

A Study on Consumer Behaviour towards Big Bazaar, Chennai, Tamil Nadu, India

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Abstract

The topic of the research is "A study on consumer behaviour" with special reference to big bazaar, Chennai. This study helps to identify the consumer behaviour towards the product and also the various factors affecting customer satisfaction. The following are the objectives of the study To analyze customers preference for big bazaar, customers expectation and satisfaction levels, To understand the perception of the customer towards big bazaar and to measure the significance of demographic variables on shopping behavior dimensions. The purpose of the survey process is to analyze the consumer behavior of big bazaar. In order to achieve a competitive position in the market, employer must know the factor which plays a crucial role in retaining hardworking individual with the organization or company. The research work will propose a true idea that identifies key factors which are of great importance to customers. The research design used in this study is Descriptive research design. Data from the customers visiting big bazaar were collected as population study. Data was collected by survey method through structured questionnaire with close ended questions. The primary data was obtained through questionnaire and secondary data from the company records and through internet. Statistical analysis was done through simple percentage method, weighted average analysis, chi square, friedman Test, factor analysis and correlation. From the analysis it was found that the big bazaar satisfying consumer needs and wants and the customers satisfied with the variety of products. The study infers that most of the customers are delighted with the location of Big Bazaar as it is located in the most intensely populated area of Chennai.

Key words: consumer- behavior- big bazaar- expectation- satisfaction- organization- demographic

INTRODUCTION

Consumer behaviour is the study of when, why, how, and where people do or do not buy products, It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

PROBLEM STATEMENT:

Understanding shopping behaviour of the customer is in shopping malls is one of the greatest problems of the marketer. He has to fine

tune his marketing mix strategies according to the market needs. For this an in depth analysis is necessary to understand the shopping behaviour. Big bazaar one of the well-known shopping malls in the city of Chennai has a different kind of marketing strategy as compare to others. In this background an attempt is made to understand the marketing mix strategies of big bazaar from customer point of view.

SCOPE OF THE STUDY:

The study confines itself in understanding the customers view point of the marketing mix strategies of big bazaar Chennai. The aim of the research is to study the Indian customer behaviour and their choice and preference towards big bazaar.

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OBJECTIVES OF THE STUDY:

1. The study is conducted with the intention of understanding shopping behaviour of the customers.
2. To analyze customers preference for big bazaar, customers expectation and satisfaction levels.
3. To understand the perception of the customer towards big bazaar.
4. To measure the significance of demographic variables on shopping behaviour dimensions.

RESEARCH DESIGN

Descriptive Research design has been adopted in the study.

Sampling Technique - The research was based on a study of a sample, sized 110, using simple random sample selected from the existing database of retail industry. The research included collection of data from the primary sources using the research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected

DATA DESIGN

Type of data used

Primary Data Collection Method:

1. Survey method was used for primary data collection.
2. We used questionnaire as an instrument for survey method.
3. Structured questionnaire.
4. Type of questionnaire: Open ended and closed ended.

Secondary Data Collection method:

1. Reference books.
2. Internet.

Variables used to construct questionnaire

1. motivation
2. Satisfaction
3. Encouragement
4. influence
5. availability

Reliability and validity

s.no	Questionnaire	No. of items	No. of cases	Cronbach's alpha score
1	Consumer behaviour	45	10	0.710

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RESEARCH REVIEW

Source: By: Osbourne, Magz. , Retail **shopper behaviour** - Retailers adapt to local ways of **buying**. ISSN: 2218-3280, Source: **Campaign Asia-Pacific**. Nov2010, p24-1NULL. 1p.

The article presents suggestions on how retailers entering in India and China can compete with established brands by developing an understanding of vastly different consumer behavior. Tesco Corp. has discovered that Asia's shoppers present a unique set of buying behaviors that challenge their traditional in-store plans. A study reveals that 74 percent of supermarket customers in emerging markets look for advice or demos as compared to 34 percent in developed regions.

