

CONSUMER BUYING BEHAVIOR IN BIG BAZAAR

Shubham Pundlik Thate, Prof.Dr. Rashmi Santosh Bafna, Dr.Prof.Ashwini Kshirsagar

Shubham Pundlik Thate, Marketing & Alamuri Ratnamala Institute of Engineering and Technology
Prof.Dr. Rashmi Santosh Bafna,Marketing & Alamuri Ratnamala Institute of Engineering and Technology
Dr.Prof.Ashwini Kshirsagar , HOD MMS & Alamuri Ratnamala Institute of Engineering and Technology

Abstract -

Consumer buying behavior in Big Bazaar, one of India's largest retail chains, is influenced by various factors ranging from pricing strategies to store layout and customer service. This study aims to delve into the intricate dynamics of consumer behavior within the context of Big Bazaar, analyzing key determinants that shape purchasing decisions. Through a combination of qualitative and quantitative research methods, this paper explores the impact of factors such as promotional activities, brand perception, product quality, and store atmosphere on consumer behavior in Big Bazaar outlets across different locations.

The findings reveal that pricing strategies, including discounts and promotional offers, significantly influence consumer purchase decisions, with a focus on perceived value for money. Moreover, the role of in-store experiences, including customer service quality and store layout, emerges as critical in shaping consumer perceptions and loyalty towards the brand. Additionally, the study highlights the importance of product assortment and availability in driving consumer satisfaction and repeat purchases. Understanding consumer buying behavior in Big Bazaar is essential for retail marketers to devise effective strategies aimed at enhancing customer satisfaction and loyalty. By leveraging insights from this study, Big Bazaar can optimize its marketing mix and improve overall customer experience, thereby gaining a competitive edge in the retail landscape.

Keywords: Consumer behavior, Big Bazaar, Pricing strategies, In-store experience, Product assortment, Customer satisfaction.

1.INTRODUCTION

Marketing is an essential and dynamic activity integral to various business operations, involving a wide range of stakeholders such as sellers, distributors, advertising agencies, consultants, transporters, financiers, and store agencies. The marketing system encompasses any exchange process, whether it involves consumer goods, intermediary goods, services, or ideas. Often, the development of markets and marketing practices is seen as synonymous with economic development. Marketing, a crucial element for enterprise success, has undergone significant reassessment due to the vast global, technological, economic, and social challenges faced by companies today.

Marketing at its best is about value creation and improving living standards. Today's successful companies are those that excel in satisfying and delighting their target customers. As P.P. Drucker stated, "Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer." Philip Kotler defines marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others.

Many Indian companies prioritize customer satisfaction, viewing marketing as customer-satisfaction engineering. The Indian economy's transition from scarcity to affluence has given consumers more choices, making customer satisfaction a major business concern.

Everyone is a consumer, engaging daily in purchasing and consuming various goods and services. However, individual tastes, likes, dislikes, and behavior patterns during purchase decisions differ significantly. Consumer behavior refers to the actions consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. It involves studying how individuals make decisions to allocate their available resources (time, money, effort) on consumption-related items, including "what they buy," "why they buy," "when they buy it," "where they buy it," and "how often they buy it."

Various scholars and researchers define consumer behavior broadly. It includes the acquisition, consumption, and disposition of products, services, time, and ideas by decision-making units, considering social and psychological variables. The American Marketing Association (AMA) describes consumer behavior as the dynamic interaction of cognition, behavior, and environmental events through which humans conduct the exchange aspects of their lives.

Understanding consumer behavior is crucial for comprehending purchase behaviors and preferences. Consumers differ based on sex, age, education, occupation, income, family setup, religion, nationality, and social status. These background factors influence their needs and the products and services they choose to satisfy those needs.

A consumer's decision to purchase a particular product or service results from a complex interplay of various variables. The decision process starts with the company's marketing stimuli, shaped by product, promotion, price, and distribution strategies. Consumers often buy new products associated with favorable brand names. The study of consumer behavior involves understanding how individuals decide to spend their resources on consumption-related items, encompassing the factors influencing "what they buy," "why they buy," "when they buy," "where they buy," "how often they buy," and "how they use" products and services.

2. Body of Paper

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.

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.

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 advertising sources which influence customer purchasing behavior at Big Bazaar.

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.

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. Shortcake's definition does not limit the encounter to the interpersonal interactions between the customer and the firm, and in fact suggests that service encounters can occur without any human interaction element. 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. Shortcake's definition does not limit the encounter to the interpersonal interactions between the customer and the firm, and in fact suggests that service encounters can occur without any human interaction element 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". 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" (Solomon 1985) in which both customers and service providers have roles to enact.

