in order to increase footfall in its offline store, has partnered with online giant google to create” **smart search**” where the query will get exclusive offers which can
- ❖ redeem in its store

QUALITY POLICIES:

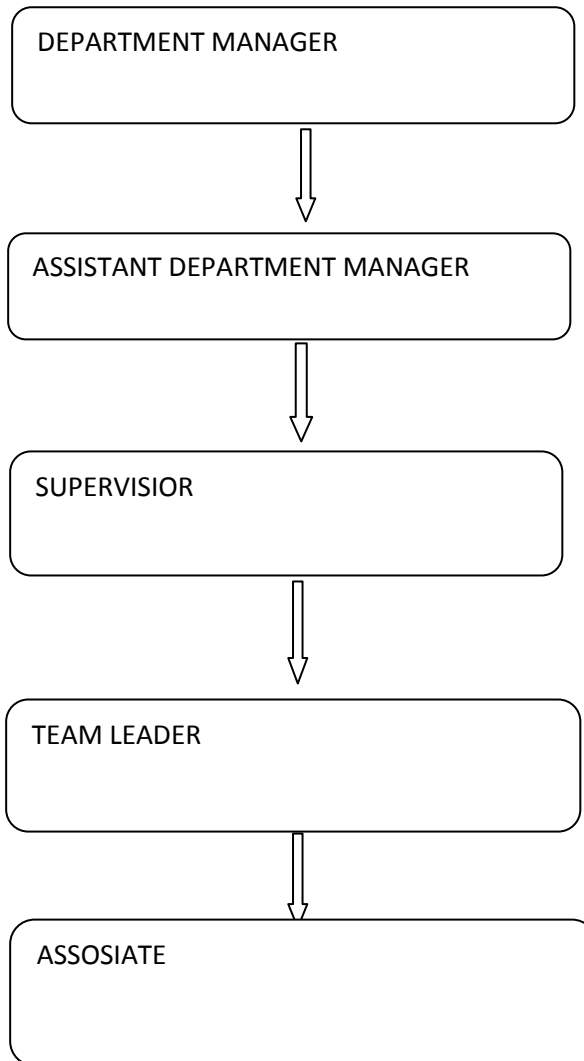
- valuing and Nurturing relationship: maintaining good customer relationship and analyze the customer and try to satisfy their needs and wants.

- Leadership: it is the only element which safe guards the interior principles and took the business to the higher level.
- Respect and Humility: Giving values to the words of others and encourage their thoughts and ideas. Maintain the harmonious relationship with the customers.
- Introspection: it motivates everyone to think about them and take self-decision what should be done and what not.
- Indians: self-confidence and self –assurance helps use to achieve greater objectives and that helps us to safe gaur our interest Openness: it encourages everyone to think on own, share their ideas and thoughts publicly without any fear.
- Adaptability : get easily adjustable to the situation and try to work on it for the betterment.
- Flow: start learning new- innovative things and experience those things helps to gain more knowledge.

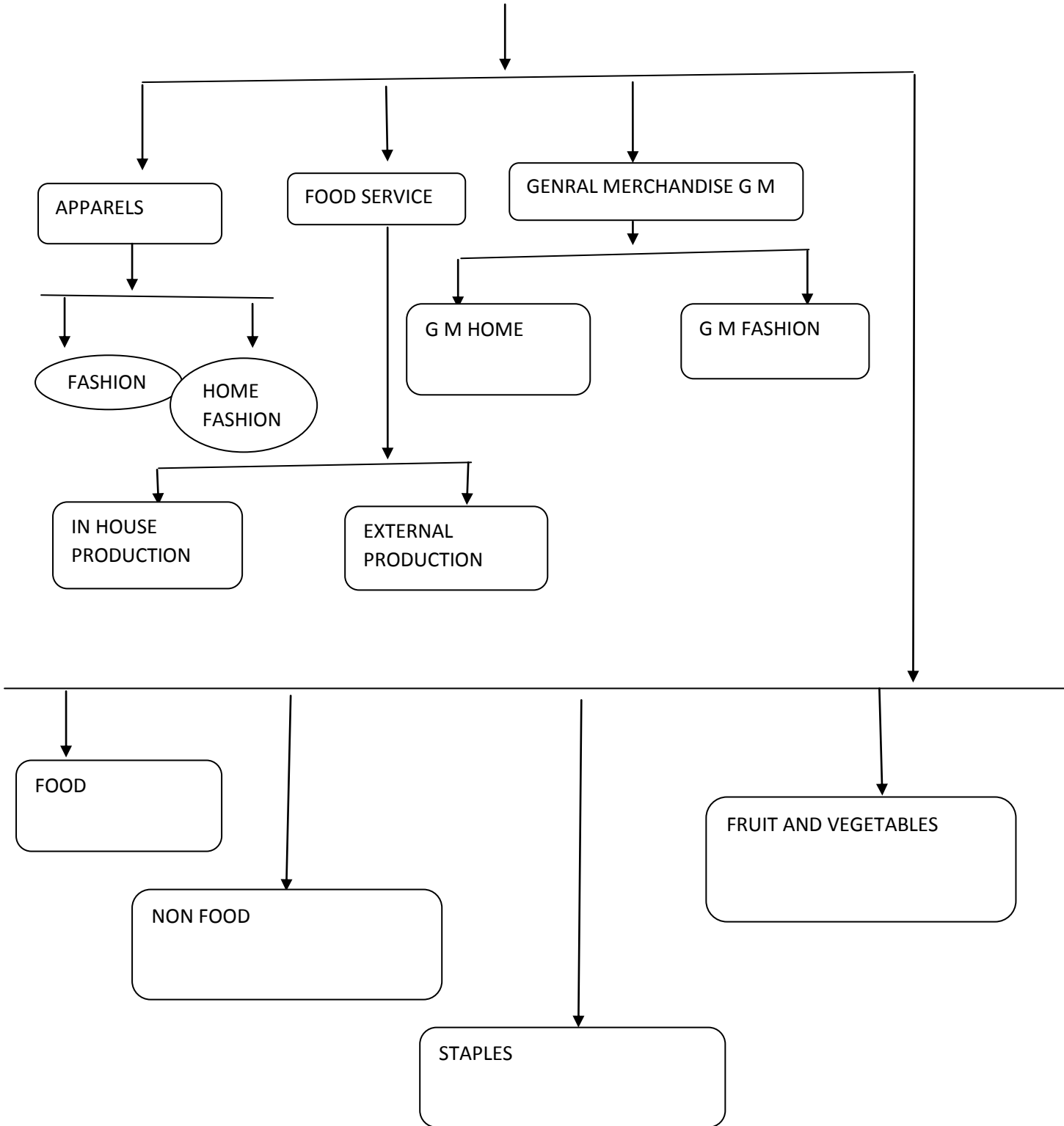
1.5 PRODUCT/SERVICES PROFILE AREAS OF OPERATION (DEPARTMENTWISE)



DEPARTMENT WISE



LINE OF BUSINESS



The big bazaar is a one of the main supermarkets in India. The big bazaar is present in more than 90 cities in the country's top hypermarket network to keep many of its stores a new renovated look. An improved mix and better classification merchandized help attract new customers, increase basket size exist customers. Food bazaar by offering greater variety focused on increasing the size of the ticket. Shops also have fresh fruits and vegetables a larger product, and customers have been brought back to the store more often. More importantly, it focuses on the elimination of their kitchen by the customer sheva labour won the negative mind and heart share - share many customers.

The Big Bazaar is the future of India Limited owned retail discount store chain, in the subway, medium and small cities are currently more than 50 stores. Big Bazaar, etc., as a combination of the choice of modern retailing, convenience and health of the Indian market look and feel. It works the same economic model as Wal-Mart and many Indian cities and small towns with considerable success. The idea was by entrepreneur discipline Biyani, limiting future head of retail lead. Big Bazaar is not just a discount store. It TPO foreign currency every need your family, where scores than other stores Bazaar advocating its currency value to customers in India. Big Bazaar is always for high service and low prices. Currently only Big Bazaar stores in India. This is the fastest growing department store chain Big Bazaar is where you get the price lower than the MRP available products, set prices, convenience and quality standards to a new level goal.

PRODUCT MIX OF BIG BAZAAR.

APPERAL	FOOD SERVICES	GENRAL MERCHANDISE	FOOD BAZAAR
FASHIONS- <ul style="list-style-type: none"> • MEN WEAR Men's casuals Men's formals 	IN HOUSE- PRODUCTIONS: - Hot kitchen Cold kitchen EXTERNAL PRODUCTION	G M HOME Plastics Utensils Crockery G M FASHIONS Luggage	FOOD: Ready to eat Processed food Snacks Juices Soft drinks

Men's accessories • LADIES WEAR Ethnic wear Ladies western Ladies accessories • KIDS WEAR Boys wear Girls wear Infants Accessories • HOME FASHIONS Bed sheets Carpets Towels Home decors		Toys and sports Books and stationeries New business development GENERAL Stationeries Foot wear	Ice cream Coffee and tea STAPLES: Spices Oil and refineries Groceries NON- FOOD Cosmetics Home care products Personal care products FRUITS AND VEGETABLES: Fruits Vegetables
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FUNCTIONAL DEPARTMENTS OF BIG BAZAAR:

There are 6 functional departments in big bazaar, Rajajinagar

1. FINANCE DIVISION
2. MARKETING UNIT
3. HUMAN RESOURCE DEPARTMENT
4. DEPARTMENT OF SALES
5. OPERATION UNIT
6. SUPPORT SYSTEM AREA

- a. CUSTOMER SERVICE DESK
- b. ADMINISTRATION DEPARTMENT
- c. MAINTANCE DEPARTMENT
- d. LOGISTICS DEPARTMENT

1.6 Infrastructural Facilities:

- Parking area
- Fire exit
- Restrooms
- Wheel chairs
- Mother's room
- Store ambience
- Trail room
- Drinking water
- Lifts / Elevators

2.7 Competitors of Big bazaar:

- More
- Reliance fresh
- Shopper stops
- Metro
- Food world
- D-mart.

Schemes and Innovation

Big bazaar has come with the new schemes and innovations which helps to gain customers and helps to gain goodwill in the society and inversely help to reach the targets and to gain higher rate of profit.

Schemes and Innovations which are adopted by the big bazaar such as follow.

- ✓ Wednesday bazaar – The concept of this scheme was promoted to “HAFTE KA SABSE DIN” (lowest price day of the week). The idea behind this was to attract the customers towards the store and draw their attention. This was started in January 2007.
- ✓ Mega saving (Maha bachat) – The idea behind this scheme is mega saving was introduced in the year 2006 as a single day campaign with the promotional offers across the company outlet.
- ✓ Great exchange offer: under this scheme the customers are allow to get the junk materials from their home such as old newspapers, clothes, toys etc. exchange their goods and get coupons. later on, when they shop goods the amount will be redeemed, it is implacable in all over India.
- ✓ Every day lowest price- it is introducing in year 2017-2018 where is some products are available at lowest price every day at big bazaar.

REWARDS AND ACHIEVEMENTS:

- ✓ 2018-IMAGES most admired national super market.
- ✓ 2017-best use of digital media.
- ✓ 2016-images most admired food & grocery retailer of the year.
- ✓ 2015- The best retail shopping destination award.
- ✓ 2014- most admired food and Grocery retailer of the year award.
- ✓ 2014- EFFIE award.
- ✓ 2014 – direct store of the year privileged with E-retailer of the year.
- ✓ 2010- coca- cola golden spoon award.
- ✓ 2009- most favored multi product chain and brand food and beverages chain

- ✓ 2007 – most admired retailer of the year . (large format , multi products)
- ✓ 2007 – most admired retailer of the year (grocery and food)

1.8 SWOT ANALYSIS:

STRENGTH:

- Serving customers according to their needs and wants.
- Well trained employees at the floor.
- N number of products available under the same roof.
- The strategy of everyday low pricing
- The options on pay on delivery and home delivery services
- The offers and the discount prices.

WEAKNESS:

- Less number of billing counters it distracts the customers.
- Limited branded products.
- Very crowd populations during offers period.
- Low price = low quality (general perception)
- Fails to open at on time.

OPPORTUNITY:

- Establishment of outlets at sub –urban area.
- Promoting Indian cultural products
- Increased the number of organized retail outlets.
- Increase in the number of branded products.

THREATS:

- Global top retail establishment affects the growth.
- If laws and polices changes
- High risk in the area of operation.

1.9 FUTURE GROWTH AND PRESPECTIVE:

- Planning to increase the number of outlets, especially Brand factory.
- Order on call facility
- Improvise the online shopping options.
- Planning to conduct weekly campaign about the promotional offers.
- Robotic technology for customer service
- Looking for more acquisition of same substitute.

CHAPTER -2
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Marketing is old as the human civilization. In the ancient period marketing was too different from today, that time it was related only with sale product or bargaining. But recent time is too change, full of advertisement and full fill customer satisfaction and try to get more sale through CRM.

Marketing is more important for any company, because so many competitor and every want get market share and customer.

