



# ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 17/05/2018

## CERTIFICATE

This is to certify that **Ms. Naksha M** bearing **USN 1AZ16MBA40** 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 Buying Behavior of Customers at Big Bazaar" Bangalore is prepared by her under the guidance of **Prof. Mahak Balani**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department  
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Signature of Principal

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ACHARYA INSTITUTE OF TECHNOLOGY  
Soldevanahalli Bangalore-560 107

# ACHARYA

# FUTURE RETAIL

Date:-25.03.2018

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms Naksha M, USN-1AZ16MBA40 student of Acharya institute of Technology has carried out her project work entitled" A Study on planned,Unplanned & Impluse purchase Among Customer"@ Big Bazaar, Bangalore from 15th January 2018 to 25th March 2018.During her project she has seriously planned and organized the event given by us.The result' of this work seems to be useful to our company.

We wish her success for her future endeavors.

**FUTURE RETAIL INDIA LTD.**

  
Ramesh G S

**BIG BAZAAR**  
A-Divn of (Future Group Retail Ltd.)  
Sr. HR Executive, Ward No.14, Industrial Suburb,  
Adj to Shell Petrol bunk, Near Lskon Temple,  
BB- Rajajinagar, BANGALORE-560 086.

Future Retail Limited Knowledge House Shyam Nagar, Off Jogeshwari Vikhroli Link Road Jogeshwari (East)  
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Bangalore -560011.India FRL CIN: L52399MH1987PLC044954

## DECLARATION

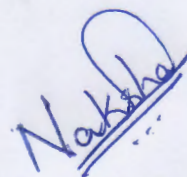
I **NAKSHA M**, hereby declare that the internship report entitled "A study on Buying Behavior of customers at Big Bazaar" prepared by me the guidance of **Prof. Mahak Balani** . Faculty of MBA Department, Acharya Institute of Technology and External guidance by **Mr. Ramesh G.S**, HR Manager of Big-Bazaar.

I also declare that this internship work is the partial fulfillment of the university regulation for the award of degree of aster 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: -



SIGNATURE

NAKSHA M

## **ACKNOWLEDGEMENT**

I deem it a privilege to thank our Principal, Dr S. C. PILLI and our HOD Dr. NIJAGUNA for having given me the oppurnities to do the project, which has been a very valuable experience

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Last but not the least, I want to express my deep appreciation for my parents for their unstinted support.

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## **EXECUTIVE SUMMARY**

The main objective of the every business is to earn high profit , raise its sale profits ,analyse the taste and preference of the customers and fulfilling the needs and wants and developing its business . To achieve this the organization should draw the customer by giving more and more discounts and offers with superior quality.

The retail sector is the ever green business sector in the Indian market , every retail company in the market are fighting themselves . In order to win the customers kindness and to retain the customers for the longer period time .In this present period Retail industry is the fast mover to future sector , In India Big Bazaar play an beneficial role . By promotions ,offers , displays , window shopping etc triggers the customers to buy the products with no picky list in mind , Discounts , offers , combos , variety ,low cost tempts the customers to buy the products with no particular list on mind . The whole research report is based on Buying Behavior of the customers with respect to Big bazaar , Rajajinagar .

The research titled “A STUDY ON BUYING BEHAVIOUR OF CUSTOMERS @ BIG BAZAAR.” in Rajajinagar.

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

# **CHAPTER - 1**

## **1.1INTRODUCTION**

As customers tastes and preference are varying, the market situation is also varying from time to time. Today's Market situation is very different from that of the market situation before 1990. There have been many factors responsible for the changing market situation. It is varying tastes and preference of the customers which has brought change in the market. Income level of the people has changed , life styles and social class of people have totally changed now than that of olden days. There has been swing in the demand in today's world . Technology is one of the main factors which is responsible for the paradigms change in the mark. New generation people are no dependents on haat market and far off departmental stores, hypermarket, shoppers shop, malls, branded retail outlets and specialty stores.

My study is based on survey done on customers of Big Bazaar. Big Bazaar is a new type of market which came into life in India. It is a type of market where several of products are accessible under one top. My study is on determining the customers buying behavior in Big Bazaar and the fulfillment level of customers in Big Bazaar.

## 1.2 INDUSTRY PROFILE :

Retailing act as center person among the manufacturer and the consumer. Here those who buy the products for their personal use not for business purpose .Retail shops serve wide variety of products under the same top and it is one of the rising sector in the Indian economy

The promotional tools and plan play very important role in attracting the customers towards the store . They serve the customers with better quality of goods and forces and satisfies their needs and wants .

The consumer needs and wants are pleased through proper supply chain management , this improves the demand of the products and this strategy helps to educate the individuals . in the beginning of the 20<sup>th</sup> century the figure of retail stores increases quickly and the billing is done using electronic payment .

Retailing easily attracts the customers near the store by using very good-looking promotional tools. They achieve the goods and products directly from the manufactures and they sell directly to the consumers . The manufactures can also sustain their products inside the store they easily examine the taste and preferance of the customers , they supply as they like . The customers may also simply make out the products which are in order set in the store layout .

About 8% of the Indian GDP is gaining from this retail division it provide enormous of employment opportunities to the persons and improves standard of living .

### TYPES BY PRODUCTS:

Retail is naturally classify into following types such as :

- Provisions and Grocery products –some goods requires cold storage and some products are classic in room temperature .
- Durables and hard goods – such as tools , sports equipments , Furniture and auto mobiles etc .
- Consumable goods – such as cosmetics , medicines , footwear and stationery .
- Creative goods – such as pleasant-sounding instrument , Gifts items .

### FORMATS OF RETAILING :

#### **Hypermarket**

This is one of type of opening where we can find wide variety of products and goods with lower cost compared to other outlet . It is the combine of supermarket and the departmental store.

✚ **Warehouse store**

Here we get high excellence 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 demanding group or segment.

✚ **Mom and Pop**

This opening is operated by the family members which is smaller in size and precise on choosy group of the products with minimum collections .

✚ **Supermarket**

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

✚ **Specialty stores**

This kind of outlets are majorly determined on one separate retail either on the specializes products . It may be shoes , clothing , toys or automobiles etc ,.

✚ **Department stores**

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

✚ **General stores**

These are the stores which serve goods and services to the rural group and convince their needs and wants.

✚ **Convenience store**

These stores provides too little sum of products at more than typical price with easy check outs. This provisions deals with tragedy and instant purchase consumables.

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	Lid	Germany
7	Metro AG	Germany
8	Amazon .com	United states
9	Alde	Germany
10	The home depot	United states

**TESCO :**

It is recognized in the year 1919. Head quarters is at Cheshnut United kingdom ( England ). Jock Cohen was the founder . Nearly 6900 outlets are their globally .It provides employments chance to lakhs of people.

**COSTCO:**

It is a government established outlet , started on 1976 , 7<sup>th</sup> of December. Main office is at Issaquash , United states of America .There are almost 900 outlets in force 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 workforce are working here .

**KROGER:**

+It handling convince store and the super store . Head quarters 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 Easen , Germany . 9800 stores crossways 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.

**HOME DEPOT :**

Head office is at Cob country club , United states .4 lakh employees are working .

**✚ 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 .

**INDIAN RETAIL SETTING :**

Retailing is the most good-looking and the lively sector from last few years , and it is growing absolutely . It is contributing 8% of GDP towards the development of the economy it creates more figure of employment opportunities to the unemployed youths . It is the only sector which is working favourable to the consumers .

- ✚ The purchasing power of the persons varies according to their state of income and standard of living .
- ✚ It directly obtain the goods and products from manufacture and sells to the consumers and removes middlemen.
- ✚ It promote use of credit card for paying bills .
- ✚ Stores are situated at the most well-located area and they can enjoy the shopping.

**KEY CHALLENGES :**

- ✚ Pricing : As we all acknowledged Indian are money minded . Low pricing attracts additional number of customers and it helps for growth and long running of the store it is the quickest and the easiest variable to change
- ✚ Target audience : customers are the mainly essential factor of the retail industry it act as a fuel for retail blossoming.
- ✚ Merchandise : it is the very important goal it consist of activity such as gain 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 area is the most important part for any business process that is the classic and the major consideration in the customer option . Based on the sight and the locality the person set the strategic plan.

✚ Create awareness

- Retailer inspiring attention between the customers .
- Consumer expect value for money
- High degree of fragmentation.

✚ Meet customer expectation

- Encourage the consumer to buy .
- Look of new retail outlet.

✚ Back and management

- Group supervision
- Maintain of store in the right manner .
- Proper flow of messages.
- Excellent consumer relationship management .

✚ Consolidation

- Merger and acquisition
- Organizes retail outlet

### **Reasons for the growth of retail sector in India :**

✚ Impact of technology outcome in the growth of retail sector by transformation of ideas and thoughts with the help of electronic devices and through computers.

✚ Reduces the gap between consumers and the manufactures.

✚ The level of income is high among the persons 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 simply attracts the foreign investors.
- ✚ It educates the customers about quality and the variety.
- ✚ It provides wide variety of quality products under one top and helps in managing the time in an helpful manner.

### **1.3 COMPANY PROFILE :**

#### **FUTURE GROUP :**

Future group is a type of private company . it is operating under retailing , insurance ,logistics and media. Founded by Kishore Biyani and he is the managing director(MD) and the chief executive officer (CEO) of the organization .Head quarters is at Mumbai, Maharashtra , India . it is serving integrated 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 millions . The divisions of Future groups is as under

- ✚ Future retail ltd.
- ✚ Future lifestyle fashions ltd .
- ✚ Future consumer enterprises .
- ✚ Future supply chain Ltd
- ✚ Future brands Ltd .
- ✚ Future capital holdings Ltd

Tasty treat , Fresh and pure , Clean Mate ,Ektaa ,Premium ,Golden Harvest ,Sach 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 .

### 1.3 PROMOTERS

<b>Managing director</b>	<b>Kishore Biyani</b>
<b>Joint Managing Director</b>	<b>Rakesh Biyani</b>
<b>Whole Time Director</b>	<b>Vijay Biyani</b>
<b>Chairman</b>	<b>Shailesh Hari Bhakthi</b>
<b>Director</b>	<b>Darlie Koshy</b>
<b>Director</b>	<b>Anil Harish</b>
<b>Director</b>	<b>Bala Deshpande</b>
<b>Director</b>	<b>Doreswamy</b>

### **BIG BAZAAR:**

The major hyper market string in India is Big Bazaar.

Type: Hindu undivided company

Business: Retailing

Established : 2001

Head office: Mumbai , Maharashtra , India

Format: Hypermarket

Sales revenue- 4576 crores (2017)

Number of employees: More than 5000 people

Parent: Future group

Slogan : -Naye India ka Bazaar

## **1.4 VISSION , MISSION AND QUALITY POLICY :**

### **Vision:**

Future group delivery services to Indian customers everywhere, everything and every time in mostly profitable method.

### **Mission :**

We will give out all the lessons of the society with better quality and quantity.

We will sell Indian products with confidence and interest.

We shall be extremely aware about the price and more committed towards the quality.

We shall make sure that authenticity , hard working and the positive attitude among employer and the team motivates to reach goal and it lift the step of success.

