

A Study on Consumer Buying Behaviour with Reference to Big Bazaar, Vijayawada

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Abstract: In today's globalized world, Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.

A market comes into existence because it fulfills the needs of the consumer. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Models of consumer behavior play a key role in modern empirical Industrial Organization. The objective of the research endeavor is to achieve a better understanding of consumer behavior with the factors influence consumer buying processes. This article aims to identify different streams of thought that could guide future consumer research.

Keywords: consumer buying behaviour

1. Introduction

The marketing orientation is perhaps the most common orientation used in contemporary marketing. It is a customer-centric approach that involves a firm basing its marketing program around products that suit new consumer tastes. Firms adopting a marketing orientation typically engage in extensive market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure consumers are aware of the product's existence and the benefits it can deliver. Scales designed to measure a firm's overall market orientation have been developed and found to be relatively robust in a variety of contexts.

Marketing is an ancient art & is everywhere. Formally or informally, people & organizations engage in a vast number of activities that could be called marketing. Good marketing has become an increasingly vital ingredient for business success. It is embedded in everything we do- from the clothes we wear, to

the web sites we click on, to the ads we see. Marketing deals with identifying & meeting human & social needs or it can be defined as "meeting needs profitably".

A. Definition

Marketing is defined by the American Marketing Association as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. "The term developed from the original meaning which referred literally to going to market with goods for sale. From a sales process engineering perspective, marketing is "a set of processes that are interconnected and interdependent with other functions" of a business aimed at achieving customer interest and satisfaction.

Philip Kotler defines marketing as Satisfying needs and wants through an exchange process.

B. Importance of marketing

1. Marketing widens the market.
2. Marketing facilitates exchanges in the ownership and possession of goods and services.
3. It helps in optimal utilization of resources.
4. It increases national income.
5. It provides employment.
6. It provides maximum satisfaction of human wants.

2. Review literature

Review of literature is an indispensable part of research which opens the eyes of researcher to carry out their research in various dimensions. Through the review of earlier studies related to a relevant area in which research is intended to be carried on, the researcher came across the various ways in which the research was started, the path through which such research journeyed and how such research reached its destination. Hence this study was born out of the earlier studies related to consumer behaviour in organized supermarket retail stores which were found in various international and national journals and magazines. The review lighted the present study into a meaningful, thought provoking and a brighter one. Further the review of earlier studies has helped this research to have a good shape in analytical terms.

3. Related reviews

Brennan and Lundsten (2000) [8] in their study titled, —Impact of Large Discount stores on Small vs. Towns: Reasons for shopping and retailer strategy, identified that consumers shop at discount for low prices and large variety and stores for the unique items they cannot find elsewhere. The closure of small shop with a super store nearby would affect the residents of a local neighbourhood differently compared to the closure of only shop in a small locality without a superstore nearby and the decline in the number of small shops has different

Brennan, D.P., and Lundsten, L., (2000), —Impact of Large Discount Stores on Small vs. Towns: Reasons for Shopping and Retailer Strategy, International Journal of Retail and Distribution Management, Vol. 28, No. 45, pp.155-161. implications to the existing customers depending upon the locations and alternative options to shop.

Robert A. Westbrook (2001), [9] in his study titled, —Sources of consumer satisfaction for a large conventional department store, has found that satisfaction from multiple sources serves to raise overall satisfaction while dissatisfaction from multiple sources corresponding lowers it.

Elizabeth S. Moore, William L, Wilkie and Richard J. Lutz (2002) [10] discussed about the concept of brand equity as an important source of strategic insights for marketers. One potentially valuable source of brand equity – the operation of inter-generational influences - has generally been overlooked in the marketing literature. Inter-generating influences are a real market place phenomenon and a factor that merits much closer attention from marketing strategists who are interested in brand equity issues.