By: Yavas, Ugur; Riecken, Glen. **Heavy, Medium, Light Shoppers and Non-shoppers of a Used Merchandise Outlet** Journal of Business Research. Sep1981, Vol. 9 Issue 3, p243-253. 11p.ISSN: **0148-2963**

The purpose of this study was to gain insights concerning several aspects of preowned merchandise **buying** using Goodwill Industries as a case in point. The latter included shopping at Goodwill versus other institutions selling used merchandise, future shopping plans at Goodwill, overall attitude toward used merchandise, and the types of preowned merchandise they would be willing to purchase. Telephone interviews were made with a randomly selected sample of household representatives living in a midwestern standard metropolitan statistical area (SMSA) with a population of 85,000. The 336 respondents (9 7.5% of the sample) who were aware of Goodwill formed the initial data base from which 320 usable questionnaires were obtained.. Results from the study show that some differences exist between the groups in terms of

demographics, information sources, and patronage motives as well as past and anticipated shopping **behavior**.

Sangvikar, B. V.; Katole, Hemant J. **A study of consumer purchase behavior in organized retail outlets** Journal of Business & Retail

Management Research. Oct2012, Vol. 7 Issue 1, p39-47. 9p. 5 Charts, 1 Graph.

In this research paper researchers basically focused on **behaviour of consumer** mainly on purchasing pattern in various store formats and store preference on the basis of product availability, spending pattern, **consumers** preferred store, sales man services, and store layout. Researchers observed that the customers prefer retail outlets because of price discount, followed by variety of products in the store and convenience to the customer.. Researchers have also observed that departmental stores are most popular amongst **consumers**. Customers **purchase behavior** varies with price and availability of products and customers spending pattern shrinks due to poor quality of products.

Anilkumar, N.; Joseph, Jelsy.
Consumer Behaviour: Kitchen Durables Journal of Indian Management. Oct-Dec2013, Vol. 10 Issue 4, p24-38. 15p.

Consumer attitude is antecedent to **behaviour** and it is a relatively global and enduring evaluation of an object of consumption, issue, person or an act. It is well known that attitudes guide's one's thoughts, influence feelings and affect **behaviors**. A study of current **Consumer purchase behaviour**-attitude towards most popular modern kitchen durables (Mixers/Grinders) nexus conditioned by the **consumer** related personal factors, social factors and the market factors as per TPB blended with TAM, are discussed herein based on a study conducted in Kochi based on random sampling with HH sample size of 200 & retailer sample size of 40. The **Consumer** attitude has gained larger importance in the modern market segmentation, targeting and product positioning, and is discernable /imperative in the new acculturated consumerist Kerala society, at a commercial urban center, Kochi.

Somervuori, Outi; Ravaja, Niklas. Psychology & Marketing. **Purchase Behavior and Psycho physiological Responses to Different Price Levels.** Jun2013, Vol. 30 Issue 6, p479-489. 11p. 1

Diagram, 4 Charts, 1 Graph. DOI: 10.1002/mar.20621

The aim of the study was to examine emotional processes when product prices for different brands were changed. In a within-subjects design, the participants were presented **purchase** decision trials with 14 different products (seven private label and seven national brand products) whose price levels were changed while their facial electromyography (EMG) and electro dermal activity were recorded. The results suggest that low prices and national brand products induce higher positive emotions indexed with zygomatic EMG compared to high prices and private label products. Also, positive emotions are related to greater **purchase** intent. Naturally, a low price has also a direct positive influence on **purchase** intent. However, the involvement of emotions and the influence that price and brand have on elicitation of emotions may be one explanation for **consumers'** varying **purchase behavior**. The results highlight the importance of emotional factors in pricing research and support the usefulness of psycho physiological measures in the **consumer** research. [ABSTRACT FROM AUTHOR]

"Journal of Consumer Behavior", J Consum Behave, John Wiley & Sons, and P.No: 479-538

Journal of Consumer Behavior communicates the latest research and its application in a forum which includes case studies, research reports and forecasting trends as well as refereed articles on the latest empirical research and theoretical thinking in the field. The journal includes: Original, peer-reviewed "Analysis" - strongly underpinned by conceptual frameworks but at the same time of direct relevance to those in practice; Cutting-edge "Practice" papers - exploring the key international issues facing practitioners and presenting case studies, latest application techniques and forecasting reviews; Book reviews summarizing content and assessing relevance, and each submission is subjected to peer review, to ensure the journal is authoritative, accessible and relevant.