The word of market is most wider spread word, its include every resource of marketing and it is involving to provide all the necessary facilities of goods and services through directly from manufacturer or creator. Marketing is the most important factors in creation of effective use of resource and there is an urgent need in the developing country for building up the supply of the market manager.

MEANING OF MARKET

Market means where buyers and seller are meeting for the trade it's called marketing.

MEANING OF MARKETING

Creating the demand of product/service in market through advertisement strategies etc.

SCOPE OF MARKETING:

- ❖ Goods: - it is tangible product. Where it can not only sale person to person but can also through internet and phones.
- ❖ Services: - it is intangible. Service sector industry is doing well more than 60% of GDP coming through this sector only.eg- Hospitality, transport, banking etc.
- ❖ Events: - events are the things which creates awareness to the people about the recent aspects in view of the further things.
- ❖ Information: - usually we gathered information through internet, books, magazines, Wikipedia, website etc.

GOALS OF MARKETING:

- ✓ Maximize the consumers consumption level.
- ✓ Increase satisfaction level of consumers.
- ✓ Maximize the product choice to consumers.
- ✓ Maximize the duration of product quality.

MARKETING MIX:

There are mainly four marketing mix,

MARKETING MIX

PRODUCT

- ❖ VARIETY
- ❖ QUALITY
- ❖ DESIGN
- ❖ FEATURES
- ❖ BRAND NAME
- ❖ PACKAGING
- ❖ SERVICES

PRICE

- ❖ LIST PRICE
- ❖ DISCOUNT
- ❖ ALLOWANCES
- ❖ OFFERS
- ❖ PAYEMENT PERIODS
- ❖ CREDIT TERMS

PROMOTIONS

- ❖ ADVERTISING
 - ❖ SALES PROMOTIONS
- ❖ PERSONAL SELLING
- ❖ PUBLIC RELATIONS

PLACE

- ❖ CHANNELS
- ❖ COVERAGES
- ❖ ASSORTMENTS
- ❖ LOCTIONS
- ❖ INVENTORY
- ❖ TRANSPORTATION
- ❖ LOGISTICS

IMPORTANCE OF MARKETING:

- To achieve organizational goals and objectives.
Helps to provide goods and service which the service wants.
- To increase standard of living of the people .
- Economics growth of the country .
- To helps in adoption of the new technology.
- To achieve maximum efficiency production and productivity.

ELABRATIVE INFORMATION ON TOPIC

Customer – a person who buys goods or services from a shop or business.

Preferences- a greater liking for one alternative over another or others.

Customer preferences- customer preference is what type of product an individual customer likes and dislikes .

Eleven types of customer preferences

Convenience - Preferring things that area unit simple like a subsiding for a close-by building. Convenience is taken into account a powerful sort of client motivation.

Effort- The satisfaction that results from effort. as an example , a client who gains a way of accomplishment from a diy project.

User interfaces - Some customers can like the only program potential. Others can like countless buttons to play with. this will be the maximum amount concerning preference as would like.

Communication and information- Preferences associated with communication vogue and knowledge density. for instance, some customers wish to scan elaborate specifications et al wish to listen to a story.

Stability vs variety- Customers who would prefer the same exact shoes they purchased a year ago in the same season versus customers who prefer an incredible variety of shoes and avoid repeat purchases.

Risk – The risk tolerance of the client. Applies to apparently innocuous things like getting complete new } brand for the primary time.

Values - Preferences associated with values like customers who purchase environmentally friendly product.

Sensory - Preferences related to values like customers who purchase environmentally friendly product.

Time - Time preferences like a client who prefers associate degree attentive waiter who drops get each five minute versus a client who does not need to feel rush.

Customer services- It is well known in the customer service industry that some customers prefer friendly service and others prefer diligence and professional distance . For example, a hotel porter who engages in friendly conversation versus dry information about the room and hotel.

FACTORS INFLUENING PREFERENCE BUYING BEHAVIOUR:

EXTERNAL STIMULI	INTERNAL STIMULI
1. Store characteristics	Impulsiveness
2. Sales promotion	Enjoyment
3. Employees	Hedonism
4. presence of peers and family	Fashion
5. perceived crowd	Emotions
6. shopping channel	Variety seeking
7. sensory shopping	Product involvement

product related and situational factors	soico-cultural, demographics factors
1. Time availability	Gender
2. Money availability	Age
3. Product characters	Income
4. Fashion products	Education
5. New products	Soico-economic & cultures

2.2 LITERATURE REVIEW:

- I. WILLETT AND KOLLAT (1967) – Examined that customers personality and their intellectual capability manipulate more on inclination purchase.

- II. HOCH AND ROOK (1985) -It has focused on the cognitive and emotional response which experienced by the consumer during purchase. it is the psychological model of consumer preferences buying. It deals with certain characteristic they are as fellows
 - An unexpected and the unstructured aspiration perform.
 - The situation of mental disequilibrium performs.
 - The commencement of emotional conflict and effort.
 - Lessening in the cognitive evaluation

- III. GOODEY & ABRATT (1990) – Examined that Manufactures and the retailers in the industrialized countries spend large sum of amount on personal ad and the promotion to increase the sales on merchandise through “preferences buying “. In – store stimuli hold true across culture. Analysis of variables such as brand loyalty, specific outlet and presence of shopping list also impact on cross cultural basis.

- IV. PIRON (1991) – preferences purchase is a phenomenon that are started trigger the consumer and he demonstrated about how the new updating improves over the previous buying procedure.
- V. Et al DITTMAR (1996) – Determined that gender and the societal group effect on preferences buying of instrumental and free time items which projects their self-determination and action. Usually girls tend to procure the representative and self – significant goods which are associated with their look and emotional aspects of self .
- VI. FERRELL & BEATTY (1998) – Explained that preference shopping tempts the customers to immediate purchases which are without any pre –shopping objective either to buy the particular merchandise category. The buying of an item which is out of stock and reminded during encountering the product are excluded from the preview of preferences buying
- VII. WOOD (1998) – Declared that economic and the cultural factors of person such as low-down level of the house hold returns indulger into spontaneous purchase.
- VIII. HAUSAMAN (2000) – Explained preferences buying is a hedonic need predominately motivated by the achievement of advanced wants and needs which are term under the Maslow’s Motivational needs and efforts to assure the advanced categorize needs in this hierarchy lead to different type of preferences buying behaviour.
- IX. LEE AND KACCEN (2002) – Examined in the aspects of intellectual perspective, the hypothesis of individualism and collectivism give important insights about consumer’s preference behaviour. Individualism are the more independent in themselves in greater preferences purchase .
- X. WONG AND ZHOU (2003) – Describe the experimental and informative aspects of point of purchase (POP) triggers the inner motives to buy the particular products.
- XI. Et al JONES (2003) – specification in product buying is the utter resultant of involvement, enjoyment and desire buying.
- XII. LUO (2005) – He practically showed that the peer group, family and the mental capability impacts on spontaneous purchase.
- XIII. SINGH AND KAUR (2007) – Deliberated that shopping attitude of the formative years and found that sensory stimulus such as back ground music or feel of the product music, odours. product play a very important in shaping the

shopping exercise of those role, exercise of those individuals and staff preferences buying activity in them.

- XIV. HARMANCIUGLU (2009) – Recommended that uphold of the preferencesbehaviour triggers and performance of novel goods, managers might emphasis on enthusiasm and wide variety of products helps in their promotional activity.
- XV. BASTIN AND YU (2010) – Examined that the in-store ambience and the layout and design, promotional strategy used in the store helps to attracts more purchase in preferences category.
- XVI. Et al SHARMA. (2010) – Differentiated that preferences buying as hedonic attitude that are associated with the feelings and the psychological motives instead of thinking and functional benefits .
- XVII. HULTEN AND VANYUSHYN (2011) – Also observed that impulsive buyer is giving more notice to the in – store promotionthy, displays and the combo offers.
- XVIII. Et al CHANG (2011) – commented that individuals who had more optimistic emotional responses to the retail atmosphere were more possible to make preference purchase.
- XIX. KHALIFA AND SHEN (2012)- Experimented that cognition of the consumers moderate the relations among preferences purchase and actual list of unplanned buying.
- XX. SINGH AND KAUR (2007) – Examined that the shopping attitude of the teenagers and found that the sensory stimulus such as melody tune, enjoyable aroma of the products play a significant role in determining and shopping of individuals and set off buying activity.

CHAPTER-3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM:

The study has been conducted on Big-Bazaar at Rajajinagar, Bengaluru. To find customer preferences in choosing Big-Bazaar. This study done on certain aspect (income level, price, selection of products satisfaction level of customers)

3.2 NEED FOR THE STUDY

Now a day's retail industry is facing more problem, every retail shop is looking to get more market share of customer. Every day market condition is going to change cause of offers, low price so we need to know customer preference and their expectation and also check our service and process by getting feedback of customer.

This research show customer preference where we can change lots of thing that customer don't like and we can apply effective design to get touch with customer.

3.3 OBJECTIVES OF STUDY

To identify the purchase behaviour of the customer with respect to preference.

To know the preference purchase intension of customer before purchase.

To know the factors affecting preferences purchasing.

To understand which category of the products preferences by customer

3.4 SCOPE OF THE STUDY:

This research will be applicable in the area of customer decision making process purchasing of product at Big-Bazaar. This report will be help in understand customer preference at Big-Bazaar, and it would help Big-Bazaar in designing their marketing promoting sales.

3.5 RESEARCH METHODOLOGY

Research is based on the scientific, logical and the systematics way of studying the tools and techniques are used for the systematics procedure and to collect the data. Most of the data collected by customers and some of the data collected by website or internet. Based on type of study we can apply any kinds of research design.

For doing this study we adopted two type of research design: -

- ❖ Descriptive research
- ❖ Causal research

We mainly focused on descriptive research, in this we go one by one process and the aspect. It briefly explains aspects what, why, when, how, and by whom. It is really helpful for statistical calculation which help for the conducting the study.

DATA GATHERING TECHNIQUE: -

In this research we used internal and external sources for collecting data, internal data collected from company book records, documents and company website, and external data through facts and figures such as structured questions.

➤ Main sources:

This method also called primary data collection, this process consuming more time for collecting raw data. It can be done through personal, interview, by method of observation and by filling questionnaire.

➤ Resultant sources: -

This is also called secondary data. Where it is collected by internet, books, magazines, newspapers, annual reports of company etc.

Sampling design: - non- probability sampling

Sampling technique- convenient sampling and simple random

Sampling unit- 100 respondents

Sampling tool- structured question

Timing for survey- 10:30 am – 5:00 pm

Area of study- Big- Bazaar Rajajinagar

Data analysis method- Tables and charts.

3.6 HYPOTHESIS TESTING:

Hypothesis:

H₀: The frequency of visit to Big Bazaar Does not depend upon Monthly Income

H_a: The frequency of visit to Big Bazaar depend upon Monthly Income

Independent variable – monthly income

Dependent variable- frequency of visit.

3.7 LIMITATIONS OF THE STUDY:

- ✓ It is very difficult to analyze the customer behavior while shopping.
- ✓ Time is an important constraint, since the study is only for 2 months.
- ✓ As per the rules and policy of the company, executives were not ready to disclose many information's like sales of the day, sales of each department etc.
- ✓ Managers were full on active in their work program and we get less time for discussions.

