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A Study on Buying Behaviour of Consumer at Big Bazaar in Tiruvannamalai District

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Abstract

This research study delves into the intricate aspects of consumer buying behaviour within the context of Big Bazaar, a prominent retail chain operating in Tiruvannamalai, India. Understanding consumer behaviour is crucial for businesses seeking to improve their marketing strategies and enhance customer satisfaction. Big Bazaar, with its diverse product range and competitive pricing, provides an ideal setting for such an investigation. The primary objectives of this study are to analyse the factors influencing buying behaviour, identify customer preferences, and evaluate the impact of promotional activities on purchasing decisions within Big Bazaar's outlets in Tiruvannamalai. To achieve these objectives, a mixed-methods approach was employed, incorporating surveys, interviews, and observational research.

Keywords: consumer buying behaviour, big bazaar, customer satisfaction.

I. INTRODUCTION

Big Bazaar is an Indian retail chain of hypermarkets, 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 and e-Zone where at locations it houses all under one roof. Founded in 2001 Big Bazaar is one of the oldest and largest hypermarket chains of India, housing about 300+ stores in over 120 cities and towns across the country. In February 2022, Reliance Industries took control of over 200 Future group stores and rebranded Big Bazaar as Reliance's Smart Bazaar Stores.

Big Bazaar was founded in 2001 by Kishore Biyani, the founder and chief executive officer (CEO) of the parent company, the Future Group. The former captain of Indian cricket team, Mahendra Singh Dhoni have previously endorsed for the fashion vertical of Big Bazaar.

Objectives of the Study

- To identify the consumers' buying behavior at Big Bazaar.
- To identify the people who are the customers of Big Bazaar.
- To find out the customers response towards Big Bazaar.
- To study the satisfaction level of customers in different attributes of Big Bazaar.
- To identify main competitors of Big Bazaar.

Scope of the Study

The extent of this examination is to distinguish the purchasing conduct of clients of Big Bazaar in Bangalore area. This explore depends on essential information and optional information. Because of time requirement just predetermined number of people contacted. This think about just spotlights on urban purchasing conduct of clients in light of the fact that the exploration directed in Bangalore zone. The investigation does not say anything in regards to rustic purchasing conduct of client in light of the fact that provincial standards status demeanor and acknowledgment of the country clients varies with urban clients. The extent of research is constrained for Bangalore territory. It gives assistance to advance the exploration for sorted out retail part in Bangalore area. It plans to comprehend the ability of the organization in the zone like innovative progression, rivalry in administration.

REVIEW OF LITERATURE

Feinberg, Sheffler, Meoli and Rummel (1989) considered the social incitement gave by shopping centers, finding that the shopping center filled in as an outlet for social conduct. Facilitate examination of this issue was made by Lotz, Eastlick and Shim (2000), who considered the likenesses and contrasts between shopping center stimulation searchers and shopping center customers. Their outcomes upheld speculations that there are diverse inspirations for people who visit a shopping center for stimulation exercises versus the individuals who visit for shopping purposes.

Roy (1994) in his examination considered a few attributes of customers -, for example, practical shopping inspiration, bargain inclination, recreational shopping inspiration, age, salary and family estimate, to be a Big impact on shopping center shopping recurrence.

Burns and Warren (1995) opined that since the store blend and item contributions of numerous provincial shopping centers are fundamentally the same as, regularly the essential discriminator between a large number of these focuses is only area. Settling on the decision to shop at a provincial shopping center other than the one closest to one's place of home, thusly, does not seem, by all accounts, to be a sensible in numerous examples.

Such conduct, in any case, seems, by all accounts, to be generally normal. Doubtlessly; along these lines, that territorial shopping center decision may not generally be

construct exclusively with respect to the contributions and area of the accessible shopping options.