### **Strategy:**

Change, confidence and consumption theory

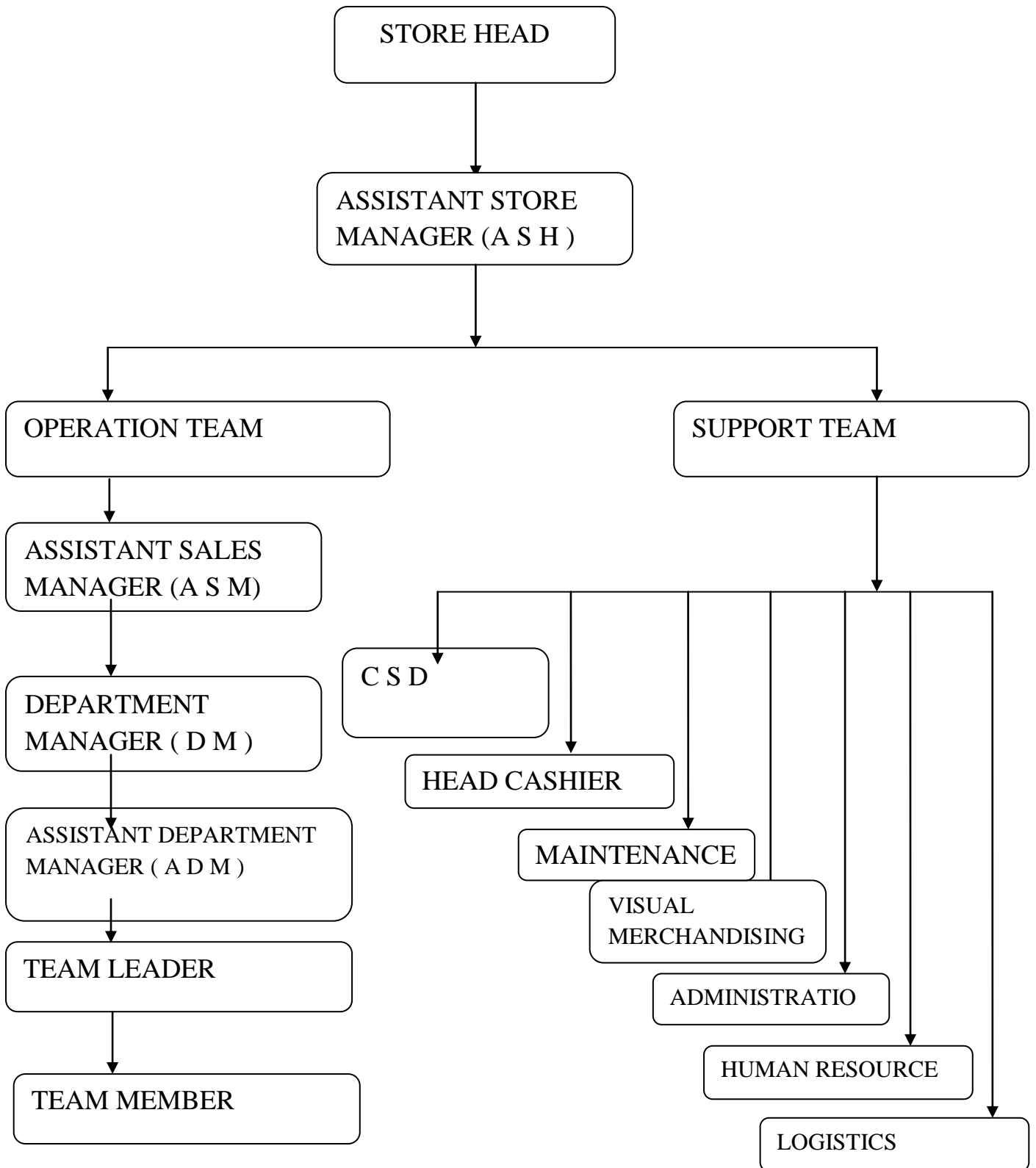
The theory of explains the concept of altering of thinking abilities, view and prospective among the consumers about the retail sector.

Build confidence amongst the consumers about the quality, quantity and at sensibly priced price the outlets are helping the people and please their needs and wants.

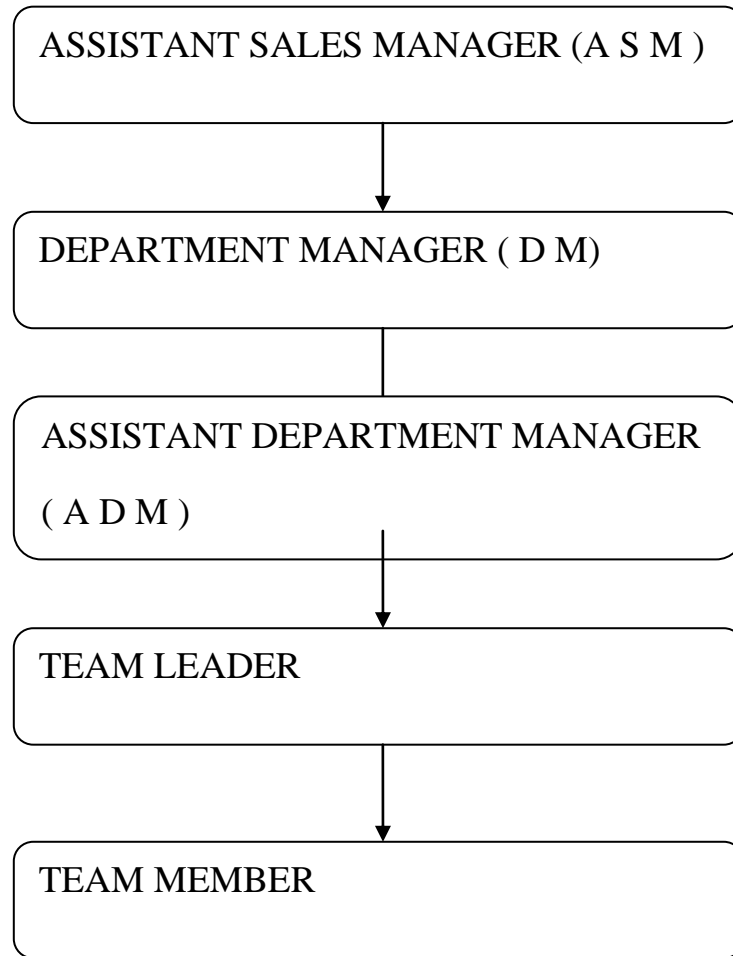
Consumption is through providing better employment opportunity and income.

Based on this theory Big bazaar serves all the classes of people equally such as upper middle classes, lower middle class, serving and stressed classes.

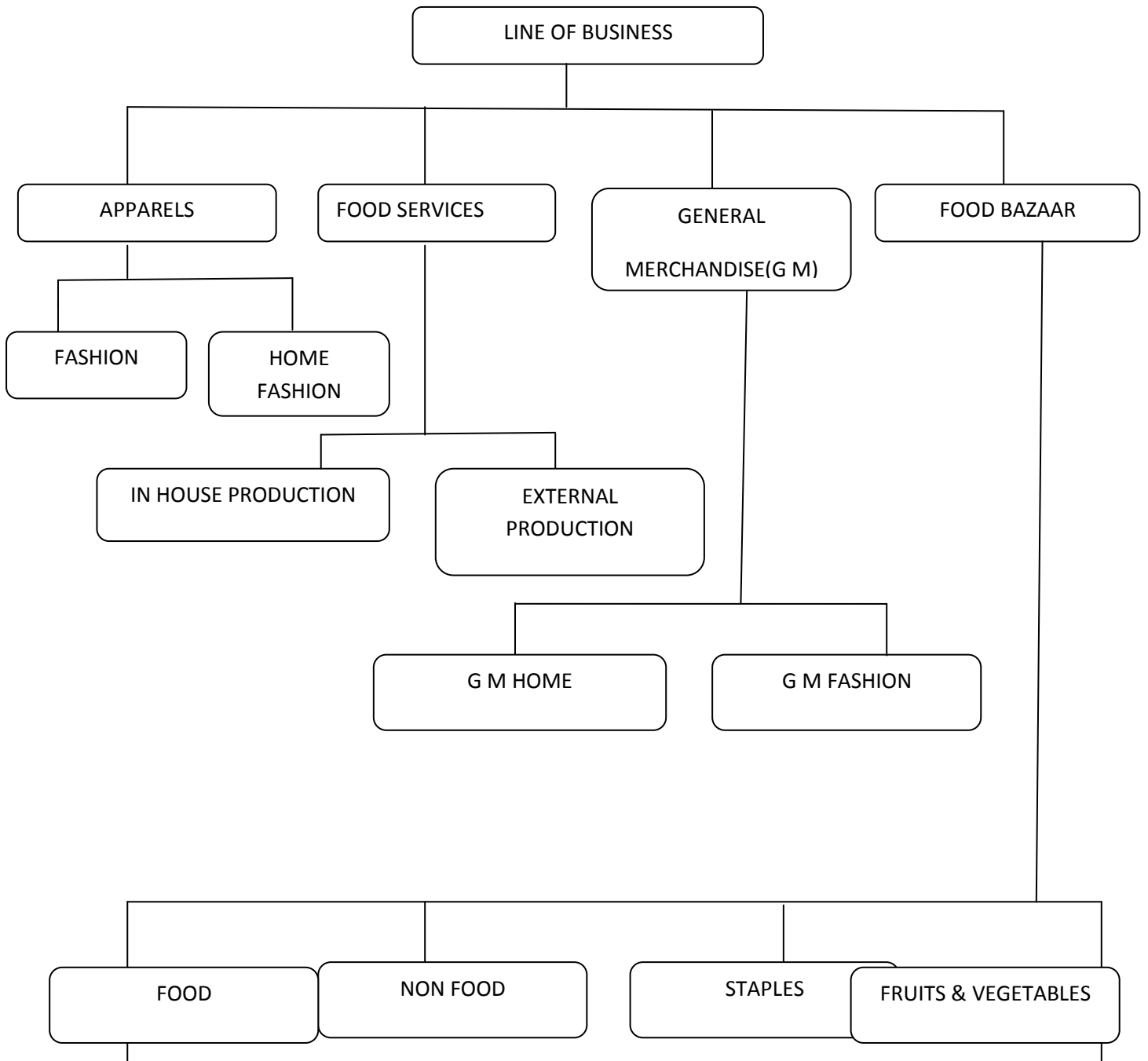
**ORGANISATIONAL STRUCTURE: STORE WISE:**



**DEPARTMENT WISE**



## LINE OF BUSINESS:



market in India. The big bazaar is in more than 90 cities in the country's top hypermarket network to keep many of its stores a new renovated looking. An better mix and better categorization merchandized help draw new customers, expand basket size stay alive customers. Food bazaar by give greater variety listening watchfully on raising the size of the



ticket. Shops also have fresh fruits and vegetables a larger product, and customers have been bring back to the store more often. More significantly, it focuses on the removal of their kitchen by the customer cut off labor won the negative mind and heart share - share many customers.

As of June 2, 2012 in India, there are 2014 stores across 90 cities and towns, covering about 16 million square feet of retail space. Big bazaar is to market or the Indian market with set provides a wide range of sales, some lumps fashion and apparel, food, general merchandise, furniture, electronics, books, snacks and entertainment. Objective bazaar shop is to provide a sense of the local market customers. They are often a variety of house hold items including retail clothing, food, general trading, furniture, electronic, books, fast food and many others stores across the 100 mark in 2008, the future group also has a central supermarkets, the brand factory , trousers , e area , home of the future market in addition to the big bazaar.

### 1.5 PRODUCT/SERVICES PROFILES AREAS OF OPERATION

APPAREL	FOOD SERVICES	GENERAL MERCHANDISE	FOOD BAZAAR
<u>FASHIONS :</u>  Men's wear Men's casuals Men's formals Men's accessories  <u>Ladies wear</u>	<u>In house production :</u> Hot kitchen Cold kitchen <u>External production :</u>	<u>G M HOME :</u> Plastics Utensils Crockery <u>G M FASHIONS</u> Luggage	<u>FOOD :</u> Ready to eat Processed food Snacks Juices Soft drinks



<p>Ethnic wear</p> <p>Ladies western</p> <p>Ladies accessories</p> <p> <u>Kids wear</u></p> <p>Boys wear</p> <p>Girls wear</p> <p>Infants</p> <p>Accessories</p> <p> <u>Home fashions</u></p> <p>Bed sheets</p> <p>Carpets</p> <p>Towels</p> <p>Home decors</p>		<p>Toys and sports</p> <p>Books and stationeries</p> <p>New business development</p> <p><u>GENERAL</u></p> <p>Stationeries</p> <p>Foot wear</p>	<p>Ice cream</p> <p>Coffee and tea</p> <p><u>STAPLES :</u></p> <p>Spices</p> <p>Oil and refineries</p> <p>Groceries</p> <p><u>NON- FOOD</u></p> <p>Cosmetics</p> <p>Home care products</p> <p>Personal care products</p> <p><u>FRUITS AND VEGETABLES :</u></p> <p>Fruits</p> <p>Vegetables .</p>
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## **1.6 Infrastructural Facilities :**

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

## **1.7 Competitors of Big bazaar :**

- ✚ More
- ✚ Reliance fresh
- ✚ Shopper stop
- ✚ Metro
- ✚ Food world D-mart .