3.8 CHAPTER SCHEME

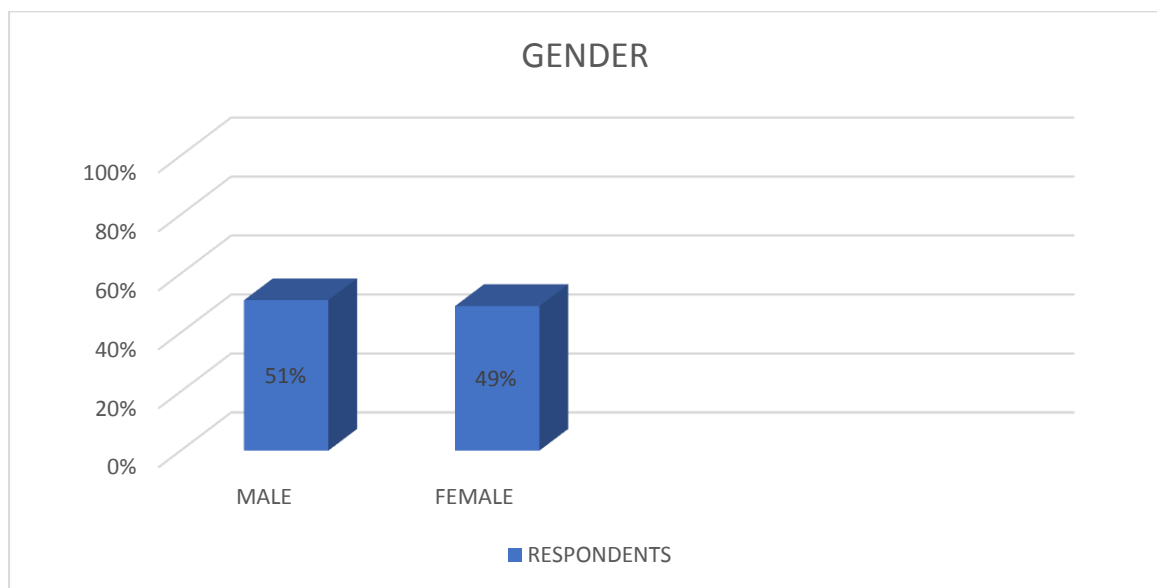
- Chapter-1 introduction- to understand company profile, organisation culture that provide brief introduction overall industry.it is all about company.
- Chapter-2 conceptual background and literature review -to understand regarding topic, and literature review that explain about topic.
- Chapter-3 research design- to understand problems, objective, scope, limitations, research design, for study on organisation.
- Chapter- 4 data analysis and interpretation- to understand data collection and response on graph, that help to interpretation for study
- Chapter-5 findings, conclusion and interpretation- to understand customer response, conclusion and interpretation base on study of topic

CHAPTER 4th
DATA ANALYSIS & INTERPRETATION

4.1. TABLE SHOWING GENDER

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
MALE	51	51
FEMALE	49	49
TOTAL	100	100

4.1 CHART SHOWING GENDER



INTERPRETATION: -

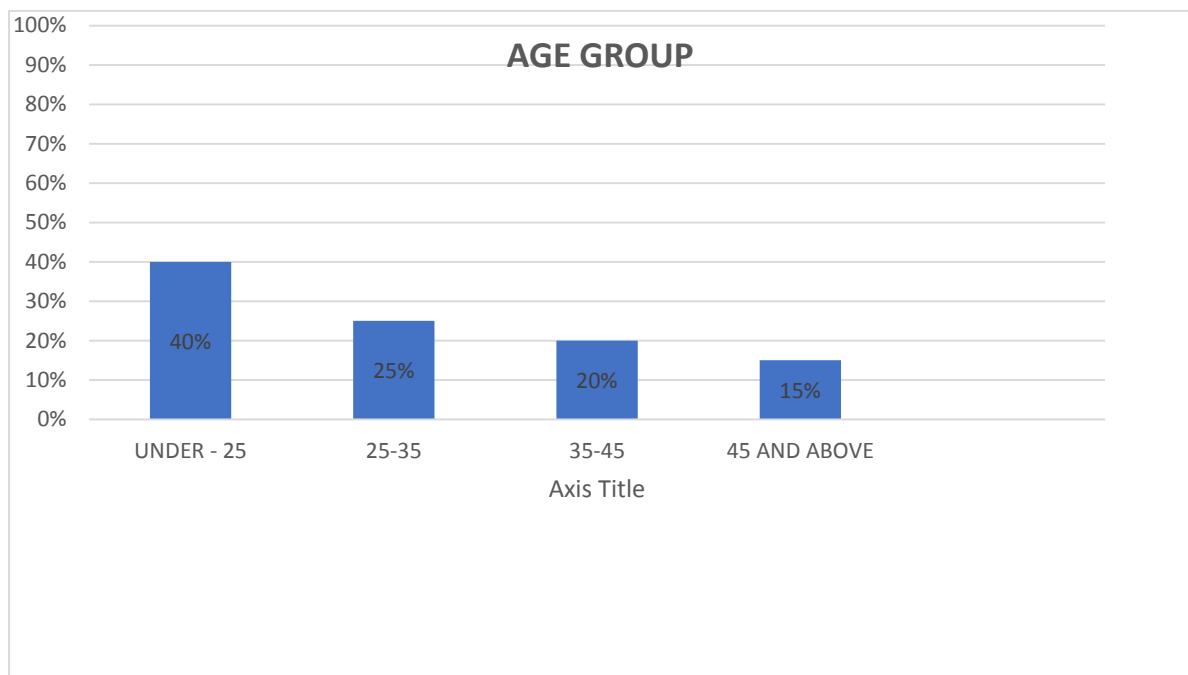
From the above table it is inferred that 51% of respondents are male and 49% of respondents are female.

4.2 TABLE SHOWING AGE GROUP OF CUSTOMERS

AGE	RESPONDENTS	PERCENTAGE
UNDER-25	40	40
25-35	25	25
35-45	20	20
45& ABOVE	15	15
TOTAL	100	100

Above data collection the age group divided into (under -25(40%), 25-45(25%), 35-45(20%), 45& above (15%). That show how the age group visit big bazaar.

4.2 GRAPH IS SHOWING AGE GROUP OF CUSTOMERS



INTERPRETATION: -

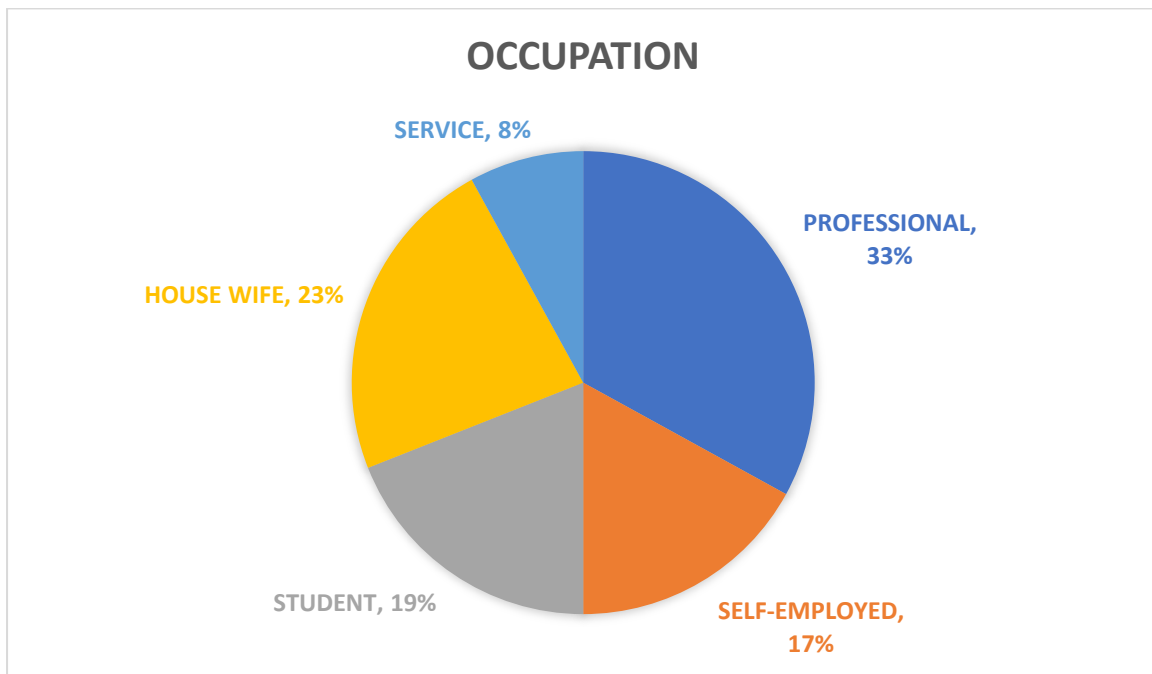
Majority of customers is youngster that seems to grow in future and company should focus more on youngster by giving offers and better services.

4.3. TABLE SHOWING THE CUSTOMER OCCUPATION THOSE WHO ARE VISITING BIG BAZAAR.

OCCUPATION	RESPONDENTS	PERCENTAGE
PROFESSIONAL	33	33
SELF-EMPLOYED	17	17
STUDENT	19	19
HOUSE-WIFE	23	23
SERVICE	8	8
TOTAL	100	100

Above data collection customer occupation percent is -professional 33%, self-employed 17%, student 19%, house-wife 23%, service 8%.

4.3 GRAPH SHOWING CUSTOMER OCCUPATIONS-



INTERPRETATION: -

As per graph majority of professional person is customer of Big Bazaar in high and also contributed by house wife, student, self -employed. But service employed is less it is 8% that is not sufficient. So, they should focus more on house wife & professional.

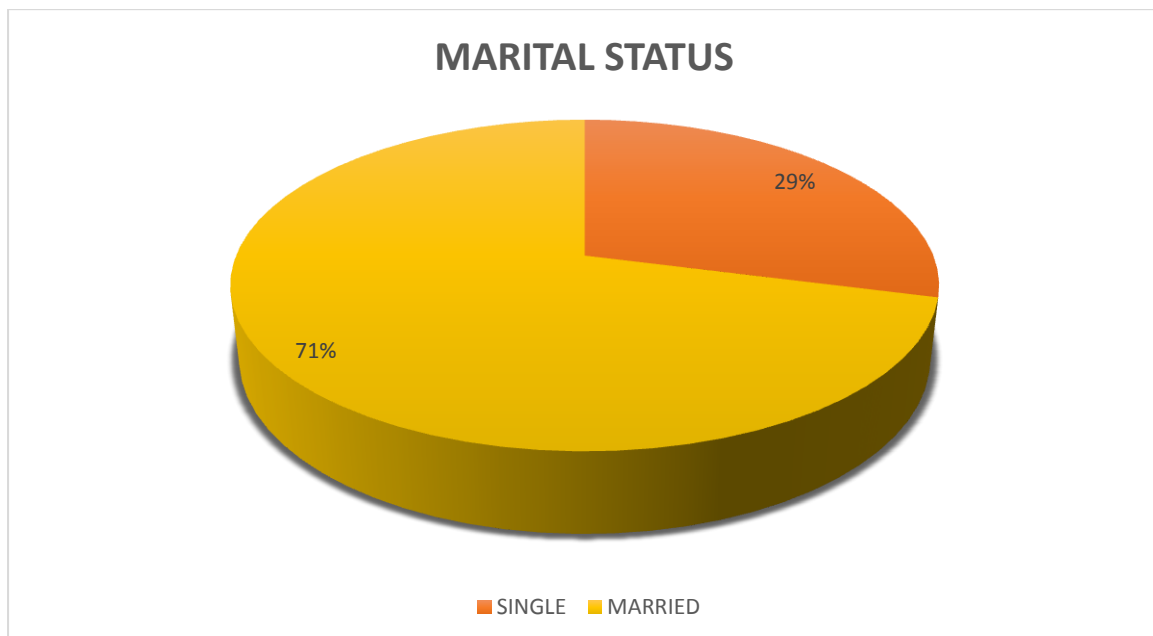
4.4 TABLE SHOWING MARITAL STATUS OF CUSTOMER

MARITAL-STATUS	RESPONDENTS	PERCENTAGE
SINGLE	29	29
MARRIED	71	71
TOTAL	100	100

DATA ANALYSIS-

Above data collection marital status of customer single 29%, married 71%, that show how you attract the customer (segment).

4.4 GRAPH SHOWING OF MARITAL STATUS OF CUSTOMER



INTERPREATION: -

As per marital status we can see that 71% married person visit Big Bazaar while only 29% single person visit there. Married status people more targeted by Big bazaar.

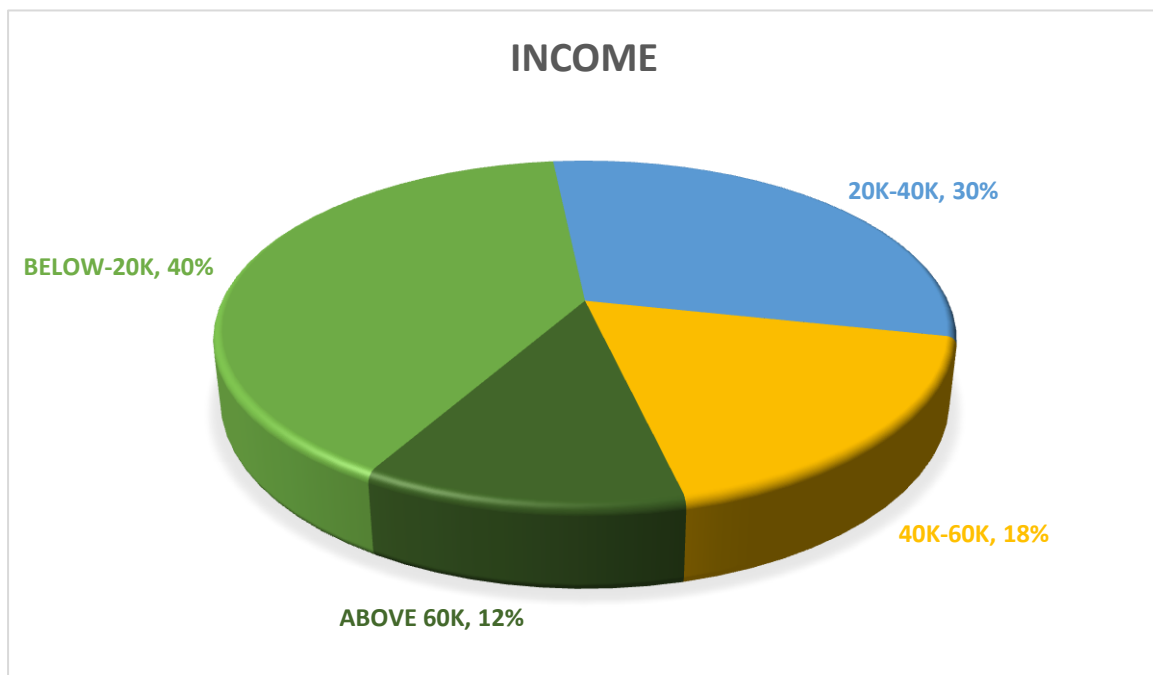
4.5 TABLE SHOWING INCOME LEVEL OF CUSTOMER

INCOME	RESPONDENTS	PERCENTAGE
BELOW -20000	40	40
20000-40000	30	30
40000-60000	18	18
60000 & ABOVE	12	12
TOTAL	100	100

DATA ANALYSIS-

Above data collection customer income level is- below 20000(40%), 20k-40k (30%), 40k-60k (12%), 60k & above (12%).

