

A Study on Consumer Behaviour towards Big Bazaar in Kozhikode

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Abstract- The study on consumer behaviour towards big bazaar in Kozhikode was carried out in with an objective of knowing satisfaction level of customer at Big Bazaar and do customers are aware about the different types of products and Services and different offers provide at Big Bazaar. The total sample size taken was seventy five (75) from various customers of Calicut at Big Bazaar. The research shows that the customer satisfaction at Big Bazaar is very good. Many customers are not aware of the product and services provided by the Big Bazaar which are not provided by other Retail stores. On the other hand they have also the existing customers of Big Bazaar who are satisfied with the working style of retail store and customer support systems t big bazaar. They want that Big Bazaar should do promotional activity as – Advertising in social Medias so that they can attract more customers. The researcher used questionnaire method to carry out the study.

Keywords- Consumer, Behaviour, Retail shop, Products, Offers, Satisfaction.

I. INTRODUCTION

Marketing is the moving and exciting activity in everybody activities. The sellers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and every one as a counter are part of the marketing system.

Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of account.

Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise. One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer.

Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions.

II. HYPER MARKET

A hypermarket is a retail store that combines a department store and a grocery supermarket. Often a very large establishment, hypermarkets offer a wide variety of products such as appliances, clothing, and groceries. Hypermarket Explained Hypermarkets offer shoppers a one-stop shopping experience.

III. HISTORY AND EVOLUTION OF HYPER MARKET

The concept of hypermarkets was pioneered by the Fred Meyer chain, when it opened the foremost hypermarket in 1931 in Portland, Oregon, which is now part of Kroger, the largest grocery store chain in the US.

However, the history of the hypermarket is usually traced to the early 1960's when two similar prototypes for the later hypermarket design came forward. The world's largest chain of hypermarkets today is Wal-Mart, followed by Carrefour of France whereas Big Bazaar of Future Group is the largest hypermarket chain in India.

IV. BIG BAZAAR-A HYPER MARKET

Table 1. Showing Details On Big Bazaar

Type	Private
Industry	Retail
Founded	2001: 19 years ago
Founder	Kishor Biyani
Headquarters	Mumbai, Maharashtra, India
Number of locations	295 stores nationwide (august 25, 2019)
Area served	India

Big bazaar is an Indian retail chain of hyper markets, discount department stores and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation future group which is known for having a significant prominence in Indian retail and fashion sectors.

Big bazaar is also the parent chain of food bazaar, fashion at big bazaar.

V. PRODUCTS AVAILABLE IN BIG BAZAAR

- Electronics
- Movies and music
- Furniture
- Clothing
- Footwear
- Jewellery
- Toys
- Health and beauty
- Photo finishing
- Grocery

VI. OFFERS PROVIDED AT BIG BAZAAR

- Every day offers
- Week end Free offers
- Discount offers
- Get cash bonus vouchers
- Lowest price

VII. OBJECTIVES

- To analyze consumer shopping behavior towards Big Bazaar.
- To identify what type of strategies are suitable for the company to reach the targeted customers.
- To find out the factors which influence the consumption of the products in Big Bazaar?
- To identify effective a advertising sources which influence customer purchasing behavior at Big Bazaar.

VIII. RESEARCH METHODOLOGY

Both Primary data and secondary data are used for data collection. Primary data are gathered by asking questions from persons who are believed to have desired information.

Secondary data are collected from Journals, books and websites. By using random sampling technique 75 respondents are selected for the purpose of the study.

IX. REVIEW OF LITERATURE

Quelch and Ash (1981), medical services (Brown and Swartz 1989), and retail outlets (Westbrook 1981). Similarly, experimental studies of service satisfaction also have uncovered the importance of particular contact employee behaviors

Shoptalk (1985) defines the service encounter somewhat more broadly as "a period of time during which a consumer directly interacts with a service. Her definition encompasses all aspects of the service firm with which the consumer may interact, including its personnel, its physical facilities, and other visible elements.

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Solomon (1987) The term "service encounter" has attained widespread use in marketing speeches, articles, and research in a few short years. Supernatant and Solomon (1987) define the service encounter as "the dyadic interaction between a customer and service provider." This definition draws on their earlier work suggesting that "service encounters are role performances".