## **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 every day 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
- ✚ Improve the online shopping options .
- ✚ Planning to conduct weekly campaign about the promotional offers .

## **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 people are view marketing only as an selling and advertisement, But in the reality or in the recent time it is all about building good customer relationship and interaction analyze their needs , wants and satisfying their willingness.

Marketing is the most important factor in creation of effective use of resources and there is an urgent need in the developing country for building up the supply of the market manager.

The word of market is most wider spread word, it includes every resource of marketing and it is involving to provide all the necessary facilities of goods and services through directly from manufacturer or creator to customers.

The Modern marketing really an effort to increase the market share for existing products the expenses of the competitors (or) in the expanding market but all the challenge of a growth oriented economy is to innovating new products and to create new market.


#### **Meaning of market:**

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

#### **Meaning of marketing :**

Marketing is an activity which results in flow of services and goods the producers to the ultimate customers.

#### **SCOPE OF MARKETIG:**

-  **GOODS:** Goods are the tangible things , it is not only sold through person to person .But it also sold through internet and phones .

- ✚ **SERVICES:** service industry is the most considerable thing in the aspect of the economic development of the country . It includes Banking , Transport ,Medical support 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 in the form of Books, Magazines ,Newspaper, Encyclopedia, Website etc.
- ✚ **PERSONS:** The individuals who gains popularity in their respective fields.

### **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:

In the marketing mainly four marketing mix are there these are,

### MARKETING MIX

#### PRODUCT

- Variety
- Quality
- Design
- Features
- Brandname
- Packaging
- Services

#### PRICE

- List price
- Discount
- Allowances
- Offers
- Payment  
Periods
- Credit Terms

#### PROMOTIONS

- Advertising
- Sales Promotions
- Personal Selling
- Public Relations

#### PLACE

- Channels
- Coverages
- Assortments
- Locations
- Inventory
- Transportations
- Logistics

## **IMPORTANCE OF MARKETING :**

- Helps in achieving organizational goals and objectives .
- Provide goods and services which the service wants.
- Standard of living of the people will increases
- Economic growth of the country .
- Helps in adoption of the new technology .
- It helps to achieve maximum efficiency production and productivity .

## **CONSUMER BUYING BEHAVIOUR:**

Consumer buying behavior is the whole sum of consumers attitude, preference and decisions concerning the consumer behavior in the market place when purchasing a product or service. The study of consumer behavior draws upon social science discipline of anthropology, psychology, sociology and economics.

## **ASPECTS OF BUYING BEHAVIOUR:**

- Motivation and needs. Needs inspire buying behavior
- Perception Attention and Retention
- Learning and conditioning
- Beliefs and attitude

## **FACTORS AFFECTING BUYING BEHAVIOUR:**

### 1. Cultural factors

- Culture
- Sub-culture



- Social class

## 2. Social factors

- Reference Group
- Family
- Roles and Status

## 3. Personal factors

- Age
- Occupation
- Lifestyle
- Personality

## 4. Psychological factors

Motivation, Perception

Beliefs and Attitude

## **2.2 LITREATURE REVIEW**

- Patrick (1980) –Impulse purchase is a phenomenon that are started trigger the consumer and he demonstrated about how the new updations improves over the previous buying procedure .
- Gordie Howe (1986) – Determined that gender and the societal group affect on impulse 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 .

- Sadio Mane (1986 ) – Examined that customers traits and their intellectual capability manipulate more on inclination purchase .
- Naby Keita (1984) -It has focused on the cognitive and emotional reply which experienced by the consumer during purchase .
- Dieumerici Mbokani (1980) – Examined that Manufactures and the retailers in the industrialized countries spend large sum of quantity on personal ad and the promotion to increase the sales on merchandise through “ desire buying “.
- Adel Taarabt (1990) –Desire to purchase is a phenomenon that are started trigger the consumer and he demonstrated about how the new updations improve over the previous buying procedure .
- Vincent Aboubakar (1960) – Determined that gender and the societal group affect on desire 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 .
- Mo Diame (1981) –The buying of an item which is out of stick and reminded during encountering the product are excluded from the preview of impulse buying .
- Younes Belhanda (1996) – Examined in the aspects of intellectual perspective , the hypothesis of individualism and collectivism give important insights about consumer’s behavior .
- Moussa Sow (1994) – Describe the experimental and informative aspects of point of purchase trigger the inner motives to buy the exacting products .
- Steven Pienaar (2001 ) – specification in product buying is the utter resultant of involvement , enjoyment and desire buying .
- Godfrey (1998) – He practically showed hat the peer group , family and the mental capability impacts on spontaneous purchase.
- Kossi Agassa ( 2001) – Delibrated that shopping attitude of the formative years and found that sensory stimulus such as back ground music or feel of the product
- Salomon Kalou( 1995) – Differentiated that impulse buying as hedonic attitude that are associated with the feelings and the psychological motives instead of thinking and functional benefits .

## **CHAPTER – 3 RESEARCH DESIGN**

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

Currently there is necessity to know the buying behavior of customers and to know the significance difference between offer and purchase level and to know on what basis customers buy the product if the offers are low the buying behavior of the customers differs they try to not to purchase the product when there are no offers and the purchase level vary. Therefore the current research study has been conducted to analyze the buying behavior of customers.

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

Factors affecting buying behavior for retail products.”Retail sector is undergoing threats and the competition is very powerful from the online sector. All the retailers trying to “SHARE FROM PURCHASE” , of the user and bring on purchase by contribution dynamic sales promotion offer . “ The base of the shop on real time basis .This study aims at discovering the buying behavior of customers at BIG BAZAAR.

### **3.3 OBJECTIVES OF THE STUDY**

- To identify the buying behaviour of customers at Rajijjanagar Big Bazaar
- To determine the current status of Big Bazaar
- To find out the customers response towards Big Bazaar
- To study the satisfaction level of customers towards Big Bazaar
- To give suggestions on the basis of findings.

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

The scope of this research is to identify the buying behavior of customers at Big Bazaar in Rajajjinagar Bangalore. This research is based on primary and secondary data. Due to time constraints only limited number of persons contacted .This study only focuses on urban

buying behavior of customers because the research conducted in Rajajinagar area. The study does not say anything about the rural buying behavior of customers because rural /norms/attitude and acceptance of the rural customers differs with urban customers. The scope of research is limited for Rajajinagar area. It provides help to further the research for organized retail sector in Bangalore area. It aim to understand the skill of the company in the area like technological advancement, competition in management.

### **3.5 METHODOLOGY OF THE STUDY**

Customers tastes and preferences play a vital role in today's generation. Research methodology is a set of various methods to be followed to find out various information's regarding market strategy of different products. Research methodology required in every industry for acquiring knowledge of their products.

Area of study:

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

Research Design-

Disprective research

Sampling Design

Simple random sampling

Sample Size

100 customers

Data Collection

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

Tools Analysis: SPSS,EXCEL

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

### **3.6 HYPOTHESIS**

H0: Frequency of the visit is unlikely to depend on type of goods purchased by customer

H1: Frequency of the visit is likely to depend on type of goods purchased by customer.

### **3.7 Limitations of the study**

- It is very hard to understand the customer behaviour while shopping
- Time is an important constraints as the study is only 2 months
- As per the rules and the policy of the company executives were not all set 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 talk.

### **3.8 Chapter Scheme**

Chapter -1 Introduction

This chapter contains the Industry profile, Company profile, Competitors information, SWOT analysis and Future growth and prospects

Chapter - 2 Conceptual background and literature review

This chapter contains about the Theoretical background of the study and Literature review with research.

Chapter- 3 Research Design

This chapter contains the Statement of the problem, Need for the study, Objectives, Scope of the study, Research Methodology, Hypothesis, Limitations, Chapter scheme

Chapter- 4      Data Analysis and Interpretation

This chapter contains the Data, Data analysis, Interpretation of data, Statistical tool result

Chapter- 5      Findings, Conclusion and Interpretation

This chapter contains the Findings, Conclusion and Suggestions.

## CHAPTER -4 DATA ANALYSIS & INTERPRETATION

**TABLE -4.1**

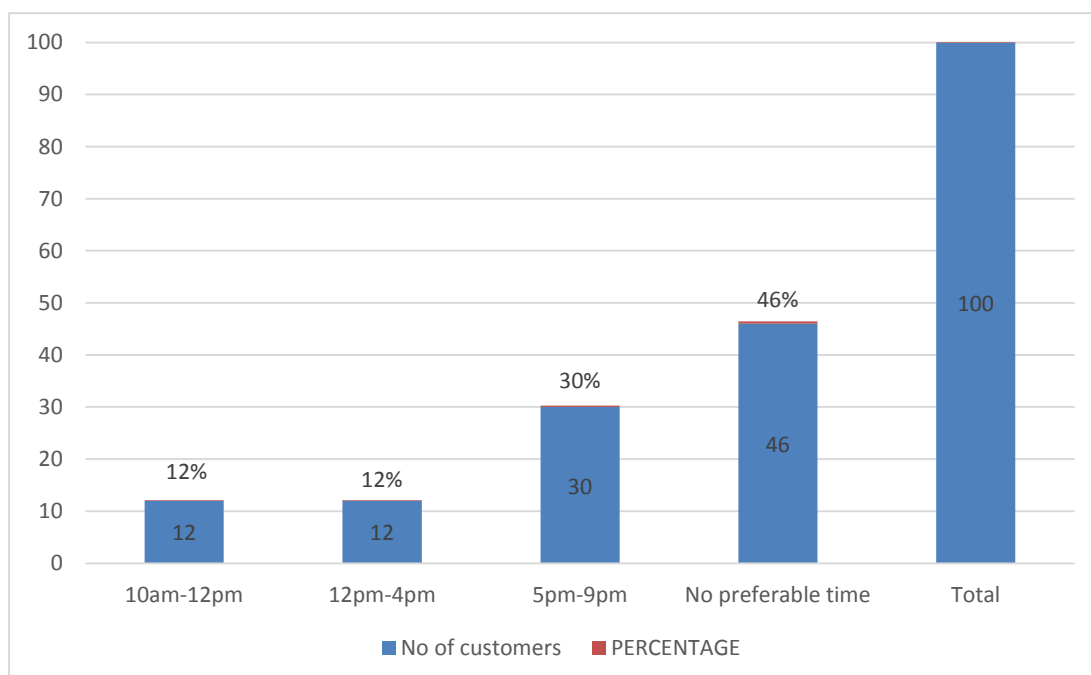
Title showing customer preferable time for shopping at Big Bazaar

RESPONSE OF THE CUSTOMERS	NUMBER OF CUSTOMERS	PERCENTAGE
10am-12pm	12	12%
12pm-4pm	12	12%
5pm-9pm	30	30%
No preferable time	46	46%
Total	100	100%

### Analysis:

From the above table we examine that out of 100 respondents 46% of customers as no preferable time for shopping , 30% 5-9pm,12% 12pm-4pm,12% 10am-4pm.

**GRAPH – 4.1**



### **Interpretation:**

As inferred from the graph it can be acknowledged that there is no specific time during which the customers like to shop as each one has Most of the customers have no preferable time for shopping and the rest customers like to shop within stipulated time because they see to the preferable time for them to do shopping.

### **Table -4.2**

Table showing how often customers visit Big Bazaar.