4.5 GRAPH SHOWING INCOME LEVEL OF CUSTOMER



INTERPRETATIONS: -

Income level showing that 40% customer have their income level is below 20k and 30% has 20k-40k that mean 70% customer has income level below 40k .it is making easy to target customer and their preferences.

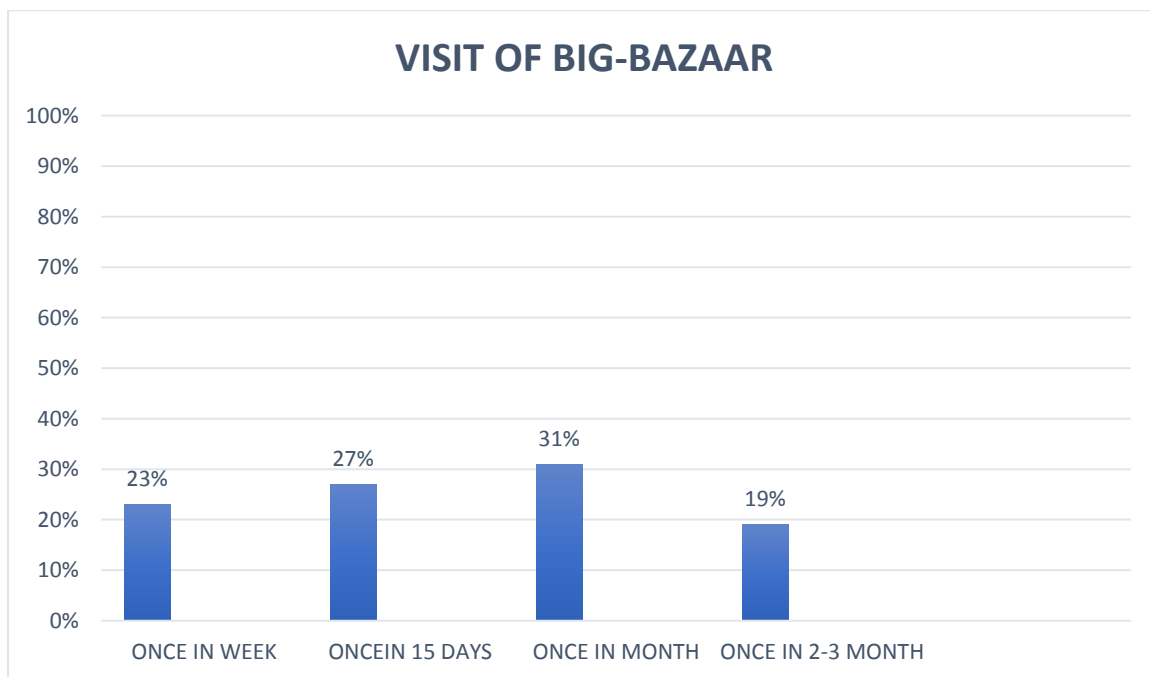
4.6. TABLE SHOWING HOW FREQUENTLY DO YOU VISIT BIG-BAZAAR?

FREQUENCY	RESPONDENTS	PERCENTAGE
ONCE -IN WEEK	23	23
ONCE- IN 15 DAYS	27	27
ONCE -IN MONTH	31	31
ONCE -IN 2-3 MONTH	19	19
TOTAL	100	100

DATA ANALYSIS-

Above data collection customer frequently visit big bazaar- once -in week (23%), once - in- 15 days (27%), once -in -month (31%), once - in- 2-3 months (19%)

4.6-GRAPH SHOWING HOW FREQUENTLY DO YOU VISIT BIG-BAZAAR?



INTERPRETATION: -

As per data collection there are 50% of customer visit of Big-Bazaar within 15 days where 23% once -in -week ,27% once- in -15 days,31% once -in- month,19% once -in 2-3 month while majority of customer visit in once -in -month. Big bazaar should analyse data and come with proper plan for attract more customer regularly.

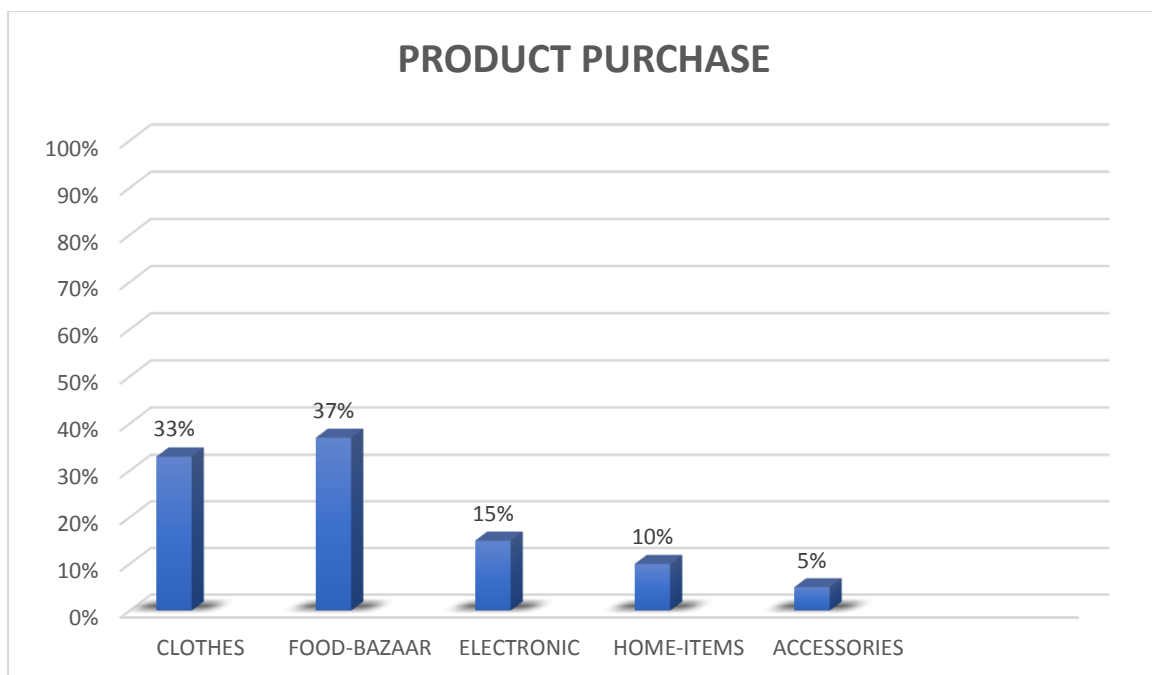
4.7. TABLE SHOWING WHICH PRODUCTS DO YOU PURCHASE MORE OFTEN AT BIG-BAZAAR?

PRODUCTS	RESPONDENTS	PERCENTAGE
CLOTHES	33	33
FOOD-BAZAAR	37	37
ELECTRONIC	15	15
HOME-ITEMS	10	10
ACCESSORIES	5	5
TOTAL	100	100

DATA ANALYSIS-

As per data collection the customer more often purchase product at big bazaar – clothes 33%, food-bazaar 37%, electronic 15%, home items 10%, accessories 5%

4.7 - TABLE SHOWING WHICH PRODUCTS DO YOUTHY PURCHASE MORE OFTEN AT BIG-BAZAAR?



INTERPRETATION: -

The Food-Bazaar market is one of leading market in Big-Bazaar there is 37% market but also 33% market of clothes if we see both of the market is 70%. Electronic, Home-items, Accessories products not much attracting the customer.

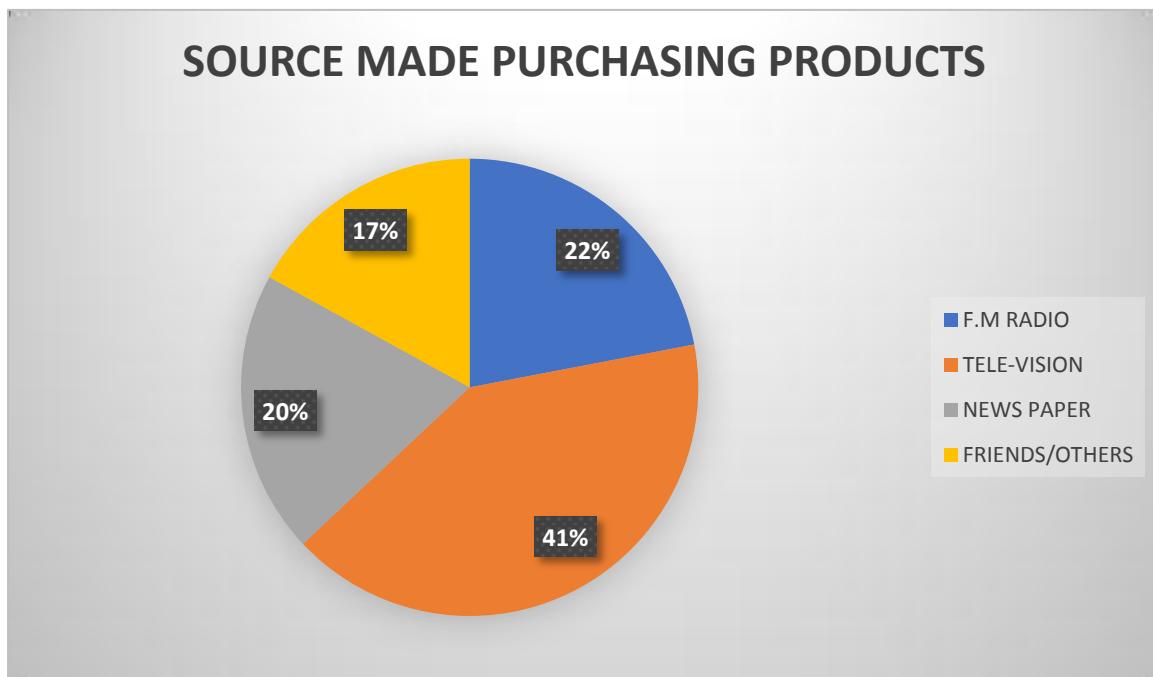
4.8. TABLE SHOWING WHICH SOURCE MADE YOU TO BUY PRODUCTS FROM BIG-BAZAAR?

SOURCE	RESPONDENTS	PERCENTAGE
F.M- RADIO	22	22
TELE-VISION	41	41
NEWS -PAPER	20	20
FRIENDS/OTHERS	17	17
TOTAL	100	100

DATA ANALYSIS-

Above data collection source made- to buy- products from big bazaar by customer- F.M - radio 22%, Tele-vision 41%, News- paper 20%, friends/others 17%.

4.8 GRAPH SHOWING. WHICH SOURCE MADE YOU TO BUY PRODUCTS FROM BIG-BAZAAR?



INTERPRETATION :-

Above in table we can see there is 41% customer know about Big-Bazaar by television but also newspaper radio and friends/others also play crucial role to connect to customer. Television is most important source to awareness about Big-Bazaar for customer.

