



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY - 1 UNIVERSITY BY UGC

**“A Study to identify the elements that influences the buying decisions
of customers who visit V-MART Store at BHUBANESWAR and
performing various store activities”**

Submitted in partial fulfillment of the requirements for the award of
MASTER OF BUSINESS ADMINISTRATION

BY

SUSANT KUMAR PANDA

(42410270)



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND
TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A++” by
NAAC|12B status by
UGCCATEGORY-1 UNIVERSITY BY
UGC| Approved by

**AICTE JEPPIAAR NAGAR, RAJIV
GANDHI SALAI, CHENNAI-600119**

DECEMBER 2023



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SUSANT KUMAR PANDA (42410245)** who carried out the project training “**A STUDY TO IDENTIFY THE ELEMENTS THAT INFLUENCES THE BUYING DECISIONS OF CUSTOMERS WHO VISIT V-MART STORE AT BHUBANESWARE AND PERFORMING VARIOUS STORE ACTIVITIES**” under my supervision from **OCTOBER 2023 to DECEMBER 2023**.

Internal Guide

External Guide

Dr. BHUVANESWARI G., MBA., Ph.D.
Dean – School of Business Administration

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I, **Susant Kumar Panda(42410270)**, do hereby declare that this report titled **“Understanding the elements that influence the buying decisions of customers who prefer to visit V-MART RETAIL (Bhubaneswar Outlet)”** done by me under the guidance of **Dr. K. Santhanalaxmi** for the partial fulfillment of Master of Business Administration in **SATHYABAMA UNIVERSITY**.

This report is exclusively prepared by me and has not been submitted to any other institutions or published anywhere before.

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DATE:

PLACE: TAMILNADU

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. K. SANTHANALAXMI**, Associate Professor of the Department, School of Management for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

SUSANT KUMAR PANDA

EXECUTIVE SUMMERY

V-Mart retail began the operations as a retail chain in the year 2002 in West Bengal. V-Mart brand expanded rapidly and at one point of time, had 423 stores in 273 cities and in 27 states.

V-Mart is a multi-format retailer providing a wide range of quality products across categories such as food, personal care, fashion, home essentials. Known for its differentiated offering and superlative customer experiences. V-Mart has its own slogan “Price Less Fashion”.

V-Mart retail offers a wide range of private brand products that in cloths, food and non-food categories. V-Mart has the 'Clean Home' range of home improvement products and 'Tasty Wonders' range of snacks and impulse foods. V-Mart offers general merchandize products under the brand name of Maroon, which includes Non-stick and hard anodized pans, plastic goods and foils.

With the growing competition in the retail market providing a best possible way to get daily need products with minimum price is the most convenient and advantageous for a customer. Nowadays with the help of internet online platform is also playing an important role in influencing the customers and also beneficial for the company as well.

The methodology for carrying out the project was very simple that is through primary data obtained through medium like structured questionnaire survey sheets. The analysis of Customer data has been done with respect to its various parameters. I hope V-Mart, Bhubaneswar will recognize this as well as take more references from this project report.

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INTRODUCTION

As a Marketing Intern, I was assigned to work in V-Mart Retail as a marketing trainee for Threemonths. The main task was to identifying the elements that influence the buying decisions of customers who prefer to visit **V-Mart Retail, Bhubaneswar**

Retailing is the process of selling goods or services to customers through a physical outlet or via online portal.

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 halt 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, malls, branded retail outlets and specially stores. V-Mart Retail is such an example.

My study is based on a survey done on customers of **V-Mart Retail**. The study is on determining the customer's buying decisions that influence the customers V-mart Retail and the several activities I have performed in my tenure of work in **V-Mart Retail, Bhubaneswar**

COMPANY PROFILE



V-Mart Retail Limited is chain Retail small size hypermarket. In 2002 Lalit Agarwal founded this company. Previously it was incorporated as Varin Commercial Private Limited in West Bengal, India. V-Mart is an Omni-channel value retailer delivering experiential offerings to India's aspirational middle class. A value retail chain rooted in strong ethos and beliefs, V-Mart offers fashion apparel, footwear, home furnishings, general merchandise and kirana for the complete family. It has 423 stores. It has presence in over 273 cities and 27 states.

