

# Periodic Research

## A Study on Buying Behaviour of Customers in Big Bazaar (with Special Reference to Lucknow District of Uttar Pradesh)

### Abstract

As customers taste 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 customers changing tastes and preference, 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 market. Today's generation people are no more dependent on hat market and far off departmental stores. Today we can see a new era in market with the opening up of many departmental stores, hypermarket, 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.

The study is based on a survey done on customers of a hypermarket named big bazaar and city mall in Lucknow district of Uttar Pradesh. Big bazaar and city Mall are a new type of markets, which came in to 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 demand for big bazaar and the satisfaction level of customers in big bazaar. The 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 us in knowing the present customers tastes and preferences. It will help in estimating the customer's future needs and wants.

**Keywords:** Big Bazaar, Food Bazaar, Retail Bazaar, City Mall

### Introduction

The Indian consumer could well be crowned King with all economic indicators in the right place. Queuing up for the coronation ceremony are a multitude of global companies that are looking at India as the next consumer market powerhouse. And it seems to be the retail sector that will give the desi consumer royal status.

### Big Bazaar: Is Se Sasta Aur Acha Kahin Nahin

Big bazaar is the company's foray into the world of hypermarket discount stores, the first of its kind in India. Price and the wide array of products are the USP's in Big Bazaar. Close to two lakh products are available under one roof at prices lower by 2 to 60 per cent over the corresponding market prices. The high quality of service, good ambience, implicit guarantees and continuous discount programmes have helped in changing the face of the Indian retailing industry. A leading foreign broking house compared the rush at Big Bazaar to that of a local suburban train.

Big Bazaar is a chain of shopping malls in India, owned by the Pantaloon Group and which work on Wal-Mart type economies of scale. They have had considerable success in many Indian cities and small towns. Big Bazaar provides quality items but at an affordable price. It is a very innovative idea and this hypermarket has almost anything under one roof...Apparel, Footwear, Toys, Household Appliances and more. The ambience and customer care adds on to the shopping experience.



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E: ISSN No. 2349-9435

### What's in store for you at Big Bazaar?

1,70,000 products at 6-60 % discount. At Big Bazaar, you will get: A wide range of products at 6 – 60 % lower than the corresponding market price, coupled with an international shopping experience.

Products available in Big bazaar

1. Apparel and Accessories for Men, Women and Children.
2. Baby Accessories.
3. Cosmetics
4. Crockery
5. Dress Materials Suiting & Shirting
6. Electrical Accessories
7. Electronics
8. Footwear Toys
9. Home Textiles
10. Home Needs
11. Household Appliances
12. Household Plastics
13. Hardware
14. Home Decor Luggage
15. Linens
16. Sarees
17. Stationery



### 18. Utensils & Utilities

Food Bazaar's core concept is to create a blend of a typical Indian Bazaar and International supermarket atmosphere with the objective of giving the customer all the advantages of Quality, Range and Price associated with large format stores and also the comfort to See, Touch and Feel the products.

'FOOD BAZAAR' a division of Pantaloon Retail India Ltd is a chain of large supermarkets with a difference. It was flagged off in April'02. With store sizes ranging from 8,000 sq ft to 15,000 sq. ft. in Mumbai (two stores), Kolkata, Bangalore & Hyderabad, it is opening more stores at Gurgaon (Delhi), New Bombay & Nagpur. It currently caters to over 1.2 million customers every day across 4 outlets in India and is soon set to expand and double this figure across 12 outlets all over the country by 2019.

Food Bazaar offers the Indian consumer the best of Western and Indian values. The western

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values of convenience, cleanliness and hygiene are offered through pre packed commodities and the Indian values of "See- Touch- Feel" are offered through the "Mandi" atmosphere created by displaying staples out in the open, all at very economical and affordable prices without any compromise on quality. This satisfies the Indian consumer and comforts her before making her final buying decision. At other super markets, the consumer is deprived of this factor.

Truly the Indian consumer now agrees with Food Bazaar: "Ab Ghar Chalaana kitna Aasaan". This positioning platform of Food Bazaar is evident from the higher discounts and the wholesale price-points which is below MRP.

Food Bazaar represents the company's entry into food retail and is targeted across all classes of population. Food Bazaar replicates a local 'mandi', to provide the much important 'touch & feel' factor which Indian housewives are used to in the local bazaar. Food Bazaar has over 50,000 stock keeping units which cover grocery, FMCG products, milk products, juices, tea, sugar, pulses, masalas, rice wheat etc, besides fruits and vegetables. All products are sold below MRP and discounts range between 2% to 20%. Fruits and vegetables are sold at prices comparable to wholesale prices.