DATA ANALYSIS AND INTERPRETATION**Table- 01**
Age of respondent

S.NO	AGE OF RESPONDENT	NO OF RESPONDENTS	PERCENTAGE
1	Below 20	13	12
2	20-30	37	33
3	30-40	25	23
4	Above 40	35	32
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 33% of the respondents are from the age group of 20-30, 32% are above 40, 23% from 30-40 and the rest of the 12% from below 20.

Table-02
Income status

S.NO	Income	No of respondent	Percentage
1	Below 10000	15	14
2	10001-20000	32	29
3	20001-30000	25	23
4	Above 30000	38	34
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 34% of the respondents are earning above 30000, 29% are earning 10001-20000, 23% of the respondents are earning 20001-30000 and rest of the 14% of the respondents are earning below 10000.

Table-03
Visit

S.NO	Visit	No of respondent	Percentage
1	First time	13	12
2	Weekly once	15	14
3	Monthly once	49	44
4	Quarterly once	21	19
5	During special events	12	11
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 44% of the respondents are visiting big bazaar monthly once, 19% are visiting quarterly once, and 14% of the respondents are visiting weekly once, 12% are visiting first time and rest of the 11% of the respondents are visiting during special events.

Table-04
Time do you spend

S.NO	Spending time	No of respondent	Percentage
1	Less than half an hour	5	4
2	Half an hour to 1 hour	26	24
3	1 hour to 1 ½ hours	27	24
4	1 ½ hours to 2 hours	25	23
5	More than 2 hours	27	25
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 25% of the respondents are spending more than 2 hours for shopping at big bazaar, 24% are spending half an hour to 1 hour and 1 hour to 1 ½

hours for shopping, and 23% of the respondents are spending 1 ½ hours to 2 hours, and rest of the 4% of the respondents are spending less than half an hour.

Table-05
what encourages you

S.NO	Encourages	No of respondent	Percentage
1	Price	27	24
2	Service	11	10
3	Product variety	34	31
4	Product quality	24	22
5	Convenience	14	13
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 31% of the respondents are encouraged by product variety available in big bazaar, 24% are encouraged by price of the products in big bazaar,

22% of the respondents are choose because of product quality, 13% are encourage because of convenience and rest of the 10% are encourages by service.

Table-06
Frequently visiting division

S.NO	Frequently visit	No of respondent	Percentage
1	Fruits & vegetables	6	5
2	Provisions	46	42
3	Crockery, plastic	15	14
4	Fashion	38	35
5	Electronics	5	4
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 42% of the respondents are frequently visiting division is provision, 35% are visiting fashion, and 14% of the respondents are visiting electronics.

crockery, plastic and utensil division, 5% are visiting fruits & vegetables and rest of the 4% of the respondents are visiting

Table-07
The Reason shopping at big bazaar

S.NO	Reason	No of respondent	Percentage
1	Proximity to residence	20	18
2	Discounts & offers	48	44
3	Variety of products/ brand	25	23
4	Customer service	12	11
5	Ambience/ feel of the store	5	4
Total		110	100

Source: primary data

Inference - From the above table that is inferred that 44% of the respondents are coming big bazaar, for discounts & offers providing by big bazaar, 23% are coming because of variety of products/brands, 18% of the respondents are

coming because of proximity of residence, 11% are coming because of customer service at big bazaar and rest of the 4% of the respondents are coming because of ambience/feel of the store.

RESULTS AND DISCUSSION

SUMMARY OF FINDINGS

44% of the respondents are said they are visiting big bazaar monthly once, 11% of the respondents are visiting only during special events. 45% of the respondents are said that they are shop at any time in the big bazaar and 15% of the respondents are shop at weekdays. 42% of the respondents are said they are preferred to shop at the evening, and 24% of the respondents are preferred to shop at the morning. 25% of the respondents are said they are spending more than 2 hours for shopping at big bazaar and 4% of the respondents are spending less than half an hour. 26% of the respondents are said that they are shopping with their friends and 5% of the respondents are shopping alone.