Jackson (1996) in his investigation watched that shopping centers have turned into where senior subjects stroll in solace and security, where guardians lead their young to Santa Clauses, where singles court, where adolescents mingle and where everyone expends. In fact, another term, "Shopping center Rats" has been begat to depict the armies of youngsters who invest their free energy cruising indoor passageways. This multiplication of employments and of clients has prompted the regular perception that provincial shopping centers are the new downtowns, the focuses of casual social cooperation's, the successors to the conventional commercial center.

RESEARCH METHODOLOGY

In the modern world, innovation, consumer preferences, and inclinations are crucial factors. The phrase "research methodology" describes a range of techniques that can be used to gather information on various item exhibit strata. To ensure that customers are aware of their products, each industry needs a research procedure.

Exploratory research was the research design used.

Sampling Method:

Non-probability sampling: Convenience sampling.

Size of Sample:

100 clients

Data Collection

Through direct communication with a variety of clients, data is gathered from them. A unique questionnaire has been created to gather data. Data will be produced only by connecting with respondents and having official conversations with them. Analysis tools used to gather additional pertinent information from secondary data include: - In Big Bazaar, prospective buyers are individually questioned as part of a market research study on advertising strategies and consumer buying patterns.

Collection of Data

Various methods are used to collect data. To finish the research project report and complete the study's objective, both primary and secondary data were gathered.

First Sources: Questionnaire:

Twenty questions total were chosen for the questionnaire, which was chosen with the study's goal in mind. Each question is concise and is organized rationally. The language is straightforward.

Interview:

Conversations with customers were also used to gather information. They were personally questioned.

Additional Data:

The second piece of information is derived from a business document that is online. The sites of other industry associations and magazines that are connected have also been visited.

Tabulation

The responses were compiled after all the questionnaires had been submitted. Each respondent's responses were tallied in the appropriate category.

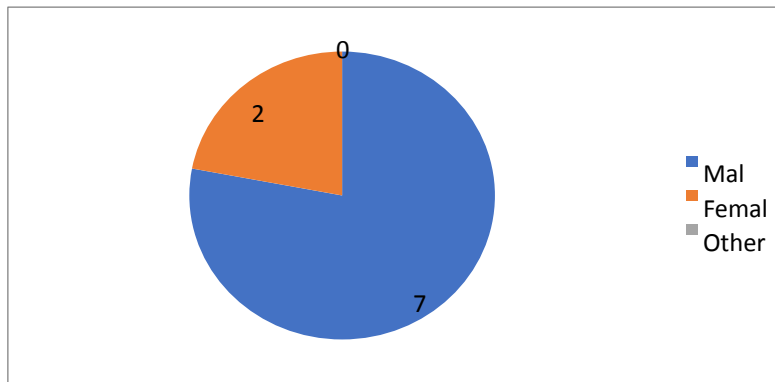
Analysis and Interpretation of Data

Table no.1 Shows how respondents are arranged according to gender.

Particulars	Respondent	Percentage
Male	78	78
Female	22	22
Others	0	0
Total	100	100

Analysis: The table provided above shows that 78% of respondents are men and 22% are women.

Graph no.1 demonstrating arrangement respondents based on gender



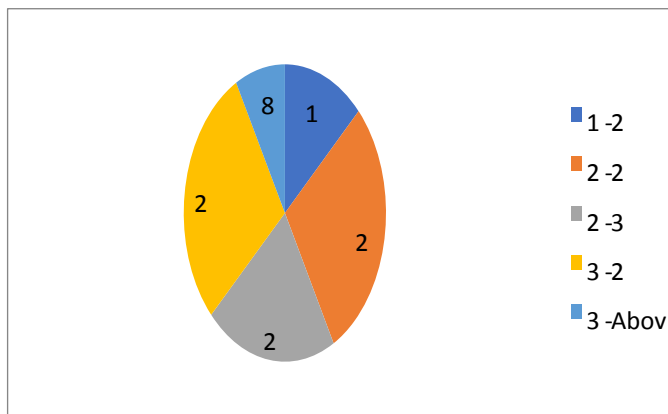
The graph makes it evident that men make up the majority of the respondents.

