

A Study on Customer Preferences in Selecting a Product at Smart Bazaar

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Abstract

This study examines the primary factors that influence consumer preferences while selecting products at the Smart Bazaar, a modern retail concept operated by Reliance Retail Ltd. The study uses a mixed-methods approach to investigate the impact of pricing. Customers' decisions to buy are influenced by brand, quality, sales, and in-store interactions. The findings indicate that consumer decisions are significantly influenced by price sensitivity (70%) brand influence (60%) and promotional effectiveness (45%). The article concludes with strategic recommendations to enhance customer satisfaction and retention in a competitive retail setting.

Keywords: Price sensitivity, promotional offers, consumer behaviour, retail, smart bazaars, brand influence, and customer preferences.

1. INTRODUCTION

The retail sector in India has expanded rapidly with the rise of structured formats such as Smart Bazaar. Understanding shifting consumer preferences is essential to retail performance in this sector. Value-conscious urban consumers are served by Reliance Retail's Smart Bazaar, which provides a wide range of products at reasonable prices. This study aims to evaluate the elements that affect consumers' product selection and provide strategies to increase customer happiness and loyalty.

2. Objectives of the Study

- Identify the primary factors that influence product selection, including price, quality, and brand.
- Examine customer satisfaction across all product categories; evaluate the impact of promotions and reward programs; recognize the significance of the in-store experience; and ascertain how consumer behaviour is influenced by demographics.

3. Literature Review

Consumer decision-making is influenced by psychological, cultural, and brand-related factors, according to research by Aaker (1991) and Kotler & Keller (2016). Bitner (1992) and Donovan & Rossiter (1982) found that store atmosphere significantly influences customers' decisions to buy. Promotions (Blattberg & Neslin, 1990) and demographic traits (Hawkins et al., 2010) also have a big impact on customer choices.

4. Research Methodology

Study Type: Descriptive

100 clients make up the sample size. Location: Delhi, India

Tools: structured questionnaire, SPSS for analysis

Primary (survey) and secondary (journals, reports) data sources

5. Data Analysis & Key Findings

Factor Influence (%) 70% of the cost

The name 60%

Exclusive Offers 45%

Customer service 35%

Consumers place a high priority on cleanliness, variety, and cost.

Product placement, billing lines, and employee behaviour are among the areas where people are unhappy.

6. SWOT Analysis

Strengths: Reliable service, affordable costs, and digital integration (JioMart) Weaknesses: Limited high-end product lines and inconsistent service Possibilities include Tier 2/3 expansion, private labels, and omnichannel growth. Amazon Fresh, D-Mart, Kirana stores, and regulatory changes are threats.

7. Recommendations

Install personalized rewards for loyalty

Heat mapping can be used to improve product positioning.

Having knowledgeable staff and quicker billing will enhance the in-store experience.

Promote regional and local brands.

Utilize digital platforms (such as JioMart, WhatsApp, and SMS).

8. Conclusion

Customers' selection of products at Smart Bazaar is mostly influenced by price, brand trust, and promotional perks. Smart Bazaar must embrace digital transformation, enhance personalization, and streamline procedures in order to be competitive and hold onto its market share in the face of changing consumer expectations.

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