Abishek Parekh (2002) [11] in his article titled, —Enter the hyper market says that the retail boom is rapidly gaining ground. Companies such as Pantaloon fashions and S. Kumar's are framing up plans to set up hypermarkets in various locations. The calculated stores have begun trusted as —India's answer to wal-mart and carrefour where consumers can get top quality products at rock-bottom prices in a world-class environment. Hyderabad already hosts Giant, India's first international standard hypermarket, belonging to the RPG group, which opened its

Robert A. Westbrook, (2001), —Sources of customer satisfaction with Retail outlets, Journal of Retailing, Vol.57, No.3, pp 198-200, Elizabeth S. Moore, William L. Wilkie and Richard J. Lutz (2002), —Passing the Torch: International Influences as a Source of Brand Equity, Journal of Marketing, Vol. 66, pp. 17- 37, Abishek Parekh, - Enter the Hypermarket, Business India, April 15, 2002, P.100. Hypermarket usually competes on price and a wider product range, but they normally, lack product department depth and service components.

4. Objectives of the study

1. To find out attributes customers chooses a retail outlet like big bazaar.

2. To find out level of satisfaction from big bazaar based on various parameters.
3. To find out to understand why customer preferred big bazaar.
4. To understand the making strategy of Big Bazaar.
5. To analyze how well the company's marketing strategies, attract customers.
6. To understand the expectations and requirement of customers.
7. To Understand how big bazaar convert CUSTOMERS in CONSUMERS

5. Scope of the study

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

6. Limitations

1. Some of the respondents were not co-operative.
2. Time was the major constrain to collect the data.
3. The study does not be able to cover the abnormal factors which are likely to influence the satisfaction of the customer.

7. Methodology of the study

A. Descriptive research

Descriptive research is also known as statistical research describes data and characteristics about the population or phenomenon being studied' Descriptive research answers the questions who, what where, when and how. Although the data description is factual, accurate and systematic the research cannot create a causal relationship, where one variable affects another. The description is use for frequencies, average and other statistical calculations. In short descriptive research deals with everything that can be counted and studied. Descriptive studies generally take raw data and summarize it in a useable form.

B. Research design

A research project conducted scientifically has a specific framework research from the problem identification to the presentation of research report. This framework of conducting research is known as research design. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

C. Data collection

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and

social sciences, humanities and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Data can be acquired from two sources they are Primary Data and Secondary Data source.

D. Primary data

Data is collected primarily through personal contact, meeting, interview and questionnaire with the concerned authority of the organization and respondents. Primary source of data are the data which needs the personal efforts to collect it and which are not readily available. Primary source of the data are the other type of sources through which the data was collected.

Following are few ways in which the data was collected

a) Questionnaires: Its set of questions on a sheet of paper was being giving to the respondents of fill it, based on which the data was interpreted.

b) Interviews: Structured or unstructured one-on-one directed conversations with key individuals or leaders in a community.

E. Secondary data

Data are collected through secondary modes such as various published data, reports, related books and websites. Secondary sources are the other important sources through which the data were collected. These are the readily available sources of the data where one had need not put much effort to collect, because it is already been collected and part in an elderly manner by some researchers, experts and socialites.

8. Data analysis & interpretations

Table 1
Gender of the customer Table

S. No.	Gender	Percentage
1.	Male	58%
2.	Female	42%

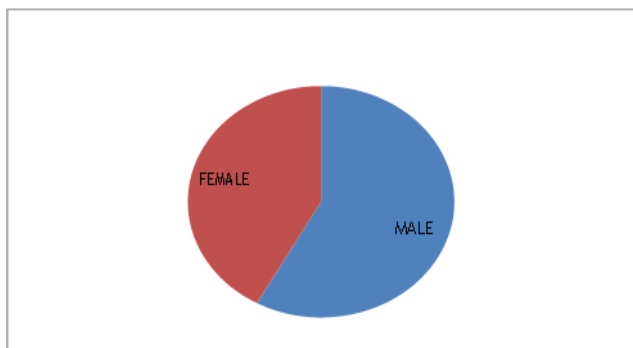


Fig. 1. Gender of the customer

Interpretation:

The above pie chart says that the gender of the customers

who are visiting the bigbazaar. So, 58% of them are belongs to male category and remaining 42% of them are belongs to female category.