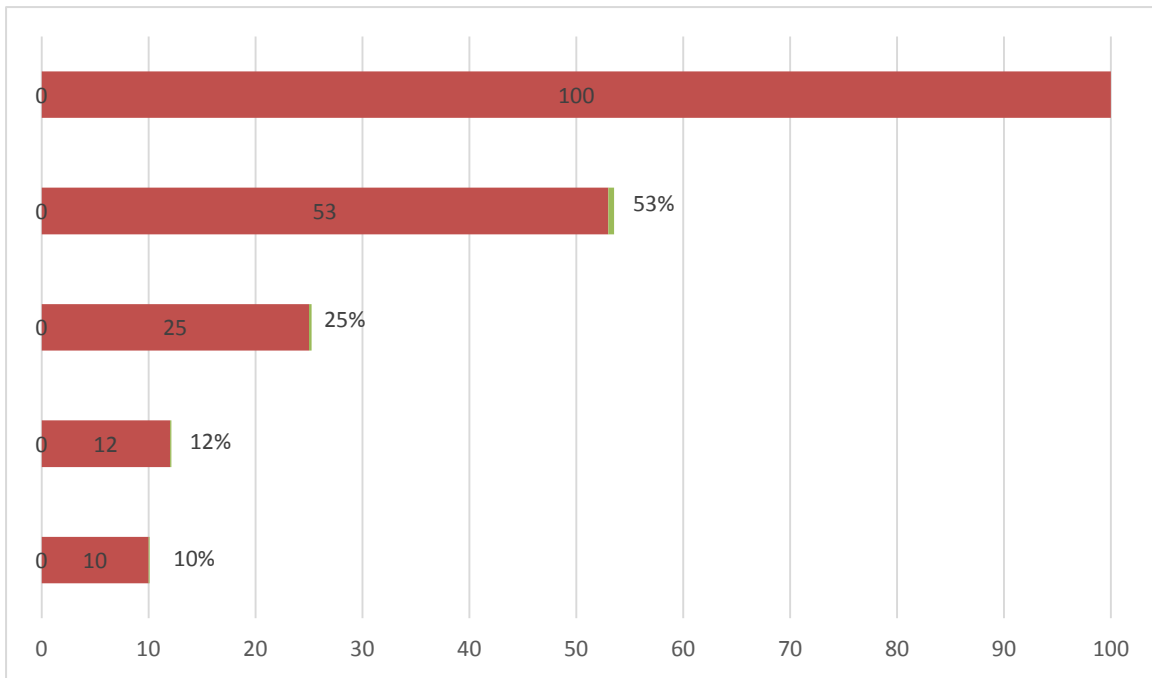
RESPONSE OF THE CUSTOMERS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Daily	10	10%
3 days once	12	12%
7 days once	25	25%
30 days once	53	53%
<b>TOTAL</b>	100	100%

### **ANALYSIS:**

From the above table 10% says daily,12% says once in 3 days,25% says in 7 days and 53% says in 30 days.

### **GRAPH:-**





**INTERPRETATION:**

Greater part of customers prefer to shop once in a month and the rest weekly twice or thrice they shop at Big Bazaar because of the time constraints.

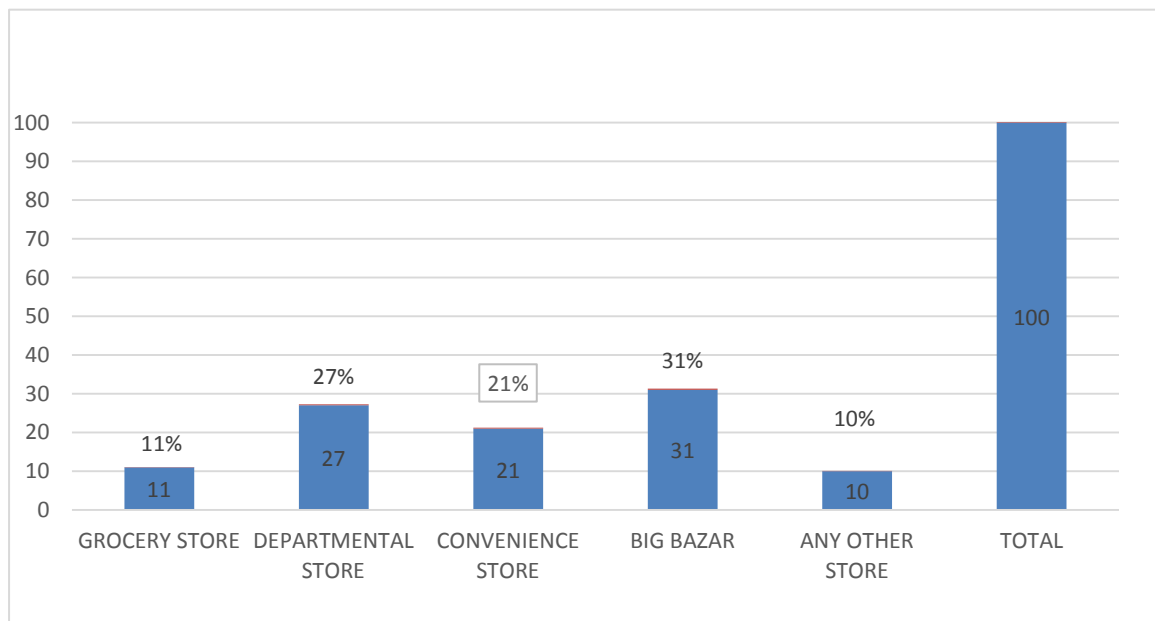
**TABLE – 4.3**

Title showing that one or two year back customers or their family used to shop

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Grocery store	11	11%
Departmental store	27	27%
Convenience store	21	21%
Big Bazaar	31	31%
Any other preferred store	10	10%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

## ANALYSIS:

From the above table out of 100 respondents 11% of them are shopped at grocery store ,27% of them are shopped at departmental store , 21% of them are shopped at convenience store , 31% of them are shopped at Big bazaar and 10% of the stores customers are shopped at any other preferable.



## INTERPRETATION:

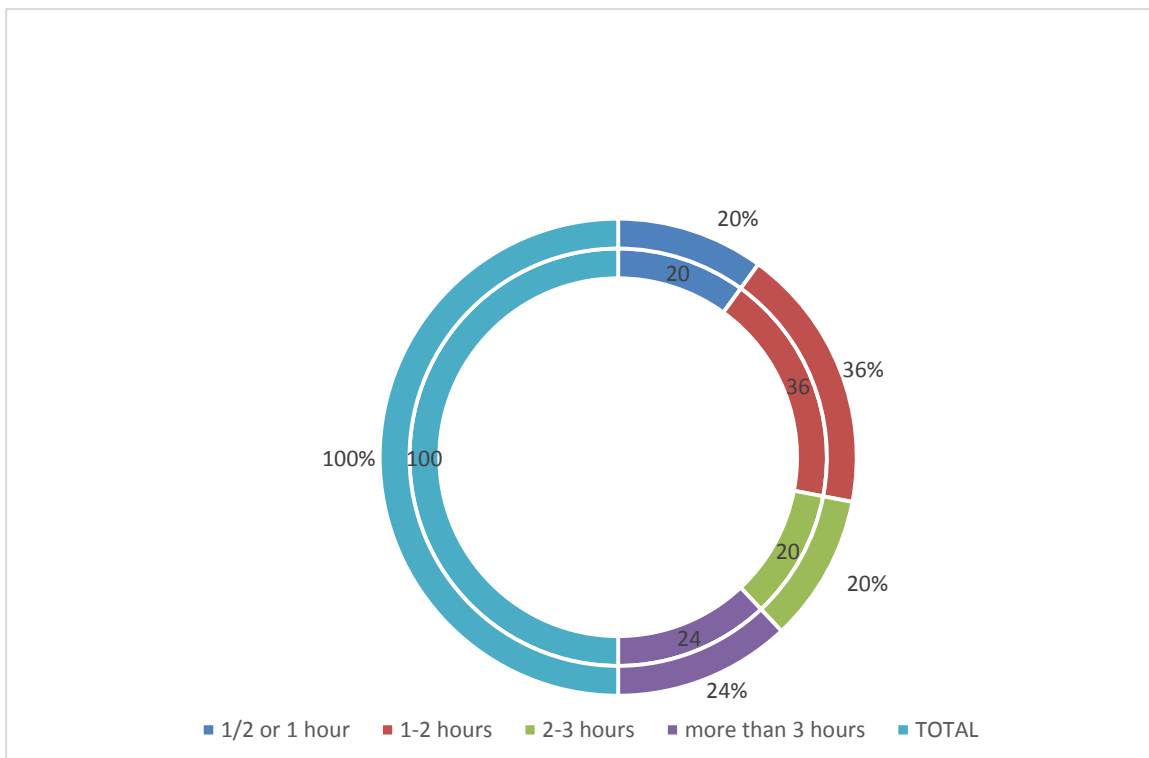
From the above analysis most of the shoppers prefer talk into store above departmental store and Big bazaar.

**TABLE 4.4**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
½ or 1 hour	20	20%
1-2 hours	36	36%
2-3 hours	20	20%
More than 3 hours	24	24%
TOTAL	100	100%

**ANALYSIS:**

From the above table we assume that out of 100 respondents , 20 % of the respondents were spend ½ - 1 hours , 36% of the respondents spend 1-2 hours , 20% of the respondents spend 2-3 hours and 24% of the respondents spend more than 3 hours in shopping.



**INTERPRETATION:**

From the above analysis most of the respondents shop for 1-2 hours in Big bazaar because you get all the products and it takes more time for shopping for all the products.

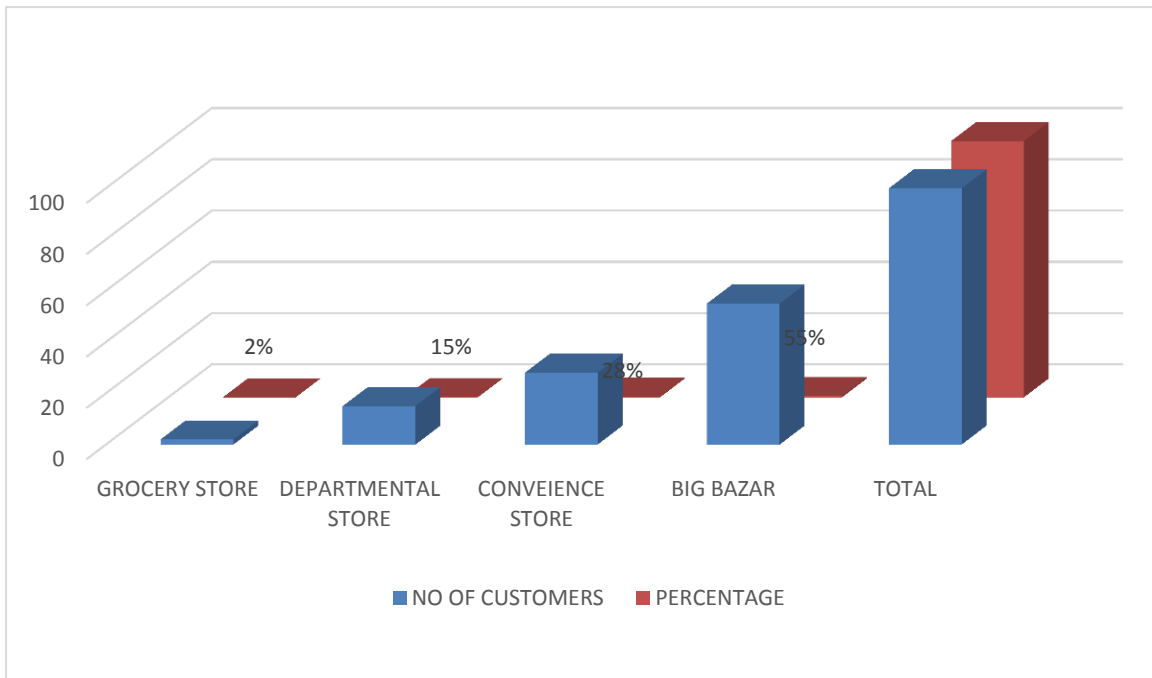
**TABLE :4.5**

Table showing give a choice now where the customer would like to do their shopping?

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
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 100 respondents 2% of respondents are still willing to purchase products at Grocery store , 15% of them are at departmental store , 28% of them are at convenience store and 55% of them are at Big bazaar.