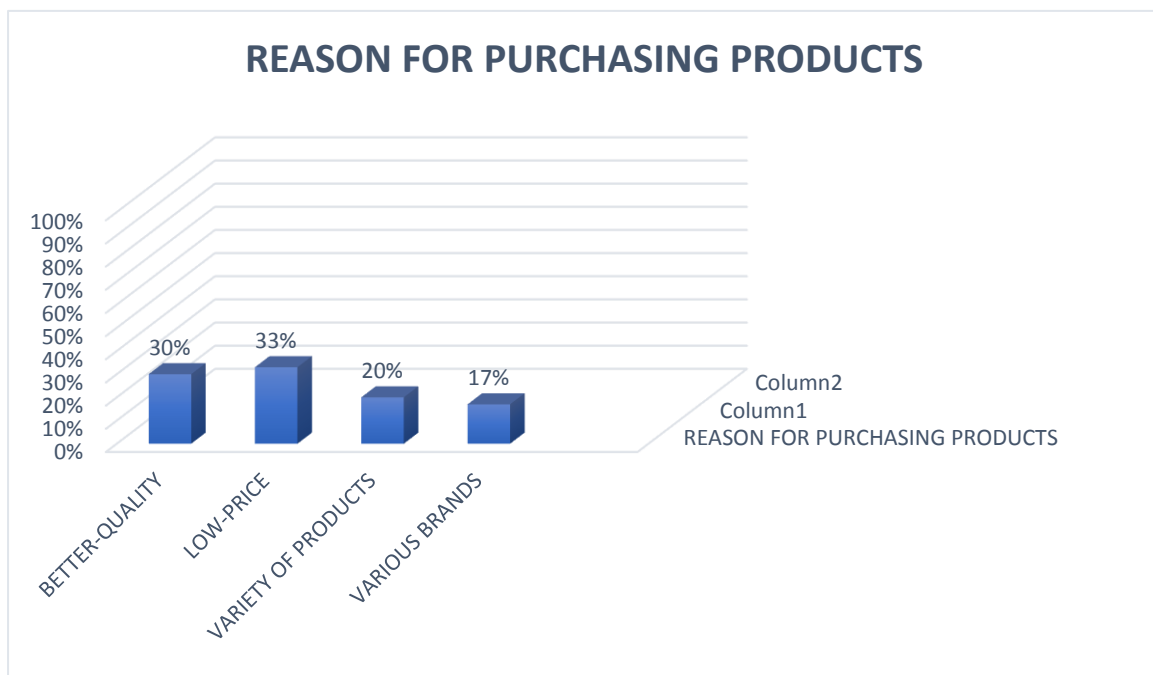
4.9. TABLE SHOWING WHY DO YOU MAKE PURCHASE OF PRODUCTS FROM BIG-BAZAAR?

REASON	RESPONDENTS	PERCENTAGE
BETTER -QUALITY	30	30
LOW-PRICE	33	33
VARIETY- OF – PRODUCTS	20	20
VARIOUS –BRANDS	17	17
TOTAL	100	100

DATA ANALYSIS-

Above data collection that show percentage of customer , reason for purchase -of -products from big bazaar- better - quality 30%, low - price 33%, variety - of products 20%, various - brands 17%.

4.9 GRAPH SHOWING WHY DO YOU MAKE PURCHASE OF PRODUCTS FROM BIG-BAZAAR?



INTERPRETATIONS: -

The reason for purchasing products from Big-Bazaar is better quality (30%), low price (33%),It means both has 63% reason to purchase product but also reason to variety of product (20%) and various brand (17%) making purchase from Big-Bazaar. It can be provide more customer if focus on low price and better quality.

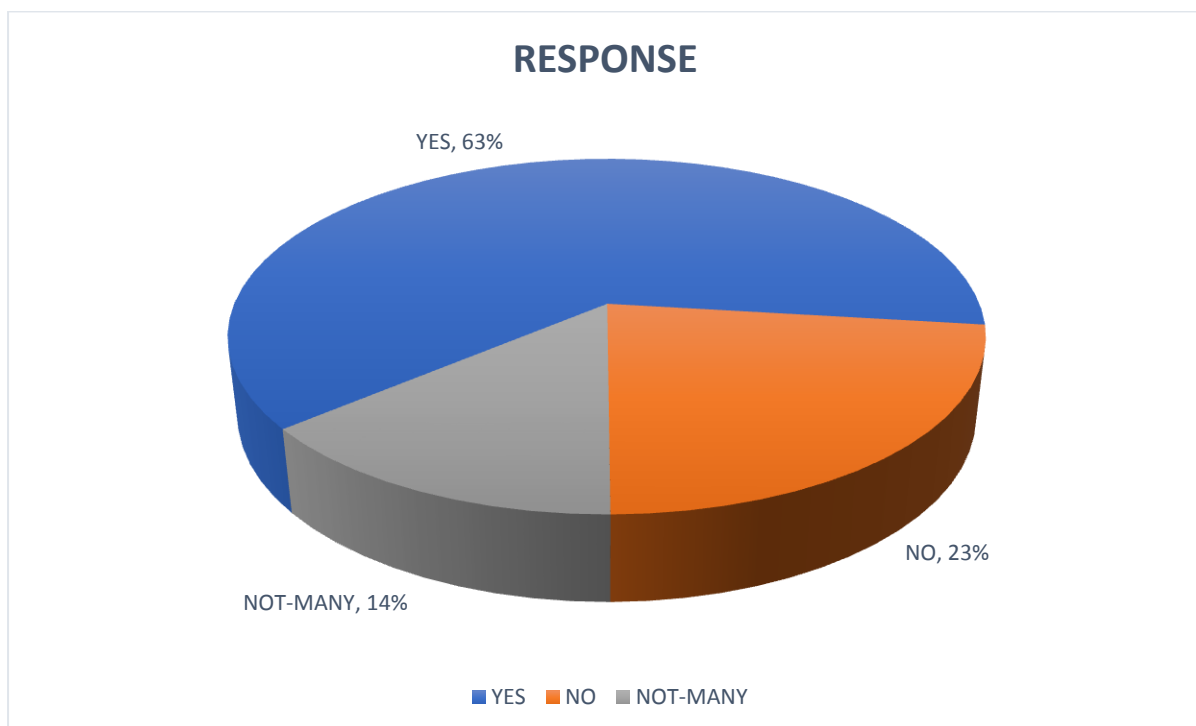
4.10. TABLE SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OF COMPANY PRODUCTS IN ONE PRODUCT CATEGORY ?

RESPONSE	RESPONDENTS	PERCENTAGE
YES -	63	63
NO -	23	23
NOT-MANY	14	14
TOTAL	100	100

DATA ANALYSIS-

As per data collection show that , response of customer 63%(yes), 23%(no), 14%(not-many) 14% .

4.10- GRAPH SHOWING THAT TABLE SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OF COMPANY PRODUCTS IN ONE PRODUCT CATEGORY ?



INTERPRETATION: -

In the table it showing that 63% customer think that all kinds of brands product they get whatever they have need, while 23% customer say no, and 14% not many so there is 37% customer not getting their brands product.

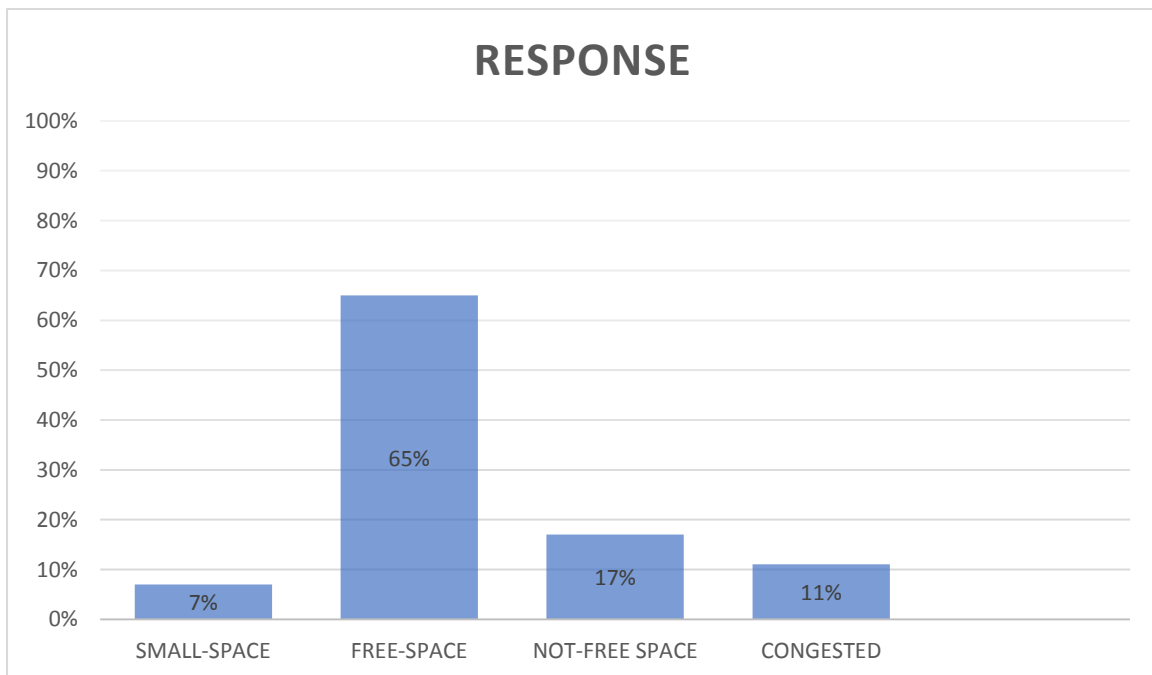
4.11. TABLE SHOWING THAT HOW IS THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS ?

RESPONSE	RESPONDENTS	PERCENTAGE
SMALL-SPACE	7	7
FREE-SPACE	65	65
NOT-FREE SPACE	17	17
CONGESTED -	11	11
TOTAL	100	100

DATA ANALYSIS-

Above data collection show that how much percentage given by respondents , 7% small – space, 65% free – space, 17% not – free space ,11% congested

4.11 GRAPH SHOWING THAT HOW IS THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS ?



INTERPRETATION: -

As per data collection 65% customer think that in Big-Bazaar has free space but also 35% customer not fever in free space at Big-Bazaar. Whereas 7%(small space),17%(not free space),11%(congested).

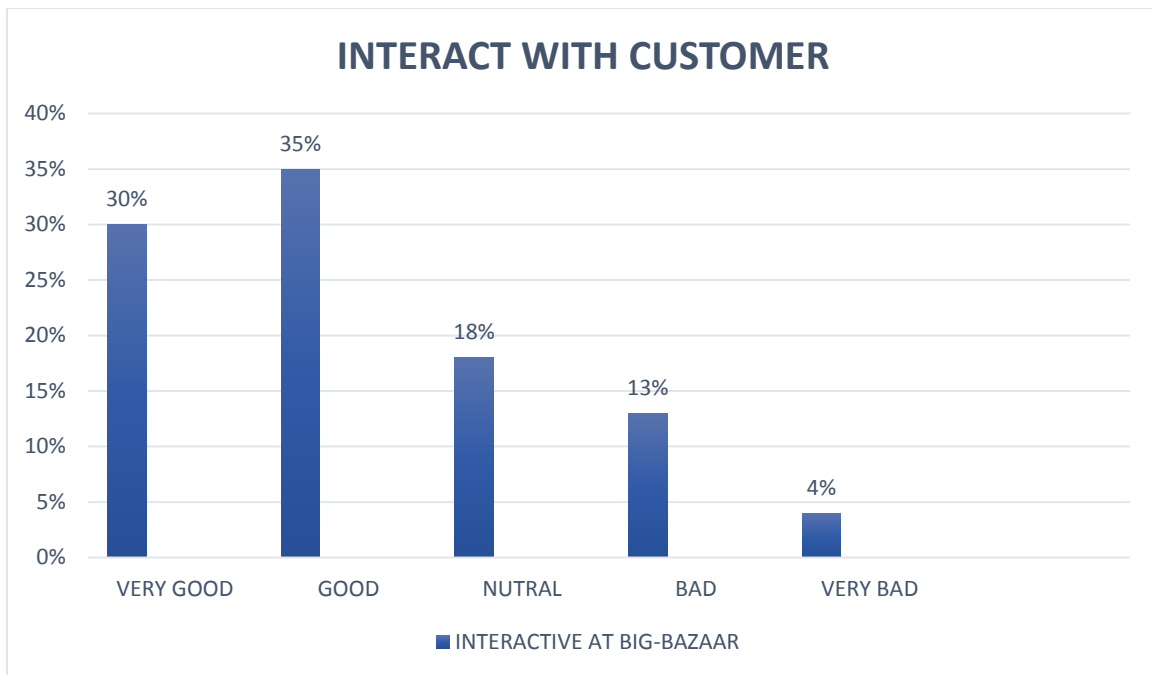
4.12. TABLE SHOWING HOW IS THE RE-PRESENTATIVE INTERACTION ARE AT BIG-BAZAAR?

INTERACTION	RESPONDENTS	PERCENTAGE
VERY GOOD	30	30
GOOD	35	35
NEUTRAL	18	18
BAD	13	13
VERY BAD	4	4
TOTAL	100	100

DATA ANALYSIS-

Above data collection show re-presentative interaction at big bazaar- very good 30%, good 35%, neutral 18%, bad 13%, very bad 4%.

4.12 GRAPH SHOWING HOW IS THE RE-PRESENTATIVE INTERACTION ARE AT BIG-BAZAAR?



INRRPRETATION: -

As per data collection interactive with customer at Big-Bazaar is 30% very good, 35% good, 18% neutral, 13% bad, 4% very bad. 35% customer is not impressed by re-presentative at Big-Bazaar that is not good, here need to improve Re-presentative of Big-Bazaar.