Table 2
Age group of the customers visiting the big bazaar

S. No.	Age Group	Percentage
1.	18-20	18%
2.	20-25	28%
3.	25-30	32%
4.	Above-30	22%

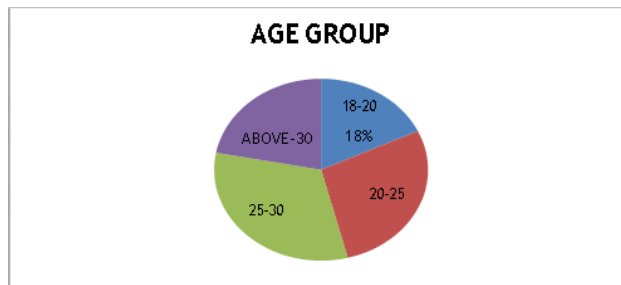


Fig. 2. Age group of the customers visiting the big bazaar

Interpretation:

The above pie chart says that age group of the customers who are visiting the big bazaar. so, the customers with 18-20 years of age are visiting 18%, the customers with 20-25 years of age are visiting 28%, the customers with 25-30 years of age are visiting 32% and the remaining 22% are above-30 years of age.

Table 3
Occupation of the customers visiting the big bazaar

S. No.	Occupation	Percentage
1.	Student	18%
2.	Employment	22%
3.	Business	34%
4.	Others	26%

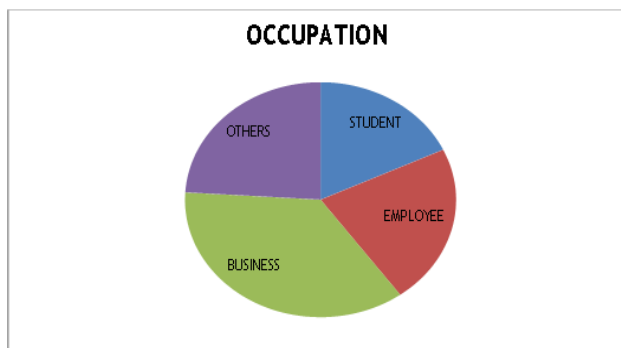


Fig. 3. Occupation of the customers visiting the big bazaar

Interpretation:

The above pie chart says that the occupation of the customers who are visiting the bigbazaar. So, 18% of the customers are students, 22% of them are employees, 36% of them are business persons and remaining 24% of them are others.

Table 4
How much you earn income per month

S. No.	Income	Percentage
1.	Rs.10000	24%
2.	Rs.10000-20000	28%
3.	Rs.20000-30000	22%
4.	Above-30000RS.	26%

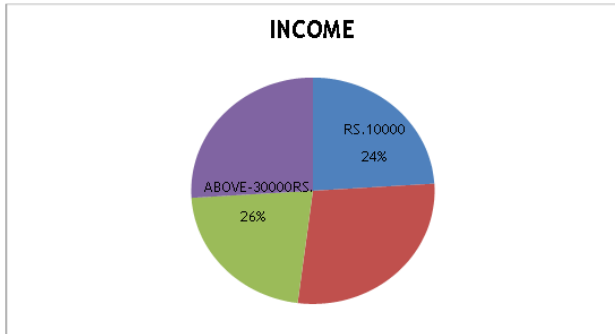


Fig. 4. How much you earn income per month

Interpretation:

The above pie chart says the income of the customers who are visiting the big bazaar. So, 24% of their income is RS.10000, 28% of their income is Rs.10000-20000, 22% of their income is Rs.20000-30000 and remaining 26% of their income is above-Rs. 30000.

Table 5
How many members in your family?

S. No.	Members	Percentage
1.	2	28%
2.	4	42%
3.	5	16%
4.	Above-5	14%

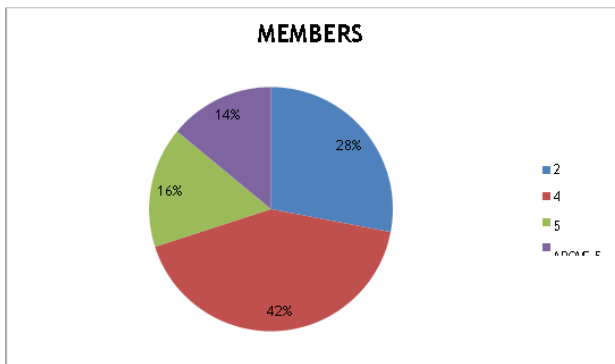


Fig. 5. How many members in your family?

Interpretation:

The above pie chart says that the how many members in the family of the customers who are visiting the big bazaar. So, 28% of the customers having 2 members, 42% of the customers having 4 members, 16% of the customers having 5 members and remaining 14% of the customers having above-5 members of their family.