Table no.2 Shows the age-based ranking of the individuals.

PARTICULARS	RESPONDENT	PERCENTAGE
16-20	13	13
21-25	29	29
26-30	21	21
31-25	29	29
35-Above	8	8
Total	100	100

Analysis: Based on the data above, 13% of respondents are between the ages of 16 and 20; 29% are between the ages of 21 and 25; 21% are between the ages of 26 and 30; and 29% are between the ages of 31 and 35.

Graph no.2 showing age factor of respondents



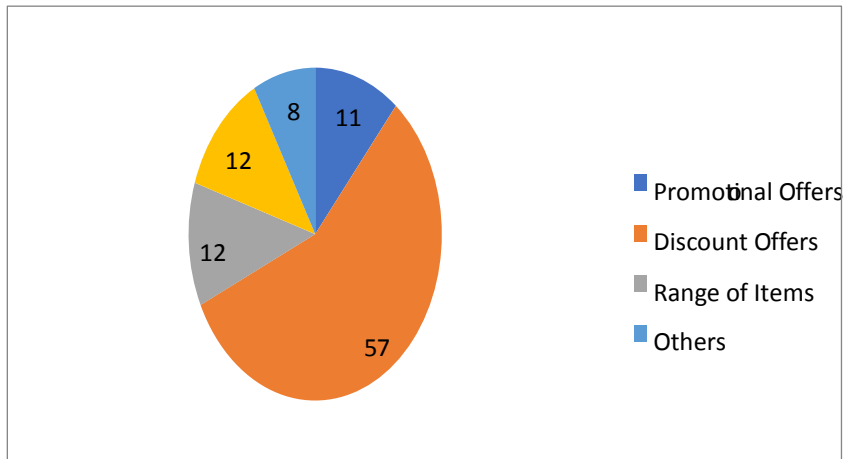
The bulk of responders are between the ages of 21 and 25, as well as between 31 and 35, according to the graph above.

Table no.3 showing for respondents visit purpose

PARTICULARS	RESPONDENT	PERCENTAGE
Promotional Offers	11	11
Discount Offers	57	57
Range of Items	12	12
Store location	12	12
Others	8	8
TOTAL	100	100

Analysis: Table showing on visiting based on 11% on promotional offers purpose, 57% on discount offers, 12% on range on items, 12% on locations of the store, and 8% on others purpose.

Graph No.3 showing on respondents purpose of Visit



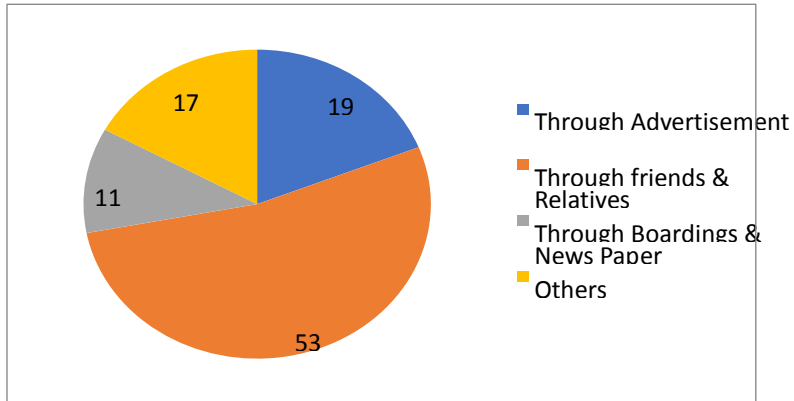
Interpretation: The graph showing on respondents on visiting on Discount offers purpose.

Table No.4 illustrating how to learn about the vast bazaar

PARTICULARS	RESPONDENT	PERCENTAGE
Through Advertisement	19	19
Through friends & Relatives	53	53
Through Boarding's & News Paper	11	11
Others	17	17
TOTAL	100	100

Analysis: The table shows that 53% of participants learnt about the main bazaar from friends and relatives, 11% did so from boarding passes and newspapers, and 17% did so from marketing.