Widest range of products in every segment – Women's Apparel, Men's Apparel, Accessories like belts and bags, Cosmetics, Gold Jewellery, Kids Wear, Stationery and Toys, Footwear, Plastics and Home Décor products, Utensils & Home Appliances, Gift Articles, food and grocery items. Food Bazaar offer services like 'Live Kitchen' where customers can get vegetables cut and select gravies of their choice, 'Golden Harvest' providing best quality grain, pulses & spices, 'Ready to cook' and 'Hungry Kya' the ready to eat food sections. In addition, regular Food Bazaar offerings of Grains and Provisions, Farm Fresh Fruits & Vegetables, Drinks & Beverages, Dairy Products, Fabric Care products, Music Cassettes and CD's, Chill Station, Home Care Products, Accessories, Kitchen Linen.

Living up to its motto of "Is se sasta aur accha kahin nahin", all products in BIG BAZAAR will be available at prices lower than the MRP, often up to 60% discount. In addition to this, various offers, discounts and promotions will be regularly held at the store. The consumer will experience a new level of standard in price, convenience and comfort, quality, quantity, and store service levels. BIG BAZAAR in its true hypermarket model will offer all of the above for both leading brands as also for its private labels.

### A layout chart of Big bazaar located at Lucknow Layout Index

1. Help Desk
2. Kids Accessories
3. Jackets
4. Baba Suits
5. Ladies Tops
6. Trial Room
7. Pillars Used For Displaying Information (Size Chart, Section Description)
8. Woolen Cloths For Kids

E: ISSN No. 2349-9435

9. Winter Wear
10. Kids Casual Wear
11. Kids Jeans And Shorts
12. Infant Shirts And T-Shirts
13. Men Accessories – Sunglasses, Wrist Watches Etc
14. Soft Toys
15. Home Decorative Items
16. Music Counter
17. Ladies Ethnic
18. Ladies Western
19. Ladies Formals(Office Wear)
20. Ladies Accessories – Lingerie
21. Ladies Perfumeries
22. Ladies Cosmetics
23. Luggage
24. Footwear
25. Sports
26. Scheme Based Promotional Items
27. Cash Counter
28. Home Furnishing (Curtain Cloths, Carpets)
29. Men Formal Shirts
30. Men Trousers
31. Men Suits And Blazers
32. Men Fabrics
33. Men Ethnic

#### **Big Bazaar at Lucknow**

From today, housewives and compulsive shoppers in Lucknow need not step elsewhere for shopping. With Big Bazaar, the hypermarket (discount store) from Pantaloon Retail (India) Ltd. opening its first outlet in North India, they have a lot to choose from. Spread over an area of around 50,000 sq ft, Big Bazaar offers a variety of products 2% to 60% lower than the corresponding market price. After consolidating its position in 4 cities – namely Hyderabad, Kolkata, Bangalore and Mumbai (Lower Parel and Mulund), Big Bazaar is all set to win the hearts of people in Delhi and Gurgaon.

Speaking at the launch, Mr. Kishore Biyani, Chief Knowledge Officer, Pantaloon Retail (India) said, "The Company was the first in India to launch a hypermarket discount store - Big Bazaar. Seeing the tremendous response, today we are pleased to bring the same excitement to shoppers in and around Gurgaon in the form of Big Bazaar with its variety, discounts and shopping ambience. The main attraction at Big Bazaar is the product variety. The company will stock about 1,70,000 items. In short, there is something for everyone." Big Bazaar has apparel and accessories for men, women and children besides Cosmetics, Toys, Home Needs, Household Appliances, Gift items, Jewellery, Luggage, Linen, and a lot more.

Food Bazaar, with an area of around 10,000 sq ft is also a part of Big Bazaar offering products at wholesale rates below the MRP. To attract regular bazaar-goers, a mandi has been created within Food Bazaar where Consumers could touch, feel, pick & choose products. This choice has been supplemented by the provision of packaged food for the Westernized shoppers.

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Food Bazaar will stock around 10,000 stock keeping units (SKUs). These will include provisions, vegetables, fruits and fresh produce, FMCG products, bakery products, basic staples, cereals, pulses, cooking oils, flour, spices, dry fruits, health food, baby food, dairy products, drinks, beverages as well as ready-to-eat and ready-to-cook products. There are special purchase offers and discounts worked out with several leading brands exclusively for Food Bazaar customers making shopping at Food Bazaar highly affordable.

#### **Objective of the Study**

Main objective of the study is to find out the buying behavior of the customers coming in to Big Bazaar.

There are some extensive objectives for the study which are listed below.

1. To determine the current status of Big Bazaar.
2. To find out the customers response towards Big Bazaar.
3. To study the satisfaction level of customers in different attributes of Big Bazaar.
4. To determine the consumer behaviour according to price and quality of the products providing by Big Bazaar in Lucknow.

#### **Review of Literature**

Navreen Tariq Wani and Samreena Tariq Wani (2011) "A study of comparative customer satisfaction with special reference to retail outlets of Big Bazaar and Reliance Mart in Pune city reveals the researcher to conduct an extensive and conclusive study to understand the effects of customer satisfaction on retail outlets". (December 2011 PMR vol.10 Issue 2-9)

Dr.S. Meenakumari (2013) "The study investigates the interior atmospheric factors that influence the impulse buying behavior in a retail outlet. Result shows that the commonly purchased products by impulse are chocolates, snacks and beauty care products. The study identified various factors that influence impulse buying in store environment". (www.eecmbajournal.in Vol.1. Issue. 1 September 2013)

#### **Hypothesis**

##### **H0**

There is no significant relationship between age of respondents and satisfaction level of Big Bazaar.