### INTERPRETATION:

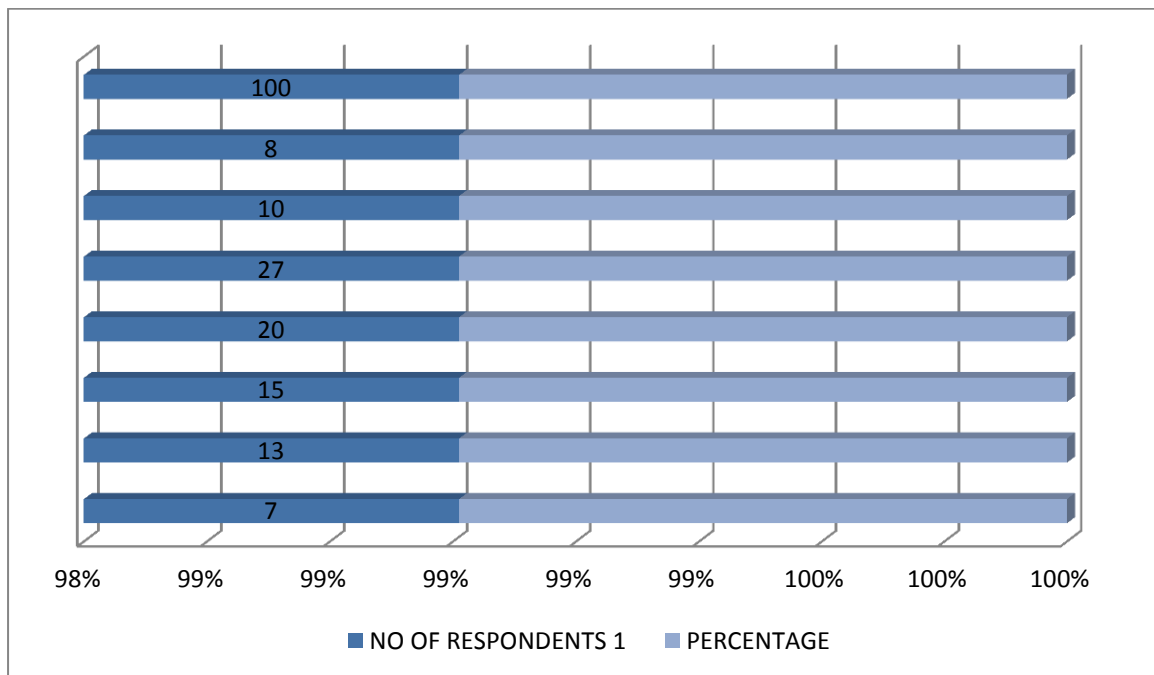
From the above analysis majority of the respondents prefer to shop at big bazaar over Grocer , departmental or convince store is given in the choice because most of the customers go to buy all the products which is required to them .

**TABLE: 4.6**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
COST	7	7%
CONVENIENCE	13	13%
QUALITY	15	15%
VARIETY	20	20%
DISCOUNTS/OFERS	27	27%
AMBIENCE	10	10%
ALL OF THEM	8	8%
TOTAL	100	100%

## ANALYSIS:

From the above table out of 100 respondents 7% of customers are like the cost , 13% of them are like convenience , 15% of them are like quality , 20% of them are like variety , 27 % of them are like discounts/ offers , 10% of them are like ambience and 8% of the customers like all the above mentioned characteristics in Big Bazaar .



## Interpretation:

From the above analysis most of the respondents like discount and offers available at the store because customers go for less rate and when there is discounts and offers customers tend to shop more.

**TABLE 4.7**

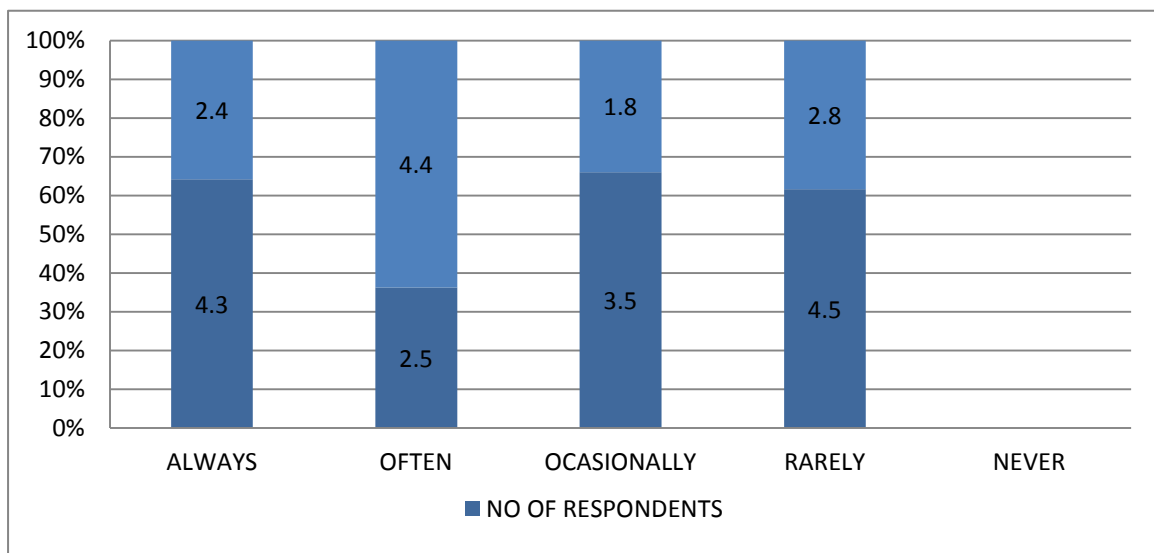
Title showing shopping is fun in Big Bazar

Particulars	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ALWAYS	23	23%
OFTEN	17	17%
OCASSIONALLY	32	32%
RARELY	21	21%
NEVER	7	7%
<b>TOTAL</b>	<b>100</b>	<b>100%</b>

**ANALYSIS :**

From the above table we infer that out of 100 respondents says that 23% of customers are always had fun,, 17% of them are says often , 32% of them are says occasionally ,21% says rarely and 7% of the customers says never had fun in their shopping .

**GRAPH :4.7**



### **Interpretation :**

From the above analysis most of the respondents occasionally have fun shopping at big bazaar

**TABLE: 4.8**

Title showing purpose behind visiting Big Bazaar

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ALWAYS	21	21%
OFTEN	18	18%
OCCASSIONAL	30	30%
RARELY	22	22%
NEVER	9	9%
TOTAL	100	100%

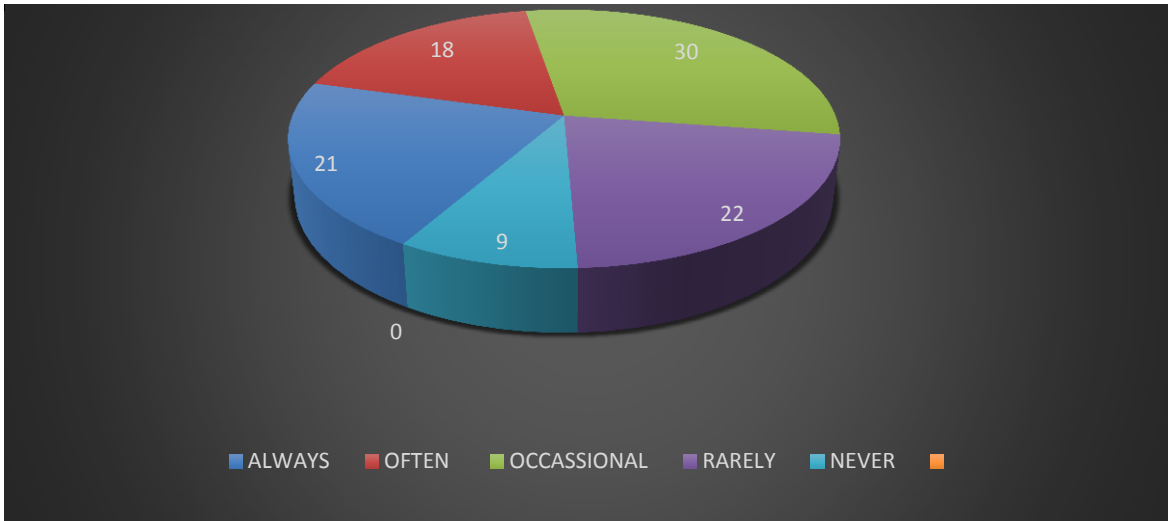
### **ANALYSIS:**

From the above table we infer that out of 100 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

### **INTERPRETATION:**

Most of the customers tend to go occasionally because to buy the necessary items which they require.





**ANALYSIS:**

From the above table we infer that out of 100 respondents 21% of them says always , 18% says often , 30% says occasionally , 22% says rarely and 9% says never wanted to buy a intended list of items and end up with lot many items .

**TABLE : 4.9**

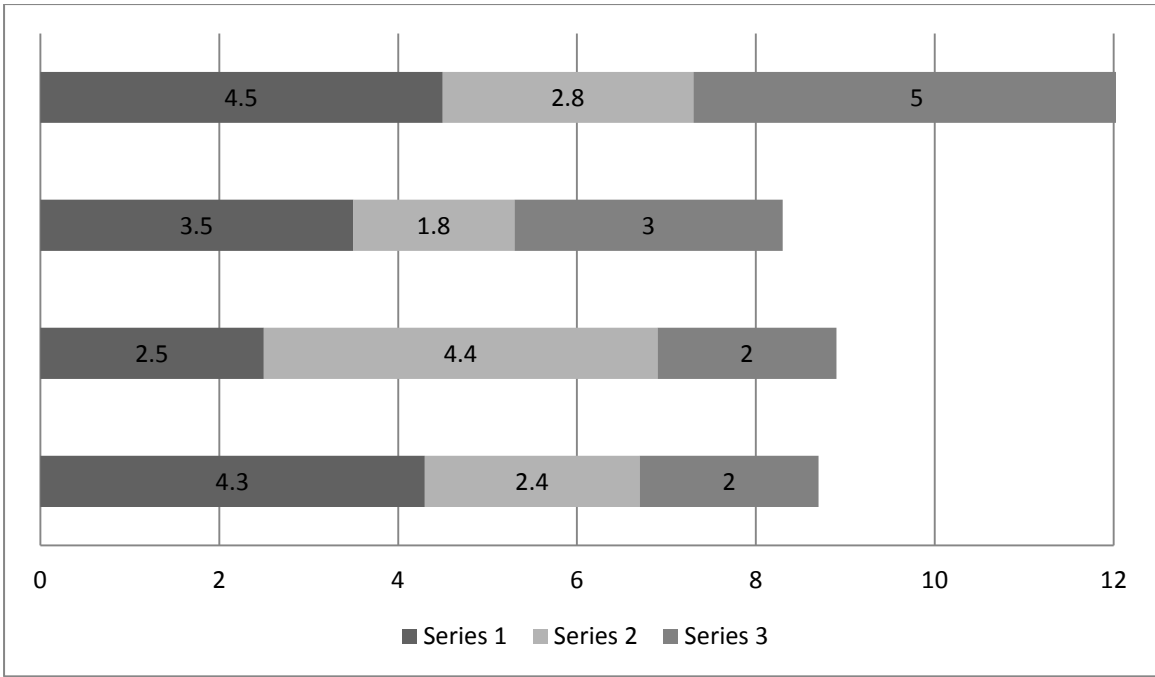
Chart showing which category of items you will purchase on spontaneous buying?

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
FOOD &GROCERY	28	28%
APPARELS	31	31%
ELECTRONIC GOODS	5	5%
HOME /KITCHEN ITEMS	13	13%
BEAUTY &COSMETIC PRODUCTS	16	16%
PERSONAL USED PRODUCTS	7	7%

TOTAL	100	100%
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#### ANALYSIS:

The above table we infer that out of 100 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 / kitchen items , 16% will buy beauty and cosmetics items and 7% of the respondents will buy personal use products.