Graph No.4 Illustrates how you learn about the large bazaar.



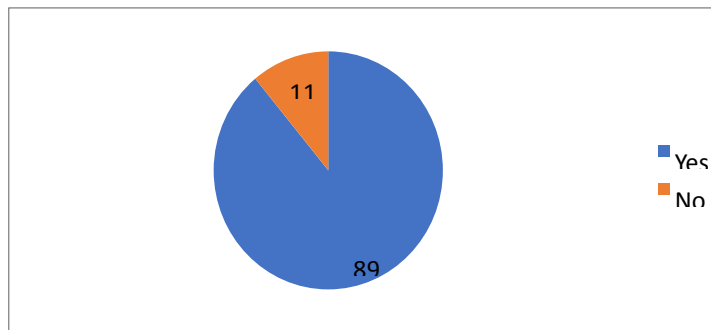
Interpretation: The graph showing 53% on through on friends and relatives.

Table No.5 showing on does the advertisement for big bazaar attract you to purchase items from big bazaar?

PARTICULARS	RESPONDENT	PERCENTAGE
Yes	89	89
No	11	11
Total	100	100

Analysis: 89% of participants indicated agreement, while 11% indicated disagreement.

Graph No.5 showing on does the advertisement for big bazaar attract you to purchase items from big bazaar?



Interpretation: The graph shows majority of respondents said advertisements attracts them for make purchase at Big Bazaar.

Findings

Most of the customers buy their need in Big Bazaar in light of Weekly and month to month introduce. Customers comprehended that Big Bazaar stores give subjective things/advantage with sensible cost.

- At present time Big Bazaar give various sorts of thing game plans to the customers.
- Perpetually opening of Big Bazaar chains in different genuine urban groups, growing measures of the customers and advantage show that Big Bazaar most recognized name in dealt with retail chain in India.
- Big Bazaar primarily oversee focus wage gather people who require subjective thing with sensible cost.
- Colossal bazaar has a respectable reputation of itself in the market.

Suggestions

Big bazaar should fuse a more prominent measure of checked things its thing grouping with a specific end goal to attract the brand finicky people to come in to gigantic bazaar.

- Big bazaar should give significant parking space to its customers with the objective that they can without a doubt stop their vehicles.
- It should profit counters for different customers. Cash counter and charge card portion counter should be placed in differently in demand to diminish the surge and extra the customer's shot. This will be a kind of assistance for the customers of gigantic bazaar.
- The organization of the sales representative is ought to have been advanced. Singular care should be taken by the business agent for the customers with the objective that the customers can breathe a sigh of relief. ○ During the offapex hour's gigantic bazaar should give a couple of offers to its customers with the objective that people would be encouraged to come to immense bazaar in the midst of off zenith hours. The customers who are accessible in the mall in the midst of the of apex hours of immense bazaar will go in to Big bazaar if stun offers are put aside a couple of minutes.

II. CONCLUSION

For the current clientele, Big Bazaar is an important shopping destination. Customers may get a nice selection of goods there for a reasonable cost. Big Bazaar has a respectable standing in the sector. It has opened up shop as a more modest retailer on the market. There is a big customer base. The vast majority of clients are accommodated at the homes of regular staff. The younger generation takes pleasure in browsing the Big Bazaar and shopping as well. Big Bazaar usually offers volume discounts. In the huge bazaar, driven consumer behavior has a more noticeable impact on the environment. Because it sells a wide range of goods, such as leather, stationary, food, electronics, and exhibits, Huge Bazaar is a hypermarket. goods, upgrades, and jewellery well as watches, porcelain, pearls, and chocolates. As the year progressed, it battled against all of the unique strength reserves of numerous items that produced commodities more slowly. There is a sizable customer base, and the investigation showed that the customers are content with the sizable bazaar. There are currently 34 major bazaars in various Indian cities, which implies that the number of big bazaars has increased significantly as demand for these markets increases.

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