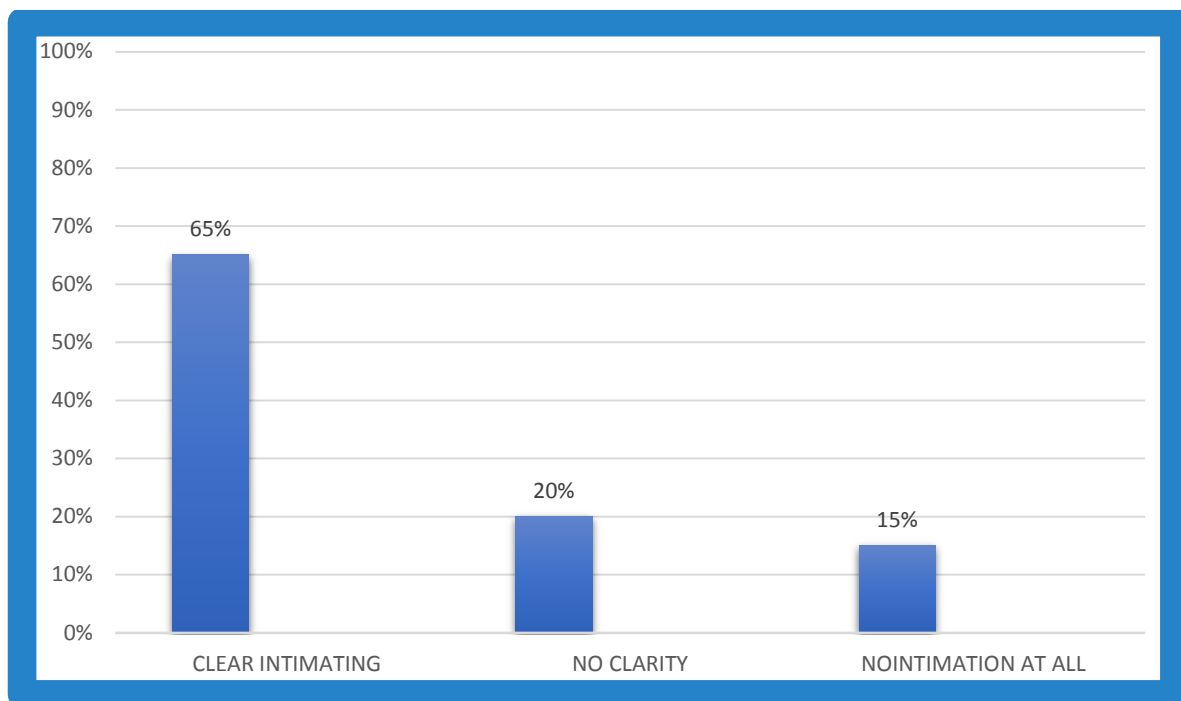
4.13. TABLE SHOWING WILL BIG-BAZAAR REMINDING & INTIMATING THEIR STORE DISCOUNTS & PRICE TO ALL CUSTOMER IN STORE ?

RESPONSE	RESPONDENTS	PERCENTAGE
YES/CLEAR INTIMATING	65	65
NO- CLARITY INTIMATING	20	20
NO - INTIMATION AT ALL	15	15
TOTAL	100	100

DATA ANALYSIS-

Above data collection showing how big bazaar reminding &Intimating their store discounts - & price to all customer- yes -clear65%, no - clarity 20%, no - intimation at all 15%.

4.13GRAPH SHOWING WILL BIG-BAZAAR REMINDING & INTIMATING THEIR STORE DISCOUNTS & PRICE TO ALL CUSTOMER IN STORE ?



INTERPRETATION: -

Above data collection there is 65% customer think and believe that price and discount is clear intimating and 20%(no clarity),15% not all clarity, if we will see above graph there is 35% customer no clarity so that should to improve at Big-Bazaar.

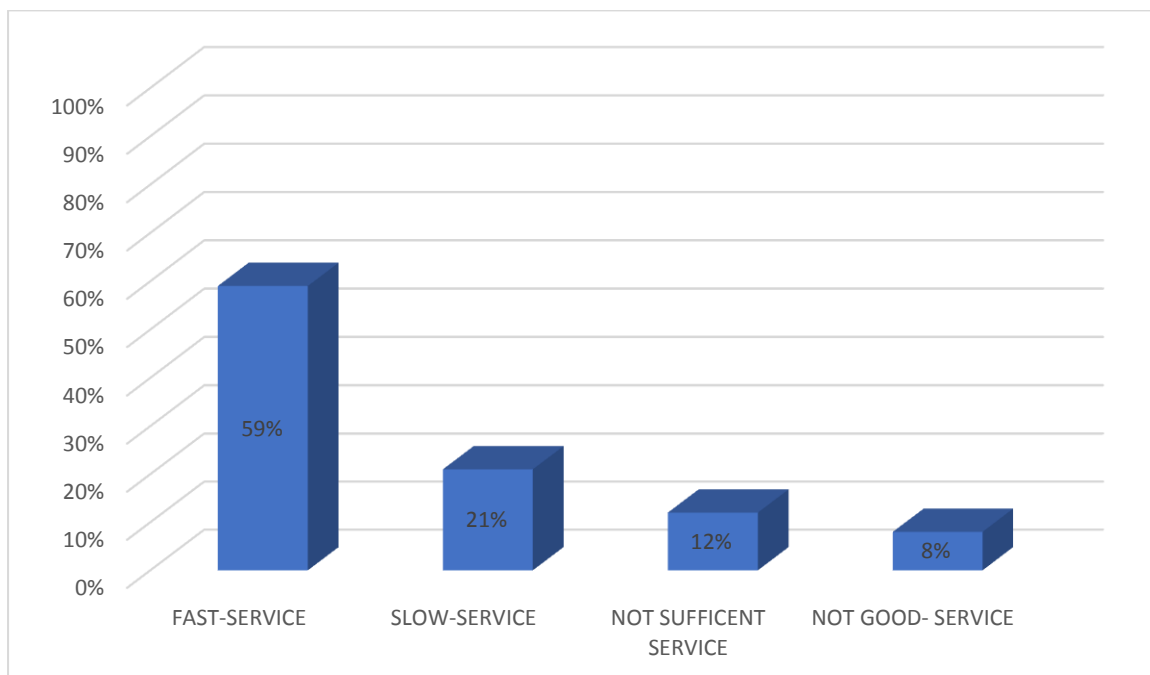
4.14. TABLE SHOWING HOW THE CUSTOMER SERVICE DEPARTMENT IN STORE IS EFFECTIVE IN PROVIDING SERVICE?

RESPONSE	RESPONDENTS	PERCENTAGE
FAST -SERVICE	59	59
SLOW -SERVICE	21	21
NOT -SUFFICIENT SERVICE	12	12
NOT - GOOD SERVICE	8	8
TOTAL	100	100

DATA ANALYSIS-

Above data collection showing how is the customer service department in store is effective in providing service – fast service 59%,slow service 21%,not sufficient - service 12%, not good service

4.14 GRAPH SHOWING HOW THE CUSTOMER SERVICE DEPARTMENT IN STORE IS EFFECTIVE IN PROVIDING SERVICE?



INTERETATION: -

Above data collection at Big-Bazaar fast-service 59%, slow service 21%, not sufficient service 12%, not good service 8%. As per data collection I conclude that 59% is fast service while 41% should to improve in service of customer at Big-Bazaar.

4.15. TABLE SHOWING WILL BIG-BAZAAR OFFER ANY SPECIAL DISCOUNT PRICES?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	77	77
NO	23	23
TOTAL	100	100

DATA ANALYSIS-

As per data collection showing that will big bazaar offers any special discount prices- yes 77%, no 23%.

4.15 GRAPH SHOWING WILL BIG-BAZAAR OFFER ANY SPECIAL DISCOUNT PRICES?



INTERPRETATION-

Many customers are satisfied with discount and offer that given by Big-Bazaar. Where 23% customer are not informed about discount and offer. Big-Bazaar should to do more work to communicate with customer for informed discount and offer.

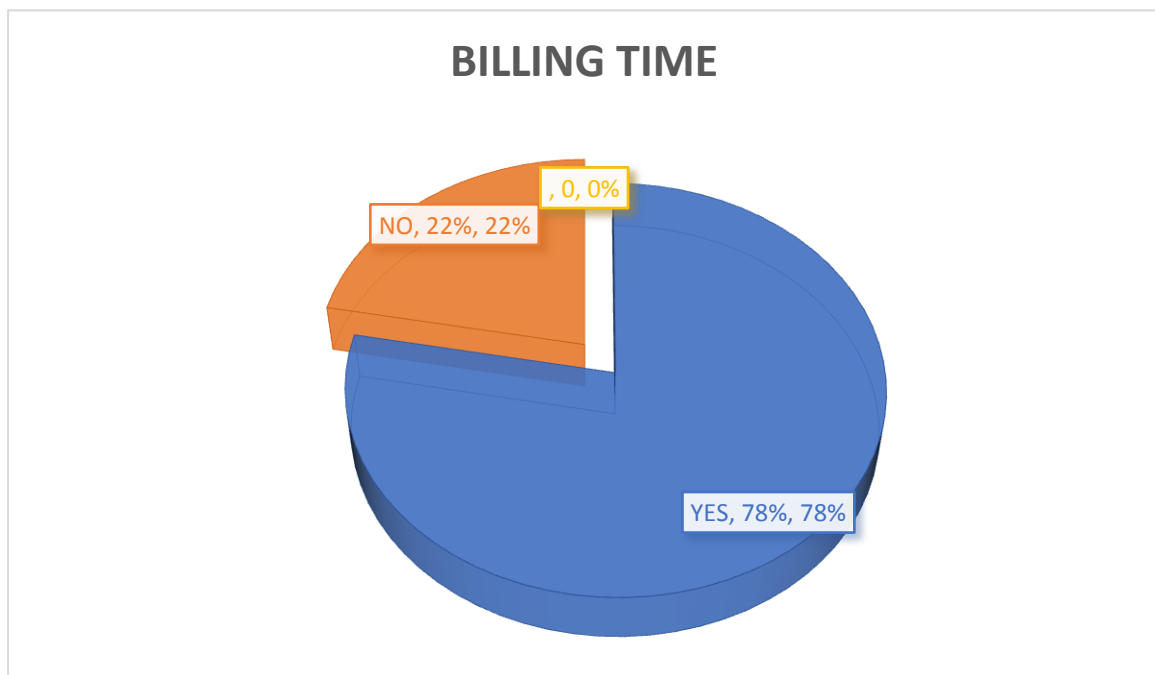
4.16. TABLE SHOWING ARE YOU WAITING FOR A LONG TIME AT THE BILLING SECTION AT BIG-BAZAAR?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	78	78
NO	22	22
TOTAL	100	100

DATA ANALYSIS-

Above data table showing are customer waiting a long time for billing – yes 78%, no 22%

4.16 GRAPH SHOWING ARE YOU WAITING FOR A LONG TIME AT THE BILLING SECTION AT BIG-BAZAAR?



INTERPETATIONS-

Above data collection its showing 78% customer does think that account counter take time to billing and 22% customers doesn't think that it takes but majority of customer high to say that it takes time so it should improve and fast, it can be make more satisfied.

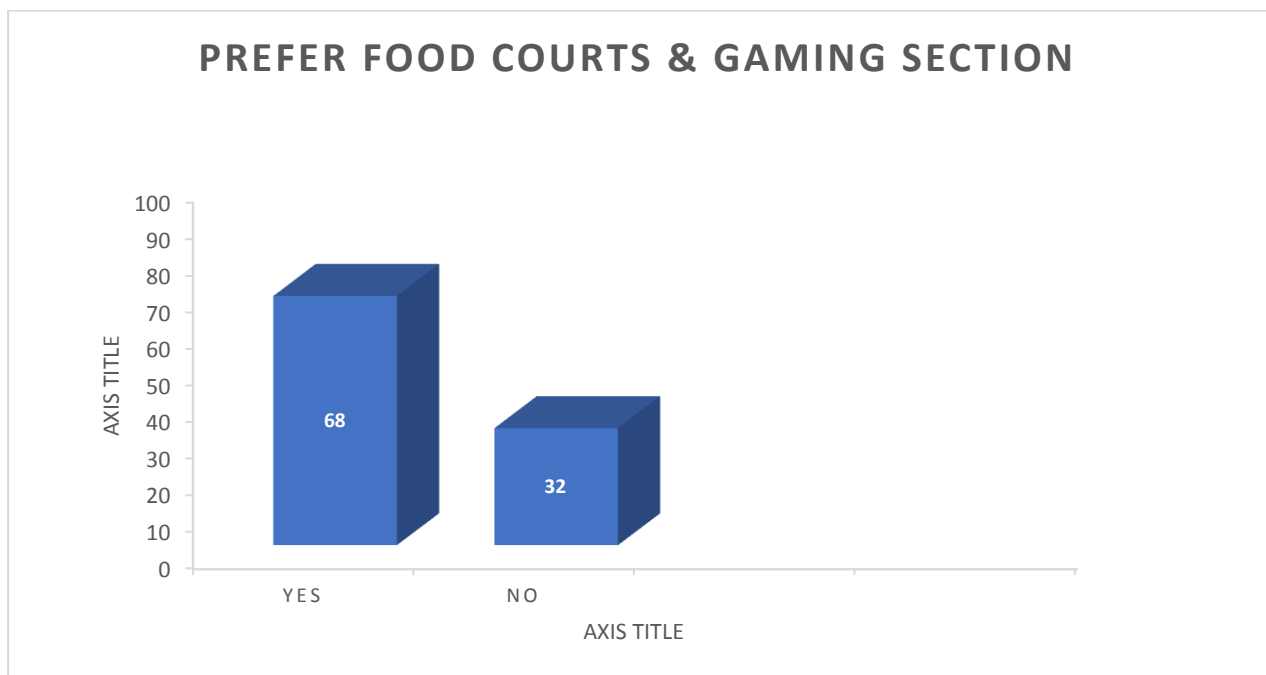
4.17 TABLE SHOWING DO YOU PREFER FOOD COURTS & GAMING SECTION AT BIG-BAZAAR?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	68	68%
NO	32	32%
TOTAL	100	100%

DATA ANALYSIS-

Above data table showing how do customer prefer courts & gaming section at big bazaar- yes 68%, no 32%.