This use of the term "service encounter" focuses on the interpersonal element of service firm performance. 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 focuses on the personal interactions between customers and employees in service encounters. It also identifies the specific events and behaviors through customer surveys which shows their satisfaction and dissatisfaction level that is influenced by the service encounters provided by the Hotels. Bitner (1990) Several survey-based studies 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. Wansink and Deshpande (1994) Show that when the product is perceived as widely suitable, consumers will consume more of it in place of close substitutes. They also show that higher perishability increases consumption rates 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 quickly absorbing the concept of "no-border" world, 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 marketplace, 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).

users 34.7%, collagenous 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 Shope from Big Bazaar.

Opinion	Respondent	Percentage
Availability Of Stock	15	20
Location And Timing	19	25.3
Offers And Discuonts	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 bazzar, due to offers and discounts 42.7% purchases and rest as they can verify products.

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 unmarried respondents constitute 48% in big bazaar.

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

Opinion	Respondents	Percentage
Advertisement	26	34.7
Collegneus 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

Table 5. The Table Showing Assistant 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.

FINDINGS AND SUGGESTION

Findings

The study reveals that Big Bazaar has established a significant presence in the minds of consumers, with widespread awareness among the customer base. Notably, 60% of the customers shopping at Big Bazaar are male. The predominant age group frequenting the store is 26-35 years old. The primary sources of information about Big Bazaar for most respondents are referrals from friends and relatives, as well as advertisements. This highlights the crucial role of word-of-mouth and advertising in attracting customers to Big Bazaar. Furthermore, the majority of respondents shop at Big Bazaar primarily for personal use and consumption. It is common for customers to visit the store with friends, who often influence their purchase decisions. Product availability and reasonable prices are the key factors driving customers to choose Big Bazaar. During their shopping experience, most customers seek assistance from the store staff, indicating that customer service is a significant aspect of the shopping experience at Big Bazaar.

Customer satisfaction levels are high, with most respondents feeling that Big Bazaar provides good value for their money. This positive perception underscores the importance of maintaining competitive pricing and a wide product range to meet customer expectations.

Suggestions

To enhance its market position, Big Bazaar should consider expanding its promotional activities beyond traditional TV advertisements, hoardings, and newspapers. Engaging in periodic meetings with customers to gather feedback and suggestions can help the company stay attuned to customer needs and preferences. Additionally, implementing loyalty programs such as discount cards and offering gifts with purchases can incentivize repeat business and increase customer loyalty.

Innovative marketing strategies, including unique packaging, can provide Big Bazaar with a competitive edge. Training store staff to effectively engage and assist customers is also crucial, as their performance significantly impacts sales. Given that a substantial portion of customers falls within the 17-27 age group, targeted marketing efforts towards this demographic can boost sales. Moreover, focusing on the 28-37 age group can further enhance sales, as this segment also represents a significant portion of Big Bazaar's customer base.

By implementing these strategies, Big Bazaar can continue to improve its market position, enhance customer satisfaction, and drive sales growth.

3. CONCLUSION

The study on consumer buying behavior at Big Bazaar reveals several key insights that can help the retail chain enhance its market position and customer satisfaction. Big Bazaar enjoys a strong brand presence, particularly among males aged 26-35, with significant influence stemming from word-of-mouth referrals and advertisements. The primary motivations for customers shopping at Big Bazaar include product availability and reasonable prices, with many customers seeking assistance from store staff during their shopping experience.

Customer satisfaction is high, with most respondents feeling that they receive good value for their money at Big Bazaar. To build on this positive perception, Big Bazaar should diversify its promotional activities beyond traditional media, leveraging customer feedback through periodic meetings and implementing loyalty programs like discount cards and gifts.

Moreover, innovative packaging and effective staff training can provide Big Bazaar with a competitive edge. Targeted marketing efforts towards the 17-27 age group and the 28-37 age group can further drive sales and enhance customer engagement.

By adopting these strategies, Big Bazaar can continue to grow its customer base, improve customer satisfaction, and maintain its competitive advantage in the retail market. This comprehensive understanding of consumer behavior will enable Big Bazaar to tailor its offerings and marketing efforts to better meet the needs and preferences of its customers, ensuring sustained success and growth.

REFERENCES

- [1] Consumer Behavior: Albert J. Dells bitters
- [2] Consumer Behavior: David L. Loudon
- [3] Principles of Marketing: Philip Kotler
- [4] Marketing Management: Philip Kotler
- [5] www.csumerbehavior.com
- [6] www.bigbazaar.com
- [7] www.panthalone.com
- [8] www.futuregruop.com