Both are independent variables.

##### **H1**

There are significant relationship between age of respondents and their satisfaction level, which represents the interrelation between both of them, they are not independent variables.

As well as percentage of satisfaction on different levels will also be calculated.

#### **Methodology**

1. Technology and customers tastes and preferences play a vital role in today's generation. Research Methodology is a set of various methods to be followed to find out various information regarding market strata of different products. Research Methodology is required for

E: ISSN No. 2349-9435

- every industrial service industries for getting acquire knowledge of their products.
- The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes.
  - In this study "Survey sampling procedure is used. Survey sampling is preferred because of some limitation and the complexity of the random sampling. Area sampling is used in combination with survey sampling so as to collect the data from different regions of the city and to increase reliability.
  - The sampling size of the study is 120 users. Chi-Square Test and T-Test will be used in research as per requirement of the study
  - The market survey and the technique for marketing and customer satisfaction are carried out by physically interacting with the potential customers in big bazaar.

#### Data Collection

Data is collected from various customers through personal interaction. Specific questionnaire is prepared for collecting data. Data is collected with mere interaction and formal discussion with different respondents associated with my survey duration.

#### Primary Data

It has been collected from the customers through structured questionnaire, which are fresh and for the first time and thus happen to be pertaining to the current research process.

#### Secondary data

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Secondary data are the supporting material for the research, which the researcher collects through various sources like journals, company records, documents, books, magazines, newspaper and from internet.

#### Research Design

The research work is exploratory in nature, and is meant to provide the basic information required by research objectives. It is a preliminary study based on primary data and the findings can be consolidated after a detailed conclusive study has been carried out. The Survey sampling is done because any probability sampling procedure would require detailed information about the universe, which is not easily available further, it being an exploratory research.

#### Analysis of Data

##### Percentage Method

Table Showing Overall Satisfaction

S.No.	Satisfaction Level	No of Respondents	Percentage (%)
1	Highly Satisfied	20	17
2	Satisfied	70	58
3	Moderate	25	22
4	Dissatisfied	05	03
	<b>Total</b>	<b>120</b>	<b>100</b>

From the above table it is inferred that 17% of the respondents are highly satisfied in Big Bazaar, 58 % of the respondents are satisfied, 22% of the respondents are moderate in the satisfaction and only 3% of the respondents are dissatisfied with the Big Bazaar. It is concluded that majority 58% of the respondents are satisfied with the Big Bazaar.

Chi-Square Analysis  
Age and Satisfaction Level of the Respondents

Age	Highly Satisfied	Satisfied	Moderate	Dissatisfied	Total
Below 20 Years	10	9	5	0	24
20-30 Years	9	39	18	3	69
30-40 years	1	18	1	0	20
Above 40 Years	1	4	2	0	07
<b>Total</b>	<b>21</b>	<b>70</b>	<b>26</b>	<b>03</b>	<b>120</b>

#### Chi-square test

- Calculated value -19
- Degree of freedom-09
- Table value -16.9
- Result – Rejected

The calculated value of Chi-square at 5 % level of significant is higher than the table value hence hypothesis is rejected. There is no relationship between age and satisfaction level of Big Bazaar.

#### Findings

It is found that 58% of the respondents are satisfied with Big Bazaar. There is no significant relationship between age and the satisfaction level of the customer.

#### Limitations

The researcher has to face certain difficulties while he/she carries out the research work. This study has the following limitations:-

- The responses given by the respondents were not always accurate because the respondents gave the response according to their understanding

- Sometimes the respondents are not willing to fill the questionnaire.
- Researcher studies the behaviour that is rational. Very often, they do not express their feelings correctly what they think. In such cases their habitual practice, preferences cannot be assessed correctly.

#### Conclusion

The present study confirms to know the preference and satisfaction of the customers towards Big Bazaar. The result of the study reveals the brand preference of Big Bazaar. The customers' have good opinion on the factors such as price, supply, quality and brand image. However, the customers' feel the quality has to be improved and price has to be cut down the good and well. As per current situation Big Bazaar is growing well and the expectations of the customers also developing a lot.

#### Suggestions

- Big Bazaar has been maintaining good reputation due to the factors such as quality and cost effective. They should take continuous effort to

E: ISSN No. 2349-9435

maintain this in present growing competition scenario.

2. Big bazaar has to make many branches in Coimbatore city to improve the satisfaction level of customer according to location.
3. Big Bazaar can appoint many sales persons to improve the service quality to satisfy the customer.
4. Big bazaar has to make many branches in Lucknow city to improve the satisfaction level of customer according to location.

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