There are different shopping division in V-Mart Retail:-

- 1.Men's
- 2.Women Western
- 3.Women Ethnic
- 4.Boys
- 5.Girls
- 6.Infants
- 7.Home Mart
- 8.Lifestyle
- 9.FMCG Food 10.FMCG Non-Food 11.Staples

All the items that are sold at V-Mart Retail either comes from DC (Distribution Centre) or from the Vendor.

It has an online shopping app of V-Mart just like Flipkart, Amazon, etc., from where customers can place their order and get a home delivery.

OBJECTIVE OF THE STUDY

- To understand the customer's buying decision related parameters, who regularly do shopping from V-MART REAIL, BHUBANESWAR
- To identifying the important factors that encourage customers to shop from V-MART REAIL, BHUBANESWAR
- To drive various types of "Inside the Store" activities; including selling.

METHODOLOGY

- RESEARCH DESIGN:

- **Type of Research:** Descriptive Research
- **Type of Data:** Qualitative and Quantitative data
- **Classification of data:** Primary data

- SAMPLING DESIGN:

1. **Population:** All the people who are the customer of V-mart Retail and also does shopping from V-mart Retail, Bhubaneswar.
2. **Frame:** No sampling frame
3. **Technique:** Non- Probability (Convenience) Sampling
4. **Sample Size:** 75

- INSTRUMENT OF DATA COLLECTION:

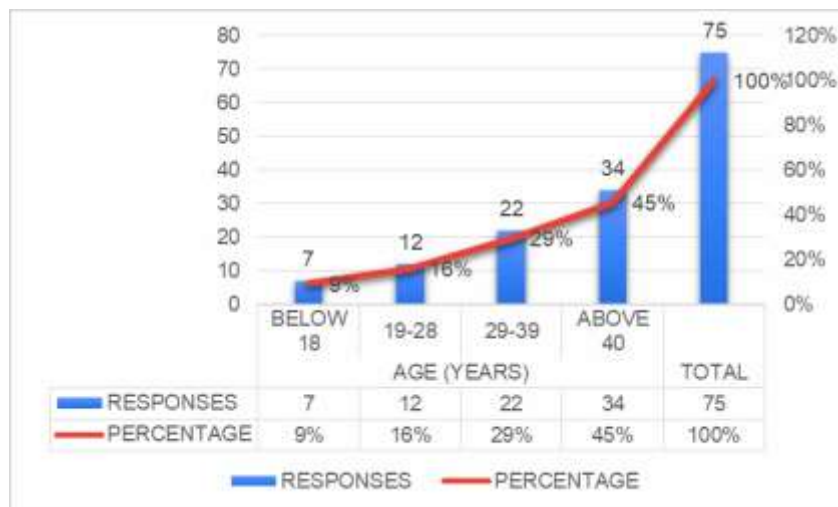
Structured Questionnaire method was chosen as a survey instrument.

DATA ANALYSIS & INTEPRETATION

- DEMOGRAPHIC DETAILS:

AGE GROUP OF THE RESPONDE

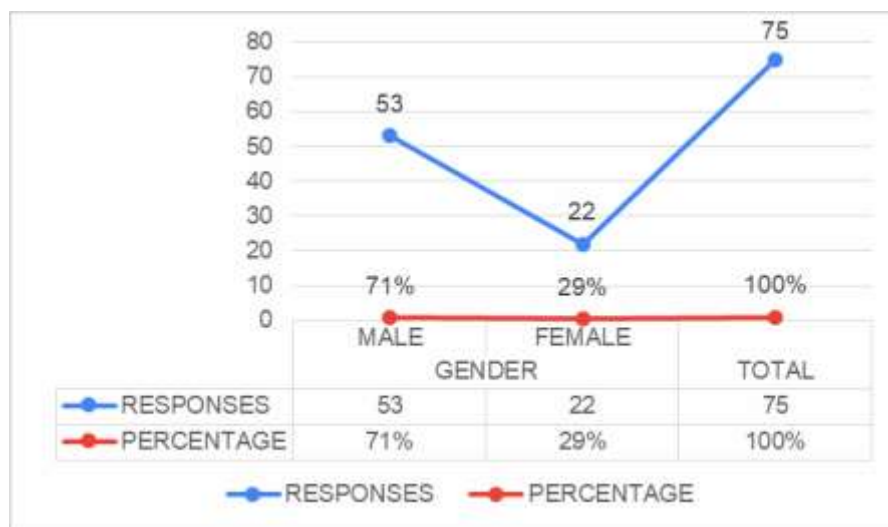
	AGE (YEARS)				TOTAL
	BELOW 18	19- 28	29- 39	ABOVE 40	
RESPONSES	7	12	22	34	75
PERCENTAGE	9%	16%	29%	45%	100%



•**INTERPRETATION:** Most of the customers lies in the age group of above 40 years and least number of customers lies in the age group below 18 years. Therefore it can be interpreted that maximum group of customers belong to the working age, retired and Senior citizen population.

GENDER OF THE RESPONDENTS

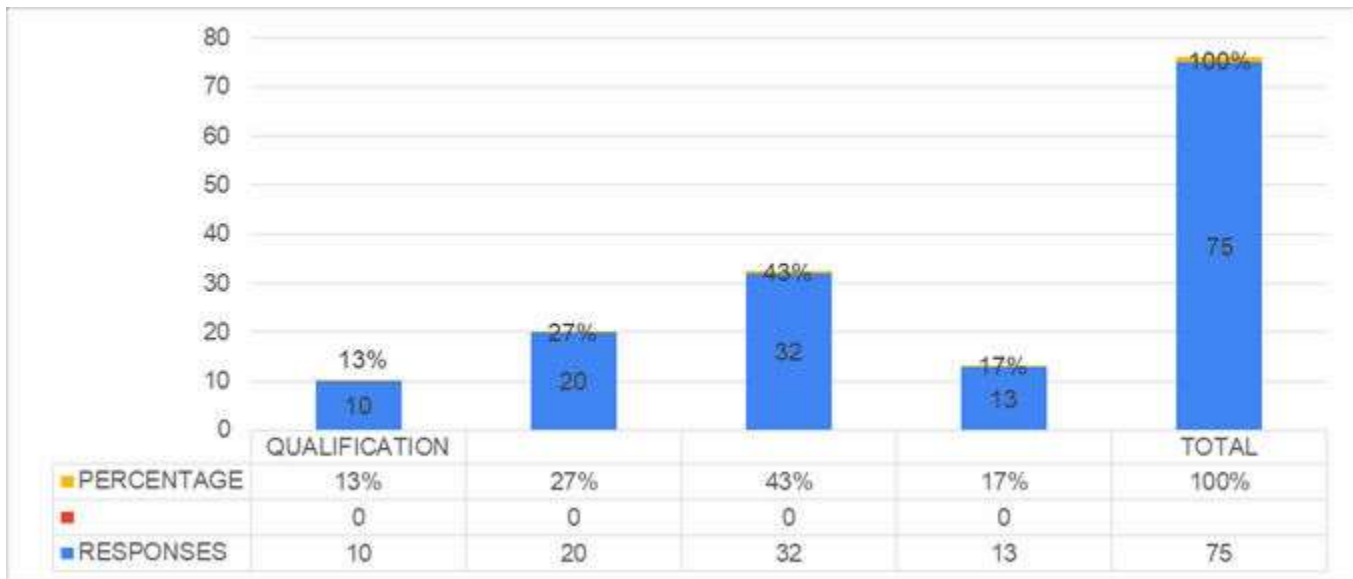
GENDER	TOTAL		
	MALE	FEMALE	
RESPONSES	53	22	75
PERCENTAGE	71%	29%	100%



- **INTERPRETATION:** The number of male are more than female.