58% of the respondents are purchasing for themselves and rest of the 42% of the respondents are purchasing for others. 47% of the respondents are said that they are paying cash payment and 7% of the respondents are paying through profit club card. 31% of the respondents are said they are encouraged by product variety available in big bazaar and 10% are encourages by service. 46% of the respondents are said they are reached by print ads provided by big bazaar and 8% of the respondents are reached with the help of hoardings. 42% of the respondents are said they are frequently visiting division is provision and 4% of the respondents are visiting electronics. 87% of the respondents are satisfied with the products available in big bazaar, and 13% of the respondents are not satisfied. 51% of the respondents are finding difficult to locate the product and 41% of the respondents are no finding difficult to locate the product. 33% of the respondents are said that they are come to know the promotional offers provided by the big bazaar with the help of print ads and 14% are come to know by others. 46% of the respondents are satisfied with the promotional offers provided by the big bazaar and 4% of the respondents are highly dissatisfied with the offers.

44% of the respondents are said they are coming big bazaar, for discounts & offers providing by big bazaar and 4% of the respondents are coming because of ambience/feel of the store. 38% of the respondents are satisfied with multiple billing on their purchasing experience and 7% of the respondents are satisfying their purchasing experience with the customer service in big

bazaar. 34% of the respondents are influenced by their relatives to visit big bazaar and 16% of the respondents are influenced by colleagues. 46% of the respondents are motivated by price to visit big bazaar and 3% of the respondents are motivated by loyalty program offered by big bazaar. 46% of the respondents are agreed that they are recommending big bazaar to others and 2% of the respondents are disagree or strongly disagree that they would not recommend big bazaar to others. 46% of the respondents are thinking that big bazaar own brand products are good and 0% of the customer thinking very poor.

STATISTICAL FINDINGS

1. Respondents are said that provisions price will be reasonable so it will be in rank I and fruits & vegetables are very high so it will be in last rank.
2. Respondents are said that variety of products at big bazaar will be in rank I and staff knowledge in not satisfied so it comes in the last rank.
3. Respondents are said that position within the society will be influencing more so it will be in rank I and family will not influencing more so it comes in the last rank.
4. Respondents are said that price less when compare to other store so it will be in rank I and service is not good when compare to other store so it comes in the last rank.
5. There is no relationship between the family income earning by the customer and mode of payment.
6. There is a high positive correlation between the positions obtained by the satisfaction level on price and quality.

ENDING REMARKS

Big Bazaar as a store for reasonable price and not good quality; hence efforts must be made to improve the perception of the consumers regarding the quality of the products. The provision section is already doing well and gaining customers through print ads; hence during promotions the apparel section could be more highlighted. Branded and designer labels should be introduced. During the peak hours (weekends & evenings) the customers face problems due to less billing counters and less number of employees to attend to them, hence

increase in the number of billing counters and sales person during peak hours is recommended. In general the store layout is satisfactory, but in certain places it is congested and the products are not placed properly due to this a few products go unnoticed, hence a more spacious and well planned store layout is recommended. Most of the customers are introduced to the discounts only after they visit the store, hence during advertisements the discounts should be highlighted and efforts must be made to make them known to the prospective buyers.

The employees have an upper hand in what the customers buy and what they perceive about the store. It was seen that a high percentage of the respondents are not satisfied with the employee knowledge and their behavior. Employees should be trained well and they should have complete knowledge about the products and the promotional offers running in the store. This could be done by introducing communication workshops; awards such as employee of the year could also be introduced. The employees should be more patient, helpful and customer friendly. Big Bazaar has definitely succeeded in keeping up its image of a value for money store, as its price has been rated positively. The promotions are not hitting the target. Although Big Bazaar has been promoting their offers, most of the customers are introduced to these only at the store.

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