4.17 GRAPH SHOWING DO YOU PREFER FOOD COURTS & GAMING SECTION AT BIG-BAZAAR?



INTERPRETATION-

Majority of respondents is high 68%(YES), compare to 32%(NO), Customer is preferring food courts and gaming at Big-Bazaar. But it is 32% customer are not preferring food courts and gaming at Big-Bazaar.it should be improve by new concept or change in design their functional area.

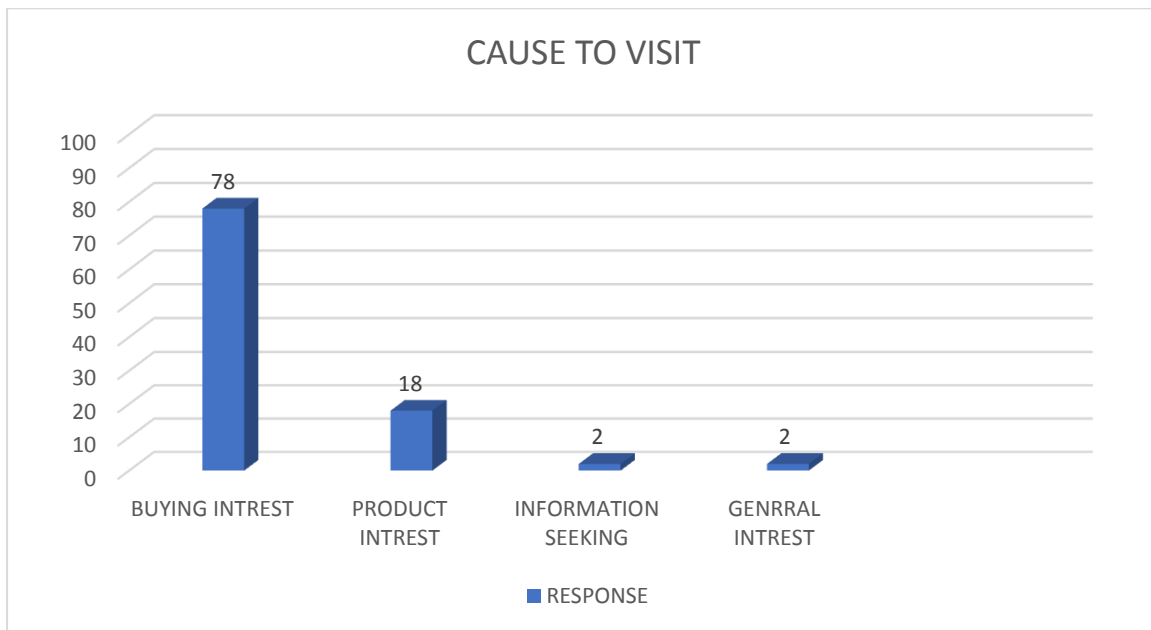
4.18. TABLE SHOWING WHY DO YOU VISIT THE RETAIL STORES?

CAUSE OF VISITING	RESPONDENTS	PERCENTAGE
BUYING INTEREST	88	88%
PRODUCT INTEREST	8	8%
INFORMATION SEEKING	2	2%
GENERAL INTEREST	2	2%
TOTAL	100	100%

DATA ANALYSIS-

Above data table showing why customer visit the retail stores- buying interest 88% product interest 8%, information seeking 2%, general interest 2%.

4.18 GRAPH SHOWING WHY DO YOU VISIT THE RETAIL STORES?



INTERPRETATION-

Above data collection it showing that “cause of visit at Big-Bazaar” main reason is buying interest of customer and 2nd is product interest also 2-2 percentage information seeking and general interest.

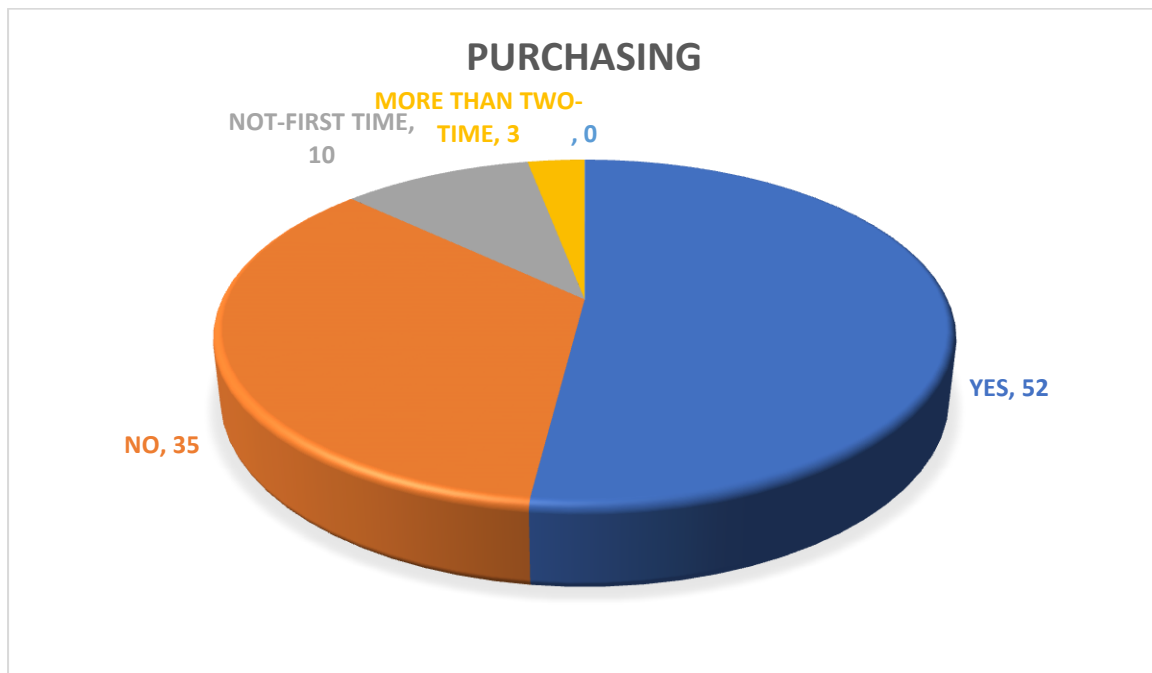
4.19 TABLE SHOWING HAVE YOU PURCHASED ANY PRODUCT AT BIG-BAZAAR JUST BY VISITING FIRST TIME ?

RESPONSE	RESPONDENTS	PERCENTAGE
YES	52	52%
NO	35	35%
NOT-FIRST TIME	10	10%
MORE THAN TWO-TIMES	3	3%
TOTAL	100	100%

DATA ANALYSIS-

Above data table showing customer have purchased any product at big bazaar just by vising first time – yes 52%, no 35%, not -first time 10%, more than two times 3%.

4.19 GRAPH SHOWING HAVE YOU PURCHASED ANY PRODUCT AT BIG-BAZAAR JUST BY VISITING FIRST TIME ?



INTERPRETATION-

As per data collection that we can see that above data (52% yes, 35% no, 10% not-first time,3% more than two time,) it showing how they make decision for buy product visting first time at Big-Bazaar.

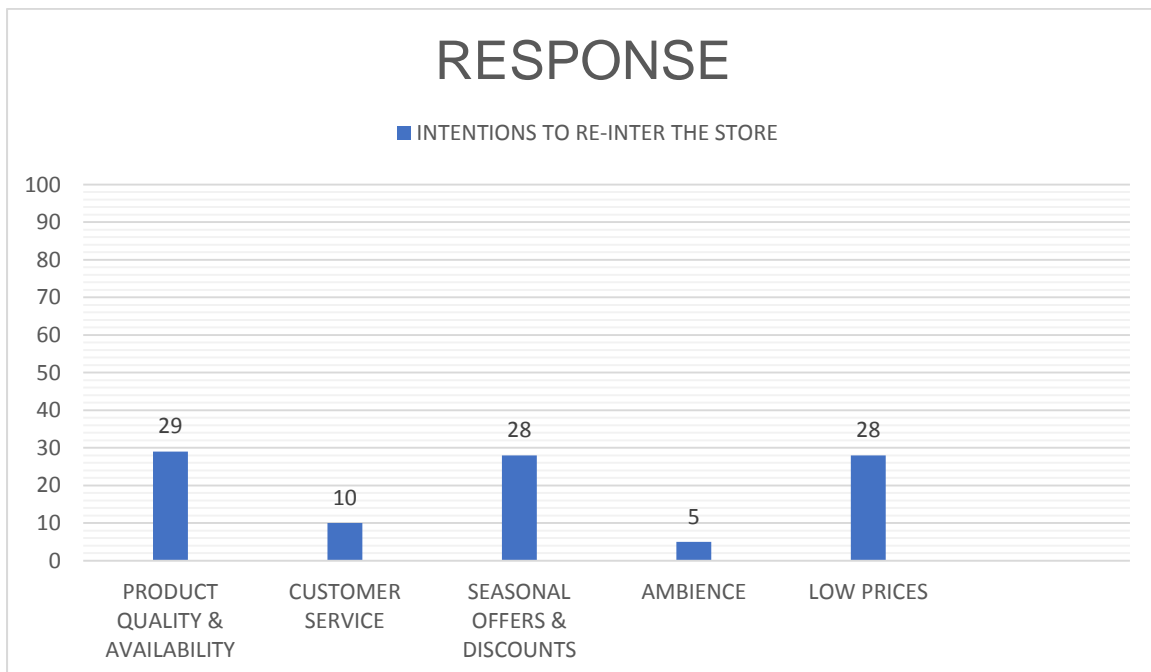
20. TABLE SHOWING WHAT ARE YOUR INTENTIONS TO RE-INTER THE STORE ?

INTENTIONS	RESPONSE	PERCENTAGE
PRODUCT QUALITY & AVAILABILITY	29	29%
CUSTOMER SERVICE	10	10%
SEASONAL OFFERS & DISCOUNTS	28	28%
AMBIENCE	5	5%
LOW-PRICES	28	28%
TOTAL	100	100%

DATA ANALYSIS-

Above data table showing that what are customer re – inter the store – product quality & availability 29%, customer service 10%, seasonal offers & discounts 28 %, low – prices 28%

4.20 GRAPH SHOWING WHAT ARE YOUR INTENTIONS TO RE-INTER THE STORE ?



INTERPRETATION-

Above data collection it is showing that at Big-Bazaar the customer intentions to re- inter the store cause of product quality, seasonal offers & discounts and low price. These three things play an important role to attract customer to re-inter at Big-Bazaar.

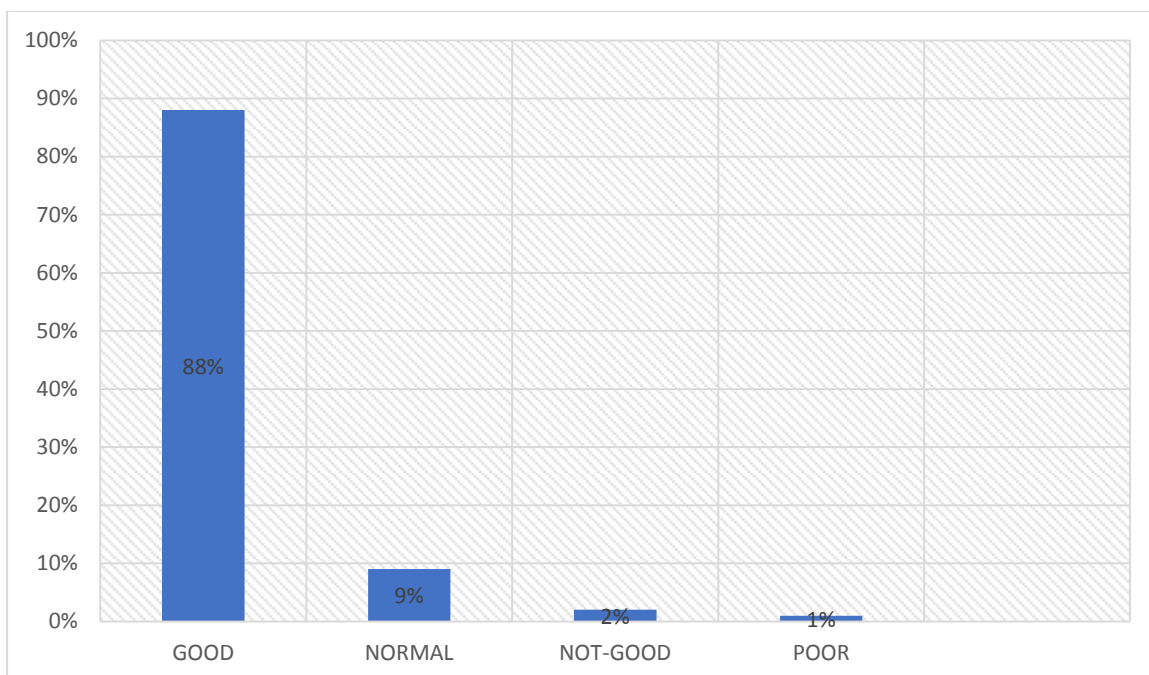
4.21 TABLE SHOWING HOW IS BIG-BAZAAR MAINTAINING PRODUCT QUALITY , QUANTITY COMPARE TO OTHER RETAIL STORES?