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Stephens (1987). Other researchers have found the human interaction component to be of importance in evaluating professional services (Day and Bodrum 1978;

Bitner (1990) Supernatant and Solomon 1987. This study focus on the personal interactions between customers and employees in service encounters. It also identifies the specific events and behaviors through customer survey which shows their satisfaction and dissatisfaction level that influenced by the service encounters provided by the Hotels.

Bitner (1990) Several survey-based studied of service satisfaction also suggest that the human interaction component of service delivery is essential to the determination of satisfaction/dissatisfaction. A study of relationship marketing in the life insurance industry found clients' satisfaction with their contact person (or agent) to

be a significant predictor of overall satisfaction with the service.

Wans ink and Deshpande (1994) Show that when the product is perceived as widely suitable, consumer will consume more off it in place of close substitutes. They also show that higher perishability increases consumption rites adopting scarcity theory.

Scarborough, (2000) Culture comprises the shared values, assumptions, understandings and goals that are learned from one generation, imposed by the current generation, and passed on to succeeding generations. It governs how we wish to be treated and how we treat others; how we communicate, negotiate process information and make decisions.

Due to rapid globalization, though we are fast absorbing concept of “no-border” world, yet cultural factors moderate many aspects of consumer’s buying behavior.

Hofstede, (2001) “the collective programming of the mind which distinguishes the members of one group or category of people from another”. Culture refers to a set of values, ideas, artifacts and other meaningful symbols that help individuals to communicate, interpret and evaluate as members of society. It is a normally homogeneous system of collectively shared meanings, way of life and common set of values shared by a member of society.

Srinivasan, (2002) There is a growing interest in cultural differences of countries and understanding the cultural context of consumer behavior in a globalized marketplace (Maheswaran and Sharon, 2000). It is true that in the market place, consumer’s perception of an inexperienced new technology is based upon its abilities to satisfy needs on which culture and values have a great impact.

Yen yurt, & Townsend, (2003) Therefore, people from cultures with low levels of uncertainty avoidance are more tolerant toward risk and are more willing to try new things. According to Yen yurt and Townsend (2003) uncertainty avoidance has a negative effect on the acceptance rates of new products. Therefore, uncertainty avoidance is related to consumer willingness to adopt new technologies such as self-service technologies in retailing

Erumpent, & Jong, (2006) Collectivism defines cultures where people are integrated into cohesive groups and have strong loyalties to the group. People in individualistic cultures are encouraged to make their own choices whereas people in collective cultures are more willing to conform to the norms of the group (Erumpent, & Jong, 2006). Members of individualist cultures feel free to express their own views and act accordingly and are therefore more willing to innovate and adopt new ideas (Erumpent, & Jong, 2006).

X. RESULTS AND DISCUSSION

Table 1. Demographic details of the respondents.

S.No	Category	Subgroups	Number	%	Total (%)
1	Gender	Male	49	65	100%
		Female	26	35	
2	Age	Below 18	23	31	100%
		Graduation	39	52	
		Above 40	9	11	
3	Educational Qualification	Below 12	24	32	100%
		Graduation	39	52	
		Post graduate	7	9.3	
		Illiterate	5	6.7	
4	Marital Status	Married	39	52	100%
		Un married	36	48	

Source: Primary Data.

Out of 75 respondents there are 65% of male and 35% of females shopping at big bazar. 31% of users are below 18, 58% are above 25-35, 11% are above 40. 32% of respondents. Qualification is below 12, graduates 52 %, post graduates is 9.3%, and illiterate 6.7%. Marital status is 39 users that is 52% are married and un married respondents constitutes 48% in big bazaar.

Table 2. The Table Showing the Media of Awareness about Big Bazaar.

Opinion	Respondents	Percentage
Advertisement	26	34.7
Collegues Reference	25	33.3
News Papers	8	10.7
Any Other Specify	16	21.3
Total	75	100

Source- Primary Data.

From the above table we can understand out of 75 respondents there are come to know about the big bazaar advertisement users 34.7%, collagenuous users 33.3%, newspapers 10.7% and other specify users 21.3 users in big bazaar.

Table 3. Table Showing the Reason behind Purchasing From Big Bazaar.

Opinion	Respondents	%
Good Satisfaction Over Products	14	19.4
Reasonable Price	15	20.8
More Offers	31	43.1
Any Others	11	15.3
Nothing	4	1.4
Total	75	100

Source-Primary Data.