**INTERPRETATION:**

From the above analysis most of the respondents prefer to buy food , Grocery and apparels at Big bazaar

**TABLE 4.10**

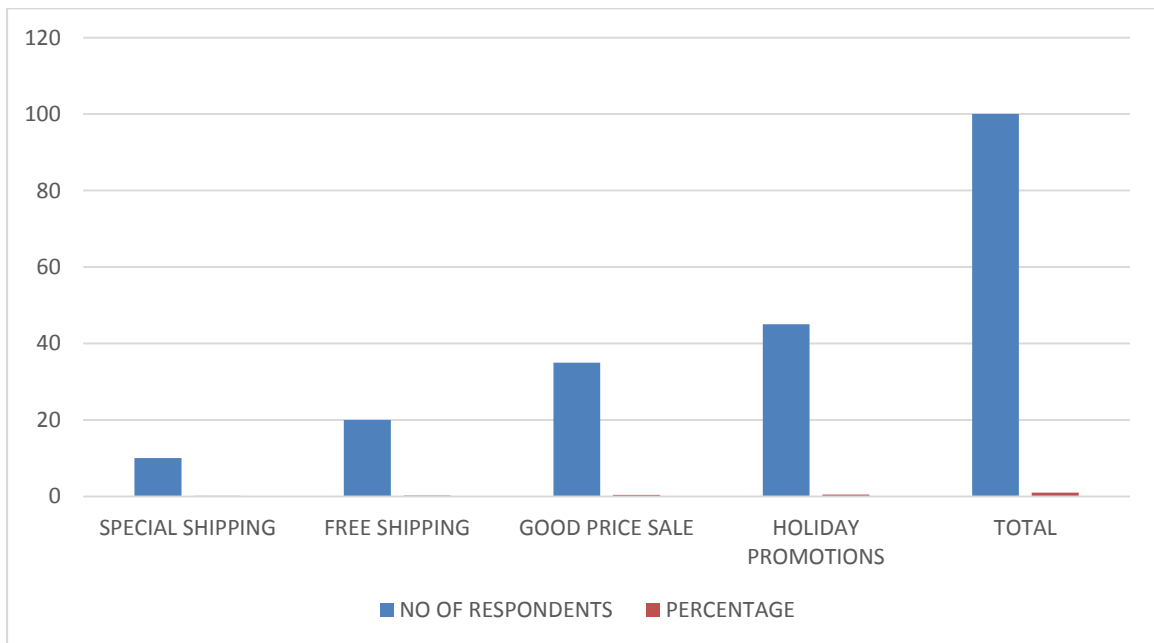
Title showing factor motivates to make spontaneous purchase or unplanned service

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
SPECIAL SALE PRICE	10	10%
FREE SHIPPING	20	20%
GOOD PRICE SALE	35	35%
HOLIDAY OR	45	45%

SEASONAL PROMOTIONS		
TOTAL	100	100%

**ANALYSIS:**

Majority of the respondents feels that good price on sale motivates the desire purchase



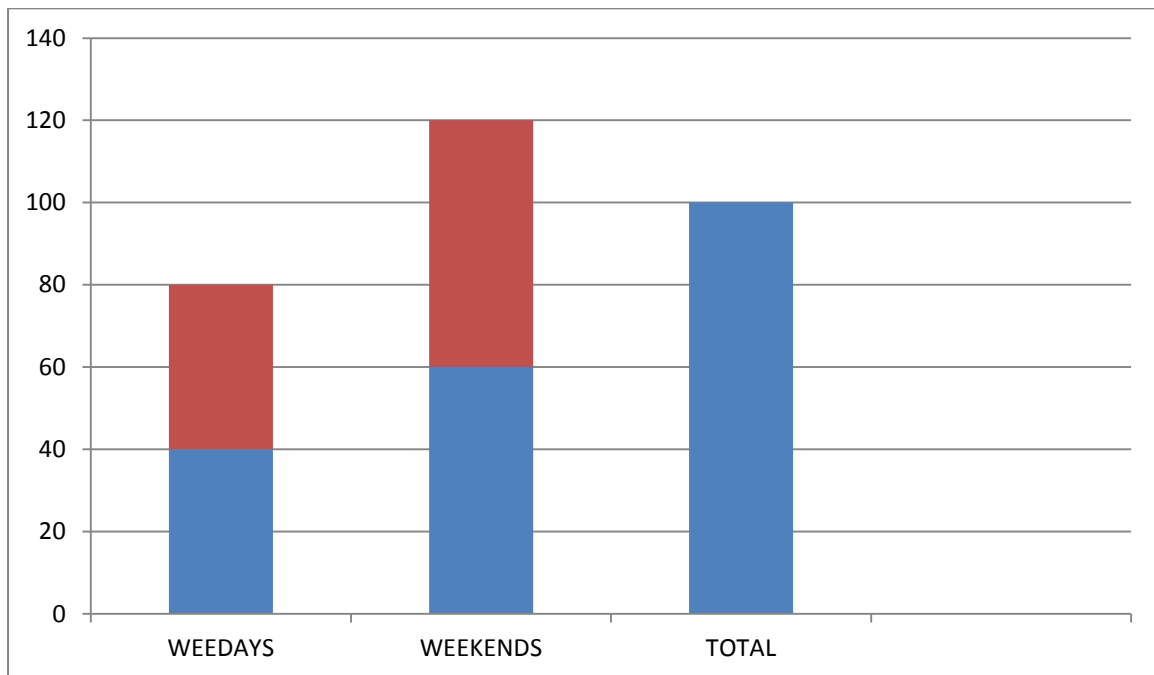
**4.11 Title showing in how many days would you visit Big Bazaar**

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Weekdays	40	40%
weekends	60	60%

TOTAL	100	100%
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**ANALYSIS:**

From the above table we infer that out of 100 respondents 60% prefer to visit big bazaar on weekends and 40% prefer to go for shopping on weekdays.



**Interpretation:**

Majority says that the preferable time for shopping would be on weekends because they would be having more time for shopping in weekends.

**TABLE:4.12**

Table showing type of promotion stimulate more impulse buying

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MONETARY	80	80%

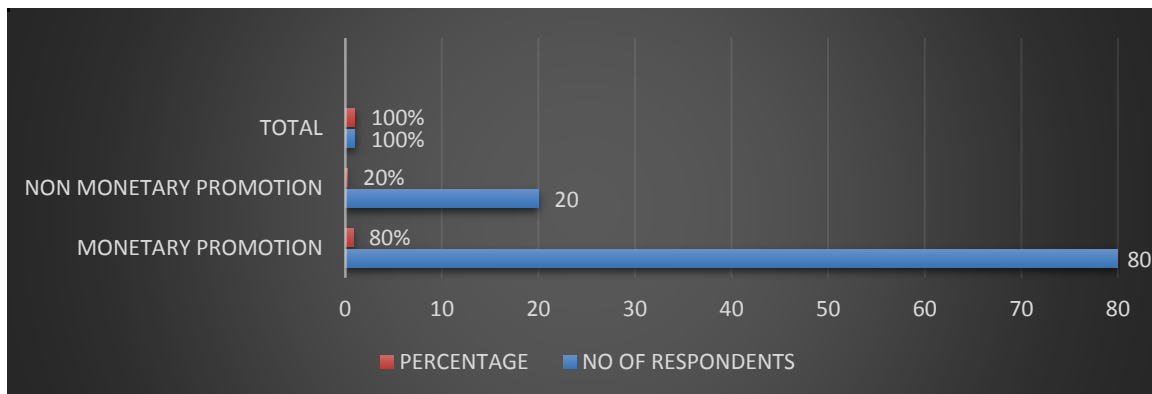
PROMOTION		
NON-MONETARY PROMOTION	20	20%
TOTAL	100	100%

**ANALYSIS:**

From the above table we infer that out of 100 respondents 80% says monetary promotion and 20% says non –monetary promotion stimulate more impulse buying .

**Chart -4.12**

Chart showing which type of promotion stimulate more impulse buying



**INTERPRETATION:**

Majority of the respondents says that financial promotions stimulate more on desire buying customers buy products when there is low price.

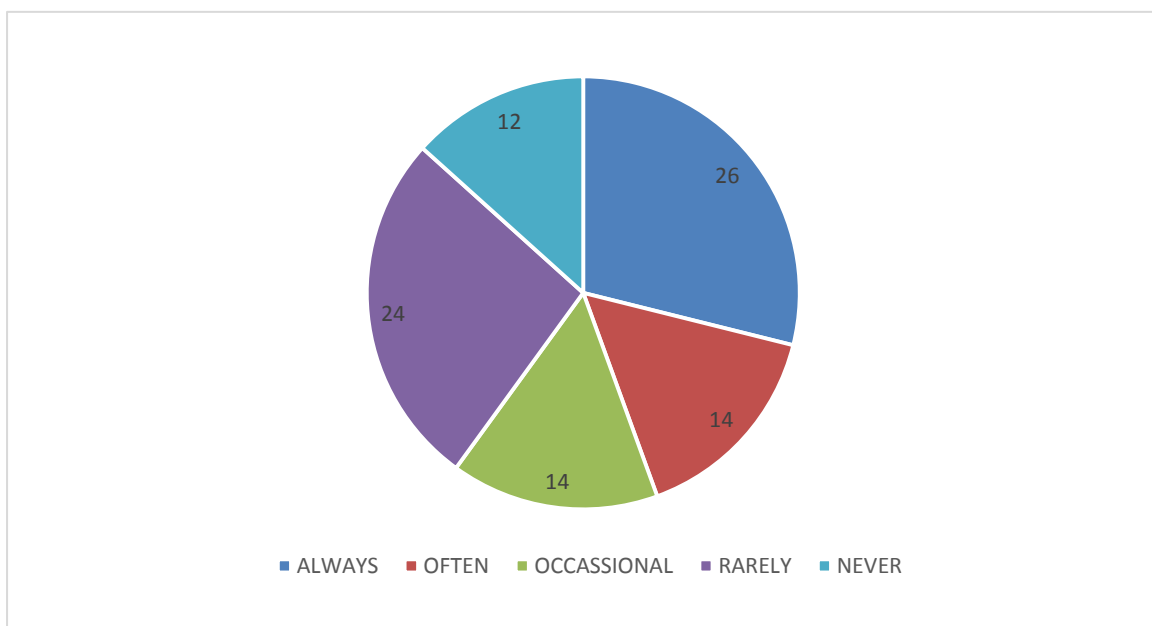
**TABLE : 4.13**

Table showing availability of money affect buying behavior

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
ALWAYS	26	26%
OFTEN	14	14%
OCCASSIONAL	14	14%
RARELY	24	24%
NEVER	12	12%
TOTAL	100	100%

**ANALYSIS:**

From the above table we infer that out of 100 respondents 26% says always , 14% says quit often , 24% says occasionally , 24% says rarely and 12% says never availability of money affects the impulse buying behavior .



Interpretation :

Most of the respondents says availability of money always affects the impulsive buying behavior .

**TABLE -4.14**

Title Showing usually I like to shop with no definite list in mind.

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Definitely untrue	14	14%
Untrue	13	13%
Neutral	30	30%
True	14	14%
Definitely true	29	29%
<b>Total</b>	<b>100</b>	<b>100%</b>

Analysis:

From the above table we infer that out of 100 respondents 14% of them give their opinion as definitely untrue , 13% of them give their opinion as untrue , 30% of them give their opinion as neutral , 14% gives their opinion as true and 29% of them gives their opinion as definitely true to purchase things with no definitely catalogue in brain .



TABLE -4.15

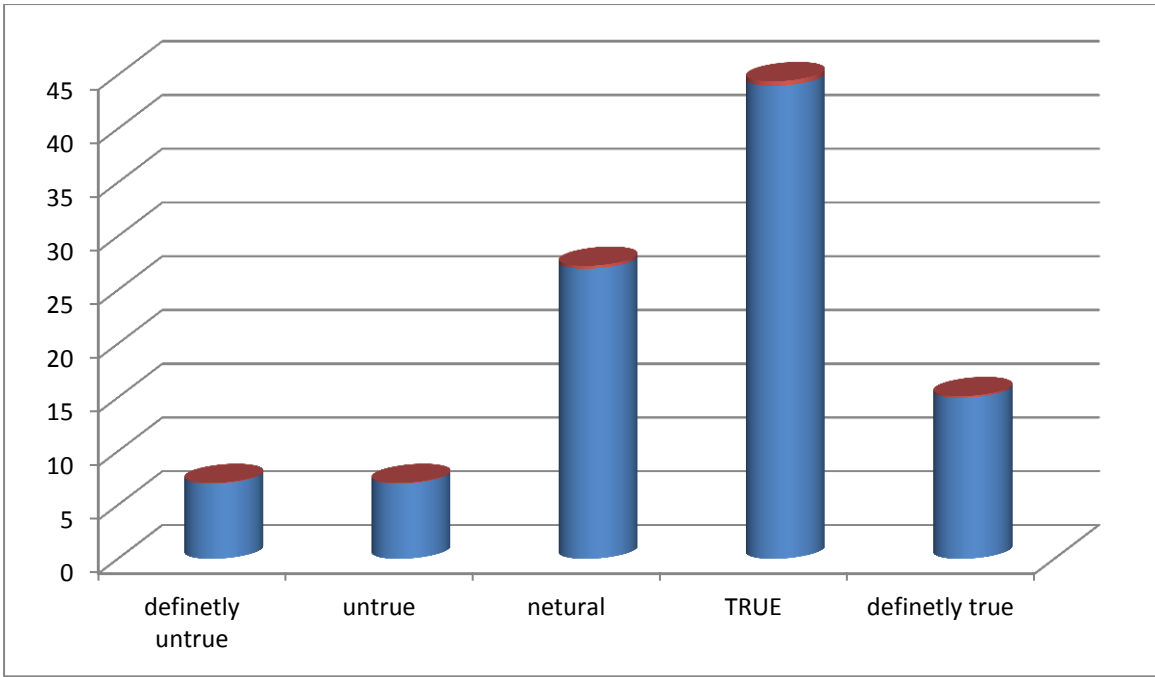
TITLE SHOWING LOCATION OF THE STORE IS CONVINENT

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Definitely untrue	7	7%
Untrue	7	7%
Neutral	27	27%
True	43	43%
Definitely true	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

From the above table infer that out of 100 respondents 7% says definitely untrue 7% says untrue 27% says netural 43% says true 16% says definitely true the location of the store is convenient.

