



A STUDY ON BUYING BEHAVIOR OF CUSTOMERS IN BIG BAZAAR, INDERLOK (DELHI)

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INTRODUCTION

As customer's tastes and preferences are changing, the market scenario is also changing from time to time. Today's market scenario is very different from that of the market scenario before 1990. There have been many factors responsible for the changing market scenario. It is the changing tastes and preference of customer which has brought in a change in the market. Income level of the people has changed; life styles and social class of people have completely changed now than that of olden days. There has been a shift in the market demand in today's world. Technology is one of the major factors which is responsible for this paradigm shift in the mark. New generation people are no more dependent on haat market and far off departmental stores. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shopper's stop, malls, branded retail outlets and specialty stores. In today's world shopping is not any more tiresome work rather it's a pleasant outing phenomenon now.

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.

Retail is India's largest industry, accounting for over 10% of the country's GDP and around 8% of the employment. The Indian retail market is estimate to exceed US\$ 750 billion by 2015, presenting a strong potential for foreign retailers planning to enter India. India ranks 5 th on global retail development index, is considered the second fastest growing economy in the world and ranks amongst the top 10 FDI destinations in the world. The environment for hypermarket growth in India is conducive. A huge opportunity exists in India, especially in the urban and semi-rural areas. A. Hypermarkets Indian hypermarket industry is more vibrant than ever, with major industry players vying for their share in the retail segment. The size and share of Indian_hypermarket is expected to increase in the coming years, given the strong macro-economic performance, favourable consumption pattern due to growing personal disposable income, rapid development of Tier II and III cities, availability of quality retail space and recent entry of big industrial houses into retailing with focus on large store formats. Actually, the British colonial government introduced the idea of Supermarkets to facilitate its officers with access of all household goods under one roof. This led to the development of super-supermarket or modern supermarket or Hypermarket. Hypermarkets in India house varied shops selling different types of essential commodities along with luxury items. These Hypermarkets are mainly concentrated in urban areas only. Hypermarkets operating in India typically have a heterogeneous mixture of large and small individual retailers. Most of these hypermarkets sell private labels and products manufactured by domestic and international companies. Hypermarkets of India offer products with different price bands to cater to the needs of different segments of society. People prefer to shop from hypermarkets not only to buy goods but also for experience, window shopping and recreation. Big Bazaar is one of the most established hypermarkets in India with 133 stores all over India. It is a subsidiary of the Future Group lead by Kishore Biyani. Big Bazaar caters to every need of the family and where Big Bazaar scores over other stores is its value for money proposition for the Indian customers. Big Bazaar's USP is to give customers the "Best products at the best prices". Big Bazaar is increasingly Tabeck, Apeejay - Journal of Management Sciences and Technology 3 (1), June- 2014 (ISSN -2347-5005) 11 opening its doors to different product categories like apparel and general merchandise including home furnishings, utensils, crockery, and cutlery and sports goods. Big Bazaar has various value added services like buying goods over the phone and through the internet, where the delivery in seven days is guaranteed with free shipping. The hypermarket targets higher and upper middle class customers. It also specifically targets working women and home makers who are the primary decision makers.

My study is based on a survey done on customers of a hypermarket named big bazaar. Big bazaar is a new type of market which came into existence in India since 1994. It is a type of market where various kinds of products are available under one roof. My study is on determining the customer's buying behavior of customer's in big bazaar and the satisfaction level of customers in big bazaar. My study will find out the current status of big bazaar and determine where it stands in the current market.

This market field survey will help in knowing the present customers tastes and preferences. It will help me in estimating the customer's future needs , wants & demands.

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LIMITATIONS OF RESEARCH

Certain limitations do creep in a research study due to constraints of the time, money and human efforts, the present study is also not free from certain limitation, which were unavoidable.

Although all effort were taken to make the result of the work as accurate as possible as survey but the survey have following constraints.