QUALIFICATION OF THE RESPONDENTS

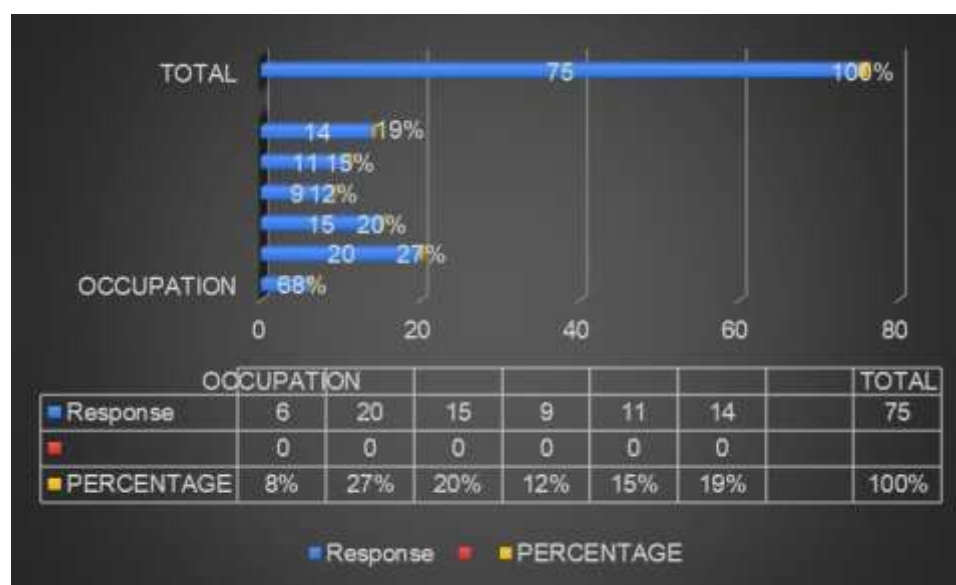
	QUALIFICATION				TOTAL
RESPONSES	10	20	32	13	75
	BELOW SECONDARY LEVEL	SECONDARY	GRADUATE	POST GRADUATE	
PERCENTAGE	13%	27%	43%	17%	100%



- **INTERPRETATION:** Most of the customers are graduate and least number of people are below secondary level. Hence it can be interpreted that most of the customers who come to shop are educated.

OCCUPATION OF THE RESPONDENTS

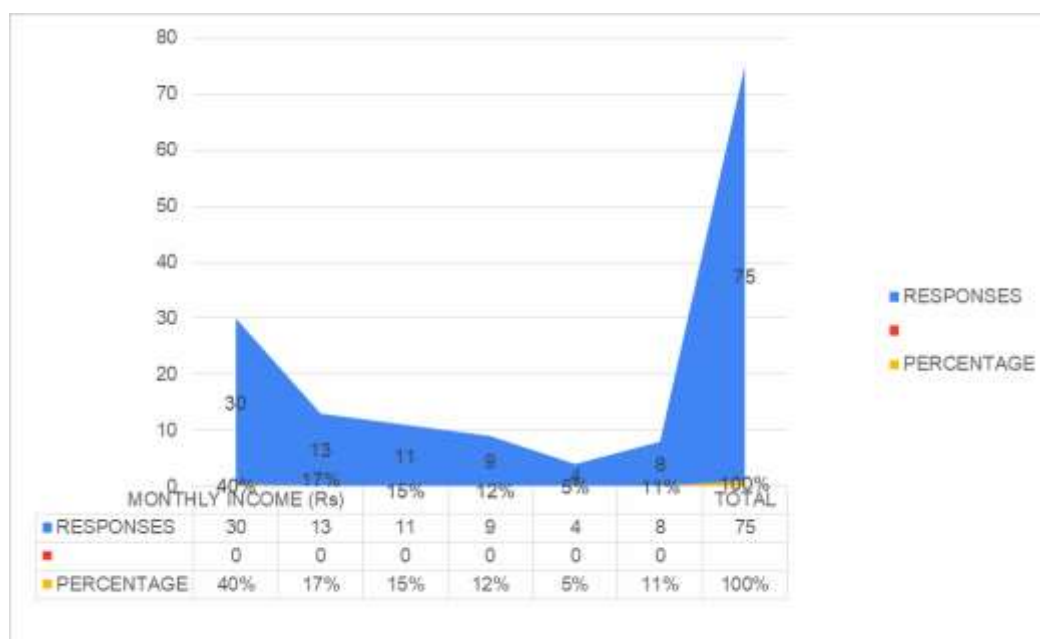
OCCUPATION							TOT AL
Response	6	20	15	9	11	14	75
	STUDE NT	SERVI CE	BUSINE SS	SELF- EMPLOY ED	HOM E- MAK ER	OTHE RS	
PERCENT AGE	8%	27%	20%	12%	15%	19%	100%