Table 6
How much money you spend on shopping every month

S. No.	Money Spend	Percentage
1.	1000-2000	18%
2.	3000-4000	32%
3.	5000-6000	24%
4.	Above-6000	26%

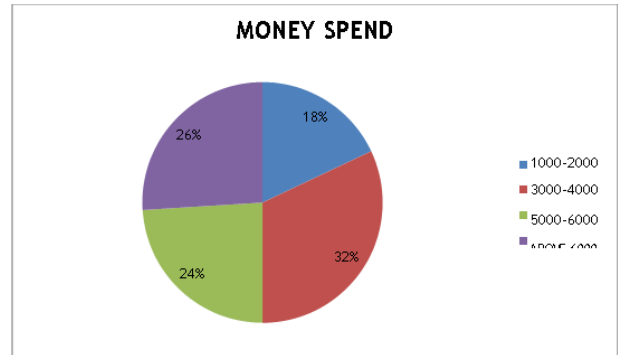


Fig. 6. How much money you spend on shopping every month

Interpretation:

The above pie chart says that the how much of the amount spend by the customers for shopping in big bazaar in a month. So, 18% of the customers spend Rs.1000-2000, 32% of the customers spend Rs. 3000-4000, 24% of the customers spend Rs. 5000-6000 and remaining 26% of the customers spend above-Rs. 6000.

Table 7
How many times do you visit a big bazaar per month?

S. No.	Customer Choice	Percentage
1.	1 time	12%
2.	2 times	24%
3.	3 times	22%
4.	Above 3times	42%

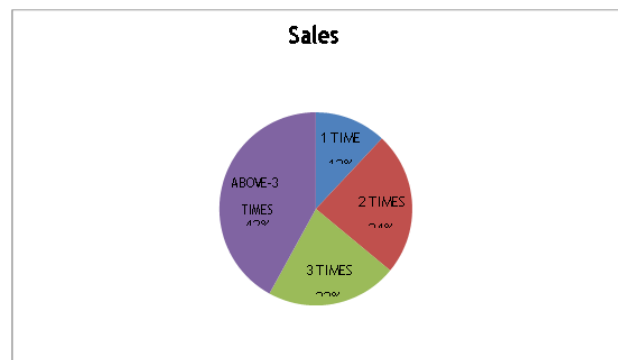


Fig. 7. How many times do you visit a big bazaar per month?

Interpretation:

The above pie chart says that how many times the customers visit the big bazaar per month. So, 12% of the customers says 1 time, 24% of the customers says 2 times, 22% of the customers says 3 times and remaining 42% of the customers says that they visit above-3 times big bazaar per month.

Table 8
Commonly where do you shop every time

S. No.	Customer Choice	Percentage
1.	Big Bazaar	62%
2.	Spencer	12%
3.	Reliance	12%
4.	D-Mart	14%

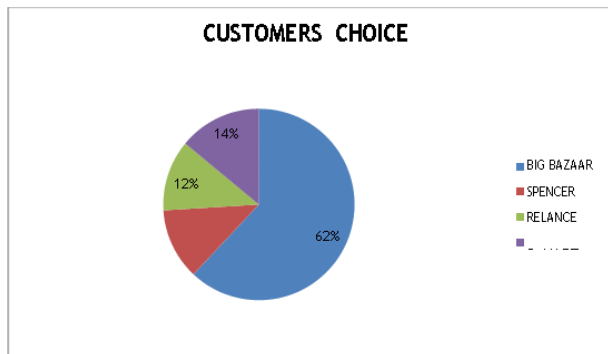


Fig. 8. Commonly where do you shop every time

Interpretation:

The above pie chart says that the commonly where do the customers every time shop. So, 62% of the customers says big bazaar, 12% of the customers says spencer, 12% of the customers says reliance and remaining 14% of the customers says D-mart.

Table 9
How do you know about big bazaar?