- I- Some customers were not willing to give appointment due to their busy schedule.
- II- Due to very large size of the population, only a selected sample of customer could be contacted.
- III- Due to time constraint and other imperative work load during the t period it could not be made possible to explore more area of concern pertaining to study.
- IV- Also impossible for company to prove information is confidential.
- V-Due to fast pace of life, some customers were not able to do justification to the questionnaire.
- VI-Personal biases might have come while answer the questionnaire.
- VII-As per company rule many information was not disclose as the manager are busy in their daily schedule. It is not possible for us to spend more time in interaction with them.

THE OBJECTIVES OF THE STUDY

- 1. To find out the buying behavior of the customers coming in to Big Bazaar in Delhi.
- 2. To determine the current status of Big Bazaar.
- 3. To find out the customers response towards Big Bazaar.
- 4. To study the satisfaction level of customers in different attributes of Big Bazaar.
- 5. To identify main competitors of Big Bazaar.

HYPOTHESES

The study is based on the formulation of the following null hypotheses:

H01: The socio - economic profiles of the customers do influence their satisfaction with respect to shopping in the shopping malls in Delhi.

H02: There is a significant difference in the acceptance levels by the customers with respect to the income category to which they belong to and propensity to shop in shopping malls in Delhi.

H03: There is a significant relationship with respect to the comfort level of the respondents towards shopping in the shopping malls in Delhi.

H04: The response of customers with regard to the availability and quality of products and services offered at shopping malls does influence the customer's acceptance level towards shopping in the shopping malls in Delhi.

H05: The attitude of customers towards shopping malls and overall customer satisfaction is positive.

RESEARCH METHODOLOGY

The methodology which is used for carrying out the research is as follows:

Research Design:

The study is related to changing buying behavior of consumers in organized retail as well as in unorganized retail in select area. The studies made to know the changing buying behavior of consumers. The data related to study will collect through structure questionnaires from customers who were visiting organized retail as well as unorganized retail (Mom and Pop stores). The study includes 3 months period from July 2015 to Sept 2015. The data will collect from approx 250 respondents and for analyzing the data percentage methods, chi square tests and other statistical tools related to data are used.

Data Collection Method:

The data will collect through structure questionnaires from customers who are visiting organized retail as well as unorganized retail by using multistage- convenience method. This is like cluster sampling, but with several stages of sampling and sub-sampling. This method is usually used in large-scale population surveys. For research work primary as well as secondary data were used for collection of information.

Research was broadly classified into two sections.

Primary data

The primary data will collect by direct interaction with individuals on a one to one basis. The benefits of these approaches include richness of data and deeper insight into the phenomena under study. Primary data collection has been through interviewing and questionnaires to all types of target samples (urban and semi-urban) also on the basis of questionnaire and observing the socio-economic, living and working aspects of the sample in their behavioral pattern experts from this field. The main methods of collecting data thus are a combination of questionnaire and personal interview.

Secondary data

Secondary data has been collected through a wide range of written materials. e.g. to understand the philosophy of consumer behavior. These include research papers, articles in various magazines and journals, annual reports of the Govt of India, etc. Other sources used for collecting data are downloads from companies' websites, newspaper reports, technical and trade journal, books, magazines

SCOPE OF STUDY

The scope of this research is to identify the buying behavior of customers of Big Bazaar in NCR area. This research is based on primary data and secondary data. Due to time constraint only limited number of persons contacted. This study only focuses on urban buying behavior of customers because the research conducted in NCR area. The study does not say anything about rural buying behavior of customer because rural norms/status/attitude & acceptance of the rural customers differs with urban customers. The scope of research is limited for NCR area. It provides help to further the research for organized retail sector in NCR area. It aims to understand the skill of the company in the area like technological advancement, competition in management.

UTILITY

The study shows customers buying pattern with Big Bazaar in NCR area. It provides guideline for further research in NCR area for organized retail. Research says about customer buying behavior towards Big Bazaar in NCR area. The study rate of customer satisfaction level with Big Bazaar for NCR area. The research is also important to identify Market size, growth and Market Potential of Big Bazaar in NCR area. The research shows future Scenario of Big Bazaar in current perspective. The study shows Opportunities and challenges for Big Bazaar respect of internal & external environment. Research says about main competitors in the field of organized retail sectors. The study provides guideline to further extension of Big Bazaar in NCR area. The study provides help to know the customers satisfaction with Big Bazaar stores.

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