- **INTERPRETATION:** Maximum people who shop are service person and minimum number is student. Hence it can be interpreted that people who shop have a specific occupation at an average.

MONTHLY INCOME OF THE RESPONDENTS

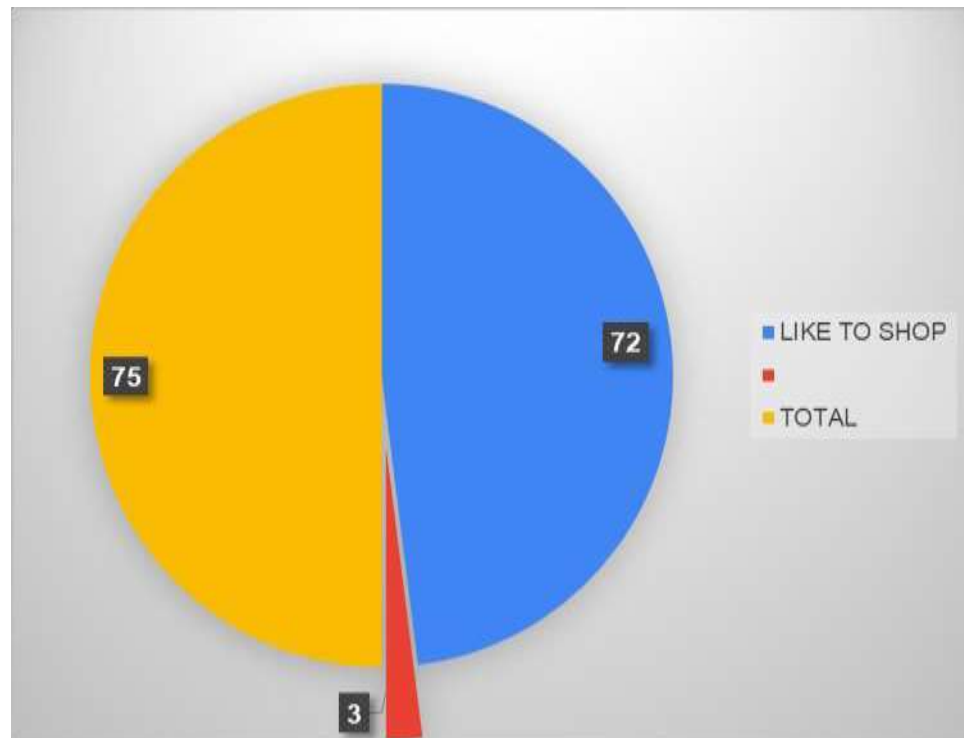
	MONTHLY INCOME (Rs)						TOTAL
RESPONSES	30	13	11	9	4	8	75
	LESS THAN 30000	31000 - 40000	41000 - 50000	51000 - 60000	61000 - 70000	MORE THAN 70000	
PERCENTAGE	40%	17%	15%	12%	5%	11%	100%



- **INTERPRETATION:** Most of the customers earn less than 30000 at an average. Hence it can be interpreted that all the customers belong to the middle class group.

DO YOU LIKE TO SHOP AT V-MART BHUBANESWAR?