From the above table we can understand out of 75 respondents 19.4% prefer big bazaar due to good satisfaction over products, 20.8% purchase due to reasonable price, 43.1% purchase due to more offers, 15.3% purchase due to some other offers they receive other and 1.4% purchase with out any reason.

Table 4. Table Showing Opinion on Reasons to Shoppe from Big Bazaar.

Opinion	Respondent	Percentage
Availability Of Stock	15	20
Location And Timing	19	25.3
Offers And Discounts	32	42.7
Verify Of Products	9	12
Total	75	100

Source: Primary Data.

From the above table we can understand that out of 75 respondents 20% prefer big bazaar due to availability of stock, due to location and timing 25.3% of them prefer big bazaar, due to offers and discounts 42.7% purchases and rest as they can verify of products.

Table 5. The Table Showing Asistant from Store Staff in Selecting the Purchase.

Assistance	Respondents	Percentage
All Most Allways	13	15.8
Frequently	26	32.9
Some Items	25	34.2
Rarely	12	17.1
Total	75	100

Source- Primary Data.

From the above table we can understand out of 75 respondents 15.8% says that they get assistance from staff all most always, 32.9% says frequently, 34.2% says they get assistance for some items, 17.1% rarely using assistant from the store.

Table 6. The Table Showing Overall Experience In Big Bazaar.

Experience	Respondent	Percentage
Excellent	21	27.6
Good	48	64.5
Poor	6	7.9
Total	75	100

Source: Primary Data.

From the above table we can understand out of 75 respondents their overall experience 27.6% says excellent, 64.5% says well and 7.9% says poor in big bazaar.

XI. FINDINGS AND SUGGESTION

As per the findings, all are having the awareness of Big Bazaar, We can say that Big Bazaar have good place in the minds of the customers. 60% of male customers are come to Big Bazaar for shopping. The customers who were mainly age group of 26- 35 years are shopping at Big Bazaar. It has been found that the Majority of the Respondents come to know about the Big Bazaar through Friends/Relatives References and Advertisements only. So we can say that the word of mouth and advertisements are plays a very important role when customers shopping at Big Bazaar.

As per findings, Majority of the Respondents are purchasing for the Purpose of Personal use/consumption only. Most of customers are prefer to come to Big Bazaar with friends, and customers are motivates by them at purchase. As per the findings, majority of the customers choose the Big Bazaar for availability of products as well as reasonable prices. Most of the respondents are taking assistance from the store staff during purchase period. We can say that customers take assistance from store staff when they shopping in Big Bazaar. As per the findings, majority of the customers are satisfied with the value of their money provided by Big Bazaar. The company must go for some more promotional activities rather than TV.

Advertisement, hoarding and news papers. The company has to conduct the periodical meetings with customers and take their valuable suggestions. The company may adopt policy of discounts cards and gifts to customers while purchasing the products. Innovative efforts must be launched to improve the position through better marketing strategies. Innovative packaging can give a company an advantage over competitors. The store staff should be trained adequately so as to "convince" the Potential buyers, because his performance on jobs has great impact on sale of a product, Most of the customers belongs to age group of 17-27 years. So, company has to concentrate more on those people to enhance the sales. Moreover, the company has to concentrate more on the customers of age group of 28-37 years to enhance the sales.

XII. CONCLUSION

Marketers must try to understand consumer behavior so that they can offer consumers greater satisfaction. An understanding of whom and why individuals or groups buy products and services help in big bazaar design more appealing marketing programs.

If big bazaar is able to determine what satisfies customers, the big bazaar can implement the marketing concept and better predict how consumers will respond to different marketing programs. The report reveals that there is huge scope for the growth of organized retailing and

improvement of Big Bazaar Store in Allahabad city. With the changing lifestyle, modernization and westernization there exists a huge scope for the growth of Big Bazaar store and is therefore a threat to organized retailing. Big Bazaar store are able to provide almost all categories of items related to food.

Health, beauty products, clothing & footwear, durable goods so it become quite easier for the customer to buy from one shop and hence is a convenient way of shopping when compared to unorganized retailing. Aggressive Marketing is the key to increasing the market share in this area, since the market has a lot of potential both in terms of untapped market.

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