Chart 4.15

Chart showing location of the store is convinient of the customers.



**Interpretation:**

Majority of the respondents location of the is convenient because the location of the store will be convenient to them.

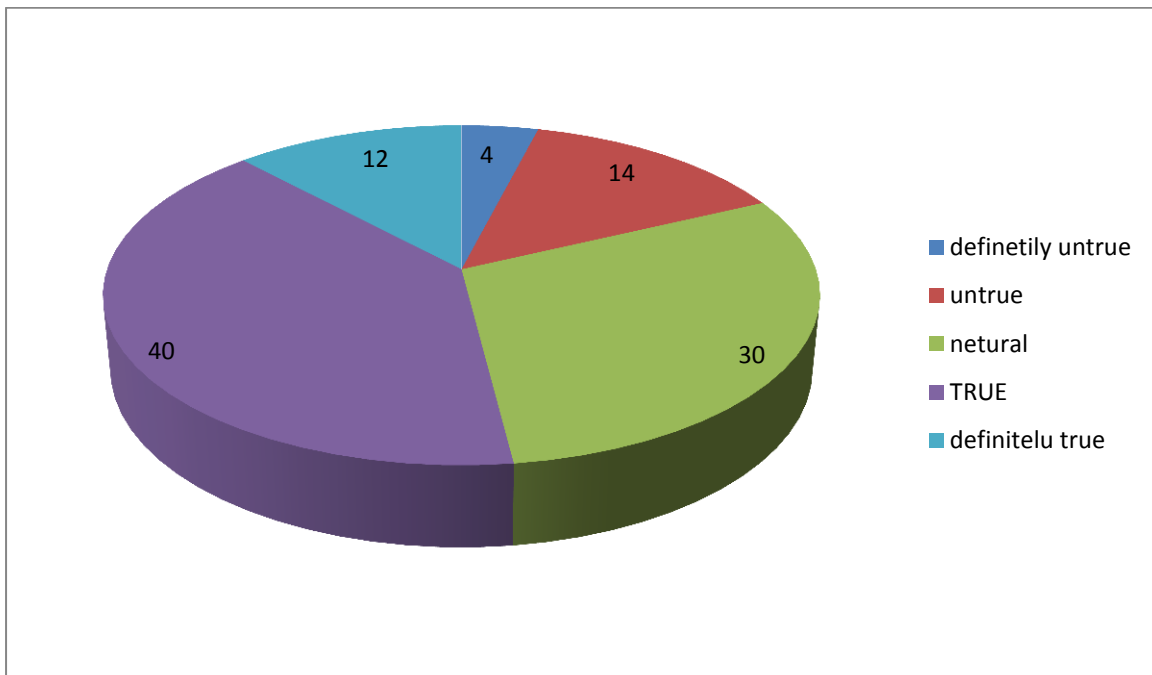
**TABLE : 4.16**

Title Showing selecting items immediately or prepare list of items

PARTICULARS	NUMBER OF CUSTOMERS	PERCENTAGE OF RESPONDENTS
Definitely untrue	4	4%
Untrue	14	14%
Neutral	30	30%
True	40	40%
Definitely true	12	12%
<b>Total</b>	100	100%

### Analysis:

The above table out of 100 respondents 4% says that definitely untrue 14% says untrue 30% says netural 40% says true 12% says definitely true when they went for shopping they immediately select the items and went down quickly .



### INTERPRETATIOMN:

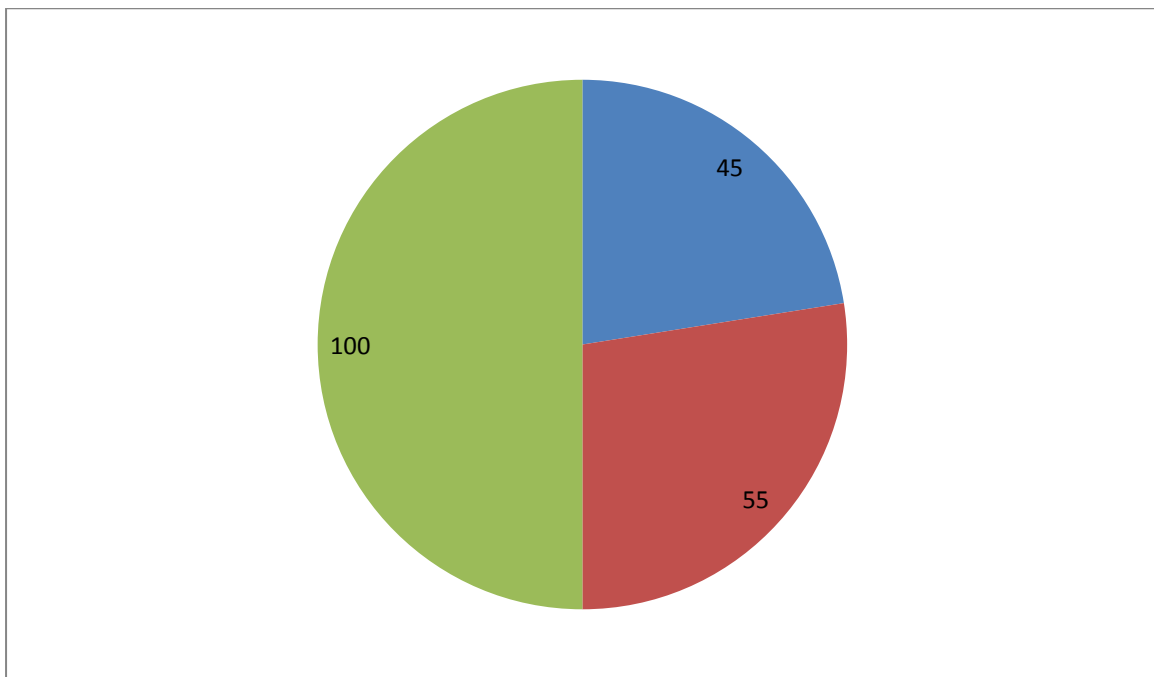
Most of the customers says its true they quickly select the items and checkout from the store.

4.17 title showing is there a list of brands while shopping at Big Bazaar

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Yes	45	45%
No	55	55%
Total	100	100%

#### ANALYSIS:

Out of 100 respondents 45% of them prefer brand sand 55% do not prefer brands.



#### INTERPRETATION

Graph shows that 55% of customers prefer Brands and 45% of customers prefer non brands because rich people go for brands and middle class people go for non brands because they cant afford.

TABLE :4.18

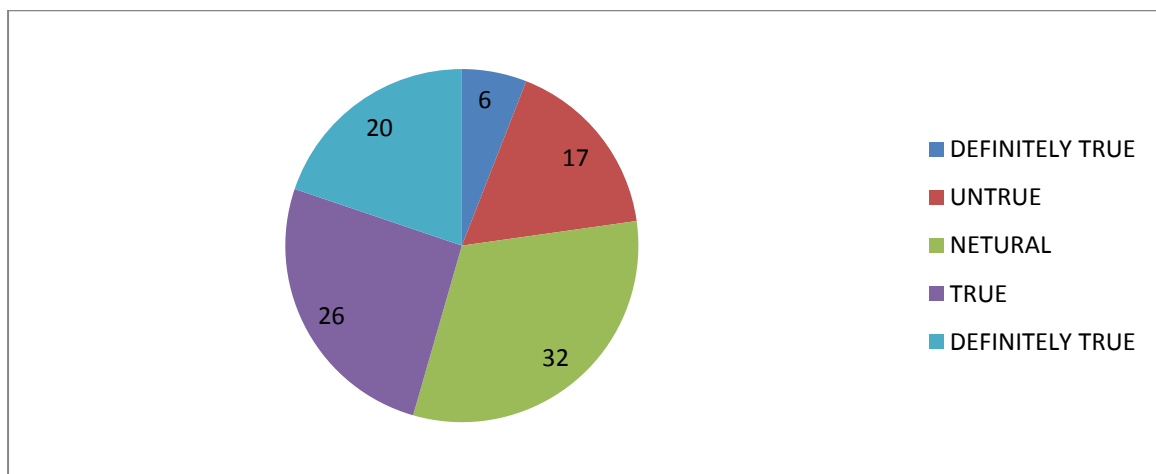
Title showing when I shop I tend to desire buying

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Definitely untrue	6	6%
Untrue	17	17%
Neutral	32	32%
True	26	26%
Definitely true	19	19%
<b>Total</b>	<b>100</b>	<b>100%</b>

ANALYSIS:

From the above table in out of 100 respondents 6% says definitely untrue ,17% says untrue, 32% says neutral, 26% says true and 19% says definitely true when they shop they will tend to desire buying.

CHART :4.17



## INTERPRETATION:

Majority of the customers are satisfied with the services rendered by Big Bazaar because they are getting all the necessity requirements needed in one store.

**TABLE :4. 18**

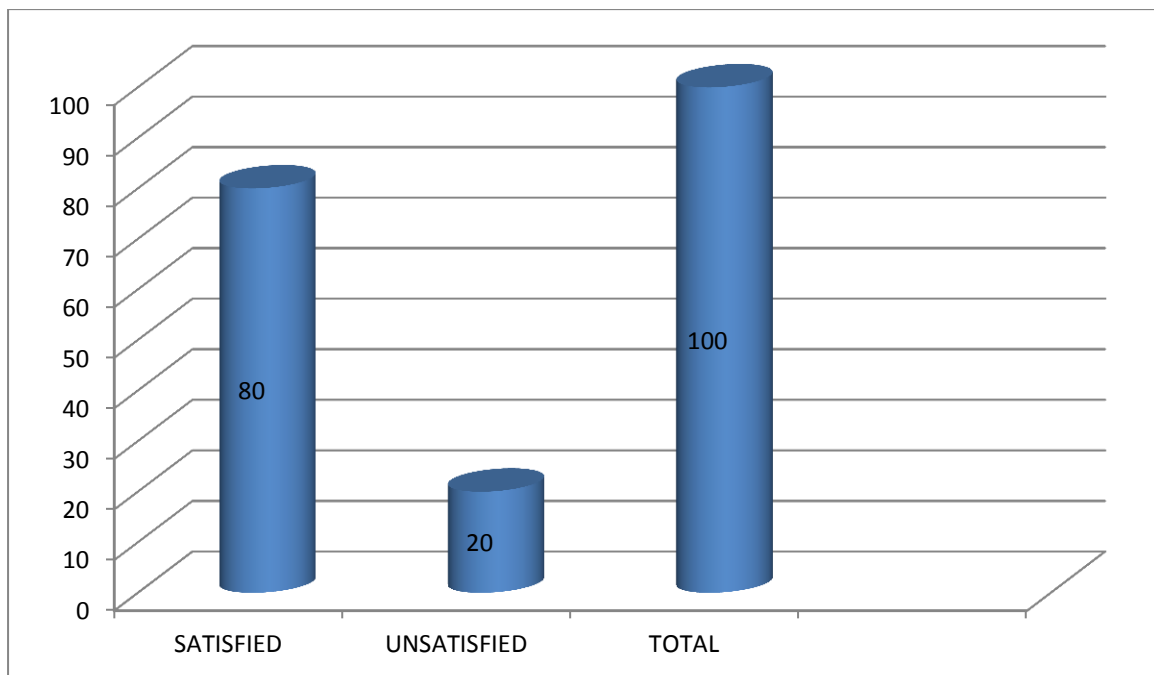
Title showing customers happy with the services rendered in the store.