S. No.	Customers Choice	Percentage
1.	Advertisement	24%
2.	Friends	36%
3.	Relatives	28%
4.	Others	12%

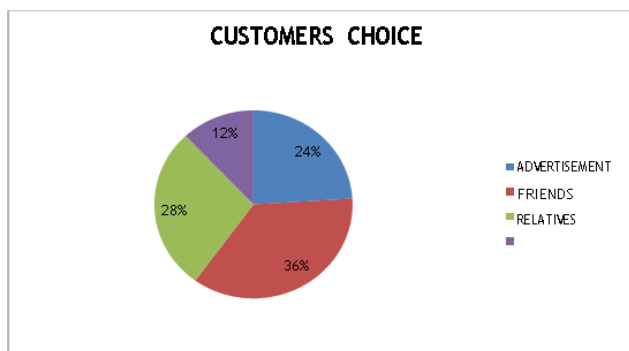


Fig. 9. How do you know about big bazaar?

Interpretation:

The above pie chart says that how do the customers know about the big bazaar. So, 24% of the customers by advertisement, 36% of the customers say by friends, 28% of the customers say by relatives and remaining 12% of the customers says by others.

Table 10
What type of products you mostly in the big bazaar?

S. No.	Customers Choice	Percentage
1.	Clothes	24%
2.	House hold	32%
3.	Sports	26%
4.	Others	18%

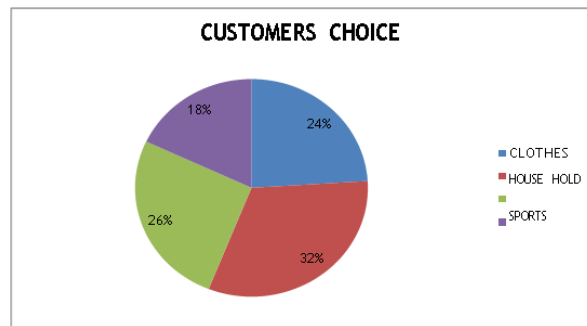


Fig. 10. What type of products you mostly in the big bazaar?

Interpretation:

The above pie chart says that what type of the products that the customers mostly like in the big bazaar. So, 24% of the customers say clothes, 32% of the customers say house hold products, 26% of the customers say sports, 18% of the customers say others.

A. Findings

- 58% of them are belongs to male category and remaining 42% of them are belongs to female category.
- The customers with 18-20 years of age are visiting 18%, the customers with 20-25 years of age are visiting 28%, the customers with 25-30 years of age are visiting 32% and the remaining 22% are above-30 years of age.
- 18% of the customers visiting big bazaar are students, 22% of them are employees, 34% of them are business persons and remaining 26% of them are others.
- 24% of the customers income visiting the big bazaar is RS.10000, 28% of their income is RS.10000-20000, 22% of their income is RS.20000-30000 and remaining 26% of their income is above-30000 Rs.
- 22% of the customers visiting the big bazaar having 2 members in their family 42% of the customers having 4 members, 16% of the customers having 5 members and remaining 14% of the customers having above-5 members of their family.
- 18% of the customers spend RS.1000-2000 for shopping every month, 32% of the customers spend RS.3000-4000, 24% of the customers spend RS.5000-6000 and remaining 26% of the customers spend above-6000 RS.
- 12% of the customers says that they visit big bazaar 1 time per a month, 24% of the customers says 2 times, 22% of the

customers says 3 times and remaining 42% of the customers says that they visit above-3 times big bazaar per month.

8. 62% of the customers say that they commonly visit big bazaar, 12% of the customers say spencer, 12% of the customers say reliance and remaining 14% of the customers say D-mart.
9. 24% of the customers say that they know big bazaar by advertisement, 36% of the customers say by friends, 22% of the customers say by relatives and remaining 12% of the customers says by others.
10. 24% of the customers say that they mostly like clothes in big bazaar, 32% of the customers say house hold products, 26% of the customers say sports, 18% of the customers say others.

B. Suggestions

- 1) The company can carry out more promotional activities.
- 2) Facilities given to the customers can be increased.

- 3) New technologies can be implemented can be increased.
- 4) Can implement an auto display as in Wal-Mart, about the product to help the customers.

9. Conclusion

The concept of everything under one umbrella and competitive price brings more customers to the store. Form what we can understand the BIG-BAZAAR provides quality products at low price and thus it justifies the statement "IS SE SASTA OUR ACCHA KAHIN NAHI. The only problem which can be solved easily is about availability & facilities (AC, trolley). The customers are the little bit unsatisfactory that availability & facilities (AC, trolley) or not up to their expectation.

References

- [1] Feedback forms
- [2] www.Futurebazaar.com