RESPONSE	RESPONDENTS	PERCENTAGE
GOOD	88	88%
NORMAL	9	9%
NOT-GOOD	2	2%
POOR	1	1%
TOTAL	100	100%

DATA ANALYSIS-

Above data collection table showing how is big bazaar maintaining quality , quantity compare to other retail stores- good 88%, normal 9%, not-good 2%, poor 1%.

4.21 GRAPH SHOWING HOW IS BIG-BAZAAR MAINTAINING PRODUCT QUALITY , QUANTITY COMPARE TO OTHER RETAIL STORES?



INTERPRETATION-

Above data collection, 88% customer think and believe that the product quality and quantity at Big-Bazaar is good compare to other retail. While 9% customer think and believe that its normal,2% not good and 1% poor.

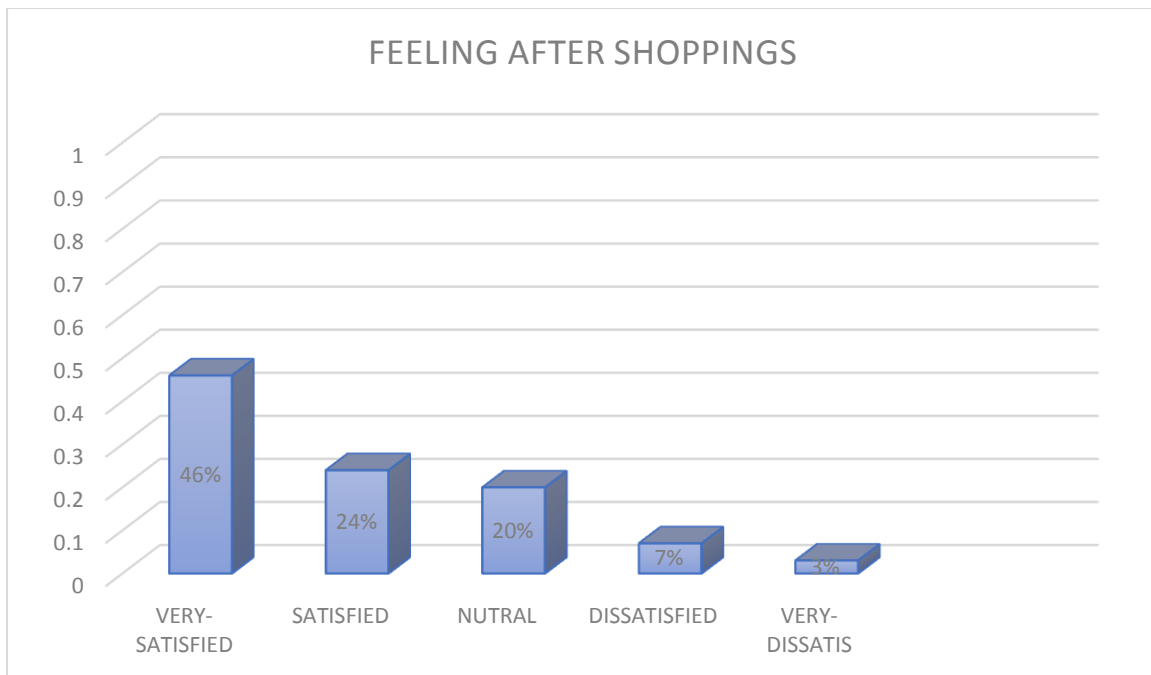
4.22 TABLE SHOWING HOW DO YOU FEEL AFTER SHOPPING AT BIG-BAZAAR ?

RESPONSE	RESPONDENTS	PERCENTAGE
VERY SATISFIED	46	46%
SATISFIED	24	24%
NEUTRAL	20	20%
DISSATISFIED	7	7%
VERY DISSATISFIED	3	3%
TOTAL	100	100%

DATA ANALYSIS-

Above data collection table showing that how customer feel after at big bazaar- very satisfied 46%, satisfied 24%, nutral-20, dissatisfied 7%, very dissatisfied 3%.

4.22 GRAPH SHOWING HOW DO YOU FEEL AFTER SHOPPING AT BIG-BAZAAR ?



INTERPRETATION-

As per data collection 46%- very satisfied customer, 24%- satisfied, 20%- nutral,7%- dissatisfied, 3%- very dissatisfied. So, management should to make more satisfied customer by their new change process.

Hypothesis:

H0: The frequency of visit to Big Bazaar Does not depend upon Monthly Income

Ha: The frequency of visit to Big Bazaar depend upon Monthly Income

ANOVA

How frequently do you visit Big-Bazaar?

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	91.507	3	30.502	169.816	.000
Within Groups	17.243	96	.180		
Total	108.750	99			

Interpretation: -

The frequency of visit significantly varies with Monthly Income with significant value 0.00 which is less than 0.05. The frequency of visit to Big Bazaar depend upon Monthly Income

CHAPTER-5
FINDING, SUGGESTIONS AND
CONCLUSION

5.1 FINDINGS: -

Based on the survey conducted in the organization investigation and interpretation of the information gained during the assessment following finding are recorded.

- ✚ 55% customers are male who visiting at Big-Bazaar.
- ✚ 40% customers are youngster under-25 who visiting at Big-Bazaar.
- ✚ 33% customers are from professional back ground.
- ✚ 71% married customers at Big-Bazaar.
- ✚ 40% customers have below-20000 income per month.
- ✚ 31% customers are visiting once in month.
- ✚ 37% customers are purchasing food bazaar products.
- ✚ 41% customers say that tele-vision source made them to buy products from Big - Bazaar.
- ✚ 33% customers purchase products from Big-Bazaar cause of low price.
- ✚ 63% customers say that Big-Bazaar provides more type of company product in one product category.
- ✚ 65% customers response that Big-Bazaar has free space for moving around products.
- ✚ 35% customers response that re-representative interaction is good.
- ✚ 65% customers response that Big-Bazaar reminding & intimating their store discounts & price to all customer in store.
- ✚ 59% customers response in favour to fast service by customer service department.
- ✚ 77% customers response that Big-Bazaar offer special discount price.
- ✚ 78% customers say that they are waiting long time at billing section.
- ✚ 68% customers prefer food courts & gaming section at Big-Bazaar .
- ✚ 88% customers visiting retail stores cause of buying interest.
- ✚ 52% customers purchased any products at Big-Bazaar just by visiting first time.
- ✚ 29% customers intentions to re-inter the store cause of product quality and availability.
- ✚ 88% customers say that Big-Bazaar maintaining product quality, quantity compare to other retail store.
- ✚ 46% customers feel satisfied at Big-Bazaar after shopping.

5.2 SUGGESTION:

- ✚ To attract more customers , Big-Bazaar needs to offer more brands of products.
- ✚ Advertising through television and F.M radio needs to improved
- ✚ Sign boards which show restrooms and trail rooms should be visible to the customers, and also trial rooms are to be increased.
- ✚ Increase the customer billing section transaction in store (for fast transaction).
- ✚ Increase the food court and games section at Big-Bazaar to increase the customer shopping duration.
- ✚ Big-Bazaar can improve their customer satisfaction level, by providing better service e.g.- home delivery etc.
- ✚ The store should improve their promotional strategy.
- ✚ Improvise the store design and store layout.

5.3 CONCLUSION:

The study concludes that majority of the customer like to purchasing at Big-Bazaar cause of product quality, quantity discount, offers, service facility reasonable price which make the customer satisfied and more comfortable in visiting the store again & again.

Customers shop more in the food Big-Bazaar and the men's wear department. And also, customers feel that Big-Bazaar has variety of product for them.

Considering the fact that there is a lot middle class family in India, Big-Bazaar has had a huge impact on the middle-class section of India, company should come with promotional strategies and try to attract them because till now they not get market as much they should get.

Big-Bazaar now a day known for huge discount and offers and customer attracting towards sale is more. It is one of advantage for Big-Bazaar getting more customer.

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- Future Brands(www.futurebrands.co.in)
- Future Group(www.futuregroup.in)
- Google search
- Scribd.com
- Wikipedia.com

ANNEXURE questionnaire

Name -----

1.Age:

A. Under 25 B. 25-35 C.35-45 D. 45 & ABOBE

2.Gender:

A. Male B. Female

3.Occupation:

A. Student B Self- Employed C. Professional D. Housewife

4. Are you?

A. Single B. Married

5. Monthly income:

A. Below 20000 B. 20000-40000 C. 40000- 60000 D. 60000 & Above

6. How frequently do you visit Big-Bazaar?

A. Once in a week B. Once in 15 days C. Once in a month D. Once in 2-3 months

7. Which products do you purchase more often in Big Bazaar?

A. Groceries B. Baby care product C. Apparels D. home appliance

8. Which source made you to buy product from Big-Bazaar?

A. Newspaper B. F.M radio C. Television D. Friends/Others

9.Why do you make purchase of products from Big-Bazaar?

A. Low price B. Better quality C. Variety of products D. Various brands
E. Other

10. Will Big-Bazaar provides more type of company products in one product category?

A. Yes B. No C. Not many D. None

11.How is the store space in Big-Bazaar for moving around for products category?

A. Free space B. Not free space C. Small space D. Congested

12. How are the re-presentative interactions are at Big-Bazaar?

A. Effective B. Not effective C. Good D. No interaction

13. Will Big-Bazaar reminding & intimating their store discounts & prices to all customers in store?

A. YES clear intimating B. NO clarity intimating C. NO intimation at all

14. How is the customer service department in store is it effective in providing service?

A. Fast service B. Slow service C. Not sufficient service D. Not good service

15. Will Big-Bazaar offer any special, discount on prices?

A. Yes B. No

16. Are you waiting for a long time at the billing section at Big-Bazaar?

A. YES B. NO

17. Do you prefer food courts & gaming section at Big-Bazaar?

A. YES B. NO

18. Why customers visiting at Big-Bazaar?

A. General interest B. product interest C. Buying interest D. information seeking

19. Have you purchased any product at Big-Bazaar just by visiting first time?

A. Yes B. No C. Not first time D. More than two times

20. What are your intentions to re-enter the store?

A. Low prices B. Product quality & availability C. Customer service D. Seasonal offers & discounts E. Ambience

21. How is Big-Bazaar maintaining product quality, quantity compare to other retails?

A. Good B. Normal C. Not good D. poor

22. How do you feel after shopping at Big-Bazaar?

A. very satisfied B. satisfied C. neutral D. bad E. very bad

23. Give your suggestion to improve the store more attractive and more preferable.



ACHARYA INSITUTE OF TECHNOLOGY
DEPARMENT OF MBA

INTERNSHIP WEEKLY REPORT(16MBA08)

NAME OF THE STUDENT- AJEET KUMAR

INTERNAL GUIDE- PROF. SENDHIL KUMAR





USN NO- 1AZ16MBA08

SPECIALIZATION- MARKETING & HUMAN RESOURCE

**TITLE OF THE PROJECT- A STUDY ON CUSTOMER PREFERENCES
IN CHOOSING BIG BAZAAR**

COMPANY NAME- BIG BAZAAR

LOCATION- RAJAJINAGAR, BENGALURU

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
1ST & 2ND	UNDERSTANDING STRUCTURE, CULTURE AND FUNCTIONING OF THE ORGANISATION.		
3RD & 4TH	PREPARATION OF RESEARCH, ISTRUMENT FOR DATA		

5 TH & 6 TH	DATA COLLECTION	Bf	M. Beer
7 TH & 8 TH	ANALYSIS AND FINALIZATION OF REPORT	Bf	M. Beer
9 TH & 10 TH	SUBMISSION OF REPORT	Bf	M. Beer


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COMPANY SEAL