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
SATISFIED	80	80%
UNSATISFIED	20	20%
TOTAL	100	100%

### Analysis:

As on the survey of 100 respondents 80% of them are satisfied ,20% of them are unsatisfied with the facility rendered at Big Bazaar.

**CHART : 4.18**



**INTERPRETATION:**

Majority of the respondents are satisfied because they get all the necessary items in the store.

**TABLE: 4. 19**

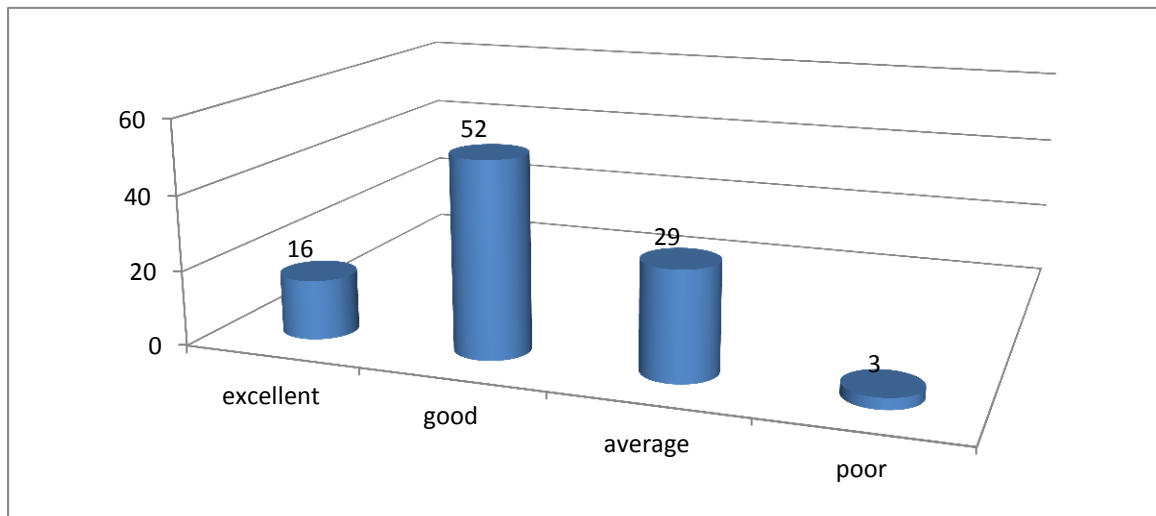
Title showing rating your shopping experience.

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Excellent	16	16%
Good	52	52%
Average	29	29%
Poor	3	3%
<b>Total</b>	<b>100</b>	<b>100%</b>

From the above table we infer that out of 100 respondents 16% are excellent,52% are good ,29% are average,3% are poor shopping experience.

CHART : 4.19

Chart showing how will you rate your shopping experience.



**INTERPRETATION:**

Most of the respondent rate good because they get discounts and offers all the items are available and goods are worth of the price .



**TABLE : 20**

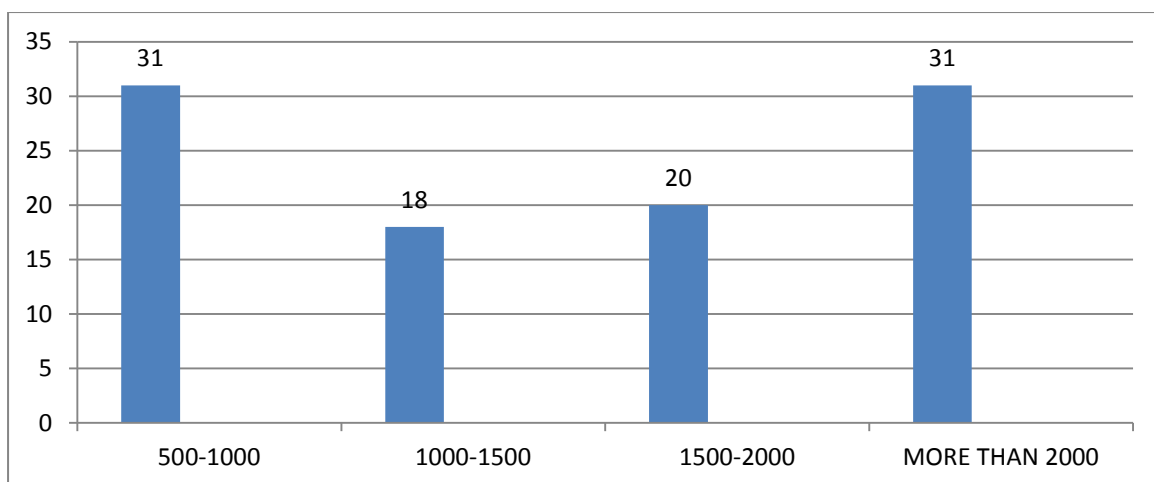
Title that shows how much you will spend money at Big Bazaar

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
500-1000	31	31%
1000-1500	18	18%
1500-2000	20	20%
More than 2000	31	31%
<b>Total</b>	100	100%

ANALYSIS:

From the above table we assume that out of 100 respondents 31% says 500-1000 , 18% says 1000-1500,20% says 1500-2000 and 31% says more than 2000 will spend on spontaneous purchase.

CHART :4.20



## INTERPRETATION:

Majority of customers spend more than 2000 on spontaneous buying because some customers plan and purchase the product where as other customers just buy the product when they visit the store because they liked the products in the store.

## CORRELATION STUDY

### Hypothesis Testing

H0: Frequency of the visit is unlikely to depend on type of goods purchased by customer

H1: Frequency of the visit is likely to depend on type of goods purchased by customer.

Correlations			
		2.how often customers visit big bazaar	9 which category of items will you purchase on spontaneous purchase
2.how often customers visit big bazaar	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.755
	N	100	100
9 which category of items will you purchase on spontaneous purchase	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.755	
	N	100	100

## INTERPRETATION:

This study was also intended to test the assumption of Customers frequent was dependent on type the goods bought. To test the assumed hypothesis we used 2<sup>nd</sup> and 9<sup>th</sup> question in the questionnaire. We applied Pearson correlation test between both questions. Since p value is more than 0.05 Null hypotheses is accepted.

## **CHAPTER -5 FINDINGS, SUGGESTIONS AND CONCLUSION.**

### **FINDINGS**

Based on the survey conducted in the organization analysis and reading of the information gained the judgment followings are recorded

- Most of the customers have no preferable time for shopping when they are free and convent they go for shopping.
- Most of the customers visit Big Bazaar once in a month because they will prepare the list then go for shopping.
- Most of the people spend 1-2 hours at shopping
- Most of the customers like to go for shopping in Big Bazaar because they will get different variety of products under the same roof.
- Most of the customers like discounts and offers at Big Bazaar
- Major respondents had fun rarely when shopping in Big Bazaar
- Major customers rarely ,ale a designed list of items and end up with lot of other items
- Major respondents says good price on sale motive them to make natural purchase
- Major respondents are satisfied with the services offered at big bazaar
- Major respondents shopping experience is good in big bazaar
- Major respondents spend more than 2000 on spontaneous buying
- Most of the respondents quickly took and check the products.

## **CONCLUSION**

The Spontaneous purchase is an immediate buying decision with no preplanning relations also to purchase to picky products or to total particular buying tasks. The production is because they study represents that the customers are likely to do shopping at Big Bazaar shopping store as they will get wide range of goods under the same top. The discounts offers cost variety and quality of the products tends the customers to go for urge purchase usually customers end up their shopping with no particular list in mind . The customers age , income level and the occupations of the customers impact more on impulsive purchase usually apparels , beauty and cosmetics products food and grocery and other health care products are buy on whim purchase of products. As per the present state time matters a lot if customers have time they will spend more time on shopping and spend more money also. Some customers buy the products what they desire an they will rapidly tartan out store.

## **SUGGESTION**

- ✓ The store should improve their promotional strategy.
- ✓ The store should add on more brands
- ✓ Make up the store layout and store design
- ✓ Increase the number of brands in the zone of apparels
- ✓ More number of branded products on cosmetics
- ✓ The company should use more attics and plan to attract customers
- ✓ Give more discounts and offers
- ✓ Keep price according to quality
- ✓ Provide more ambiance
- ✓ Provide more quality products

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#### INTERNET WEB PAGES

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

## QUESTIONNAIRE

1. What is your preferable time for shopping?

- a) 10am-12pm
- b) 12pm-4pm
- c) 5pm-9pm
- 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 year back where you/your family used to shop?

- a) Grocery store
- b) Departmental store
- c) Convenience store
- d) Big Bazaar

4. How many hours will you spend on shopping at Big Bazaar?

- a) 1/2 hour or 1 hour
- b) 2-3 hours
- c) 1-2 hours
- d) More than 3 hours

5. Give a choice now where would you like to do shopping?

- a) Grocery store
- b) Departmental store
- c) Convenience store
- d) Big Bazaar

6. What would you like in the store?

- a) Cost
- b) Variety
- c) Convenience
- d) Discounts/offers
- e) Quality
- e) Ambience

7. Is shopping fun?

- a) Occasionally
- b) Often



c) Rarely d) Always

8. What is the purpose behind visiting Big Bazaar?

a) Shopping b) Outing

c) Others

9. What is the common item in the store where you would buy from the store?

a) Food and Grocery b) Apparels

c) Beauty and cosmetics products d) Home or kitchen items

10. Which factor makes spontaneous purchase?

a) Special sale price b) Good sale price

c) Free shipping d) Holiday or seasonal promotions

11. Which days of the week would do you prefer to visit Big Bazaar?

a) Week days

b) Weekends

12. Which factor stimulates more impulse buying?

a) Heavy traffic area b) Easy credit

c) Display prominence d) Holiday or seasonal promotions

13. Does availability of money affects your buying behavior?

a) Always b) Often

c) Rarely d) Never

14. Normally I love to shop the particular list mind of mind?

a) Definitely untrue b) Untrue

c) True

d) Neutral

15. Location of the store is convenient to me?

a) Definitely untrue

b) Untrue

c) True

d) Neutral

16. When I shop I like to shop items quickly and check

a) Definitely untrue

b) Untrue

c) True

d) Neutral

17. Do you prepare a list of brands in advance when you visit to Big Bazaar?

a) Yes

b) No

c) Depends on category

18. Are you satisfied with the service rendered in the store?

a) Yes

b) No

19. How will you rate your shopping experience?

a) Excellent

b) Average

c) Poor

d) Good

20. On an average how much amount of money do you spend in a visit to Big Bazaar?

a) 500-1000

b) 1500-2000

c) 1000-1500

d) more than 2000



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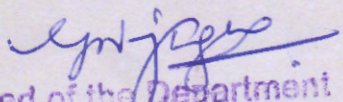
Specialization: MBA, HR/MARKETING

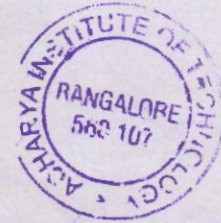
Title of the project: Buying Behaviour of Customers at Big Bazaar, Bangalore

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGN	INTERNAL GUIDE SIGN
15-1-2018 to 20-1-2018	Introduction about Pattern effects labs and its operation	BJ	JNB
22-1-2018 to 27-1-2018	Learning about different operation and products	BJ	JNB
29-1-2018 to 3-2-2018	Orientation and Gathering information about growth of company	BJ	JNB
5-2-2018 to 10-2-2018	Analysis of market position of the company	BJ	JNB
12-2-2018 to 17-2-2018	Research problem identification	BJ	JNB
19-2-2018 to 24-2-2018	Preparation of research instruments for the data collection	BJ	JNB
26-2-2018 to 3-3-2018	Theoretical background of the study	BJ	JNB
5-3-2018 to 10-3-2018	Data collection and data analysis	BJ	JNB

12-3-2018 to 17-3- 2018	Interpretation of the data gathered during the survey	BJ	dnb
19-3-2018 to 24-3- 2018	Final report preparation and submission	BJ	dnb

  
**BIG BAZAAR**  
 A-Divn of (Future Group Retail Ltd.)  
 No. 5 & 6, Ward No.14, Industrial S...  
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Signature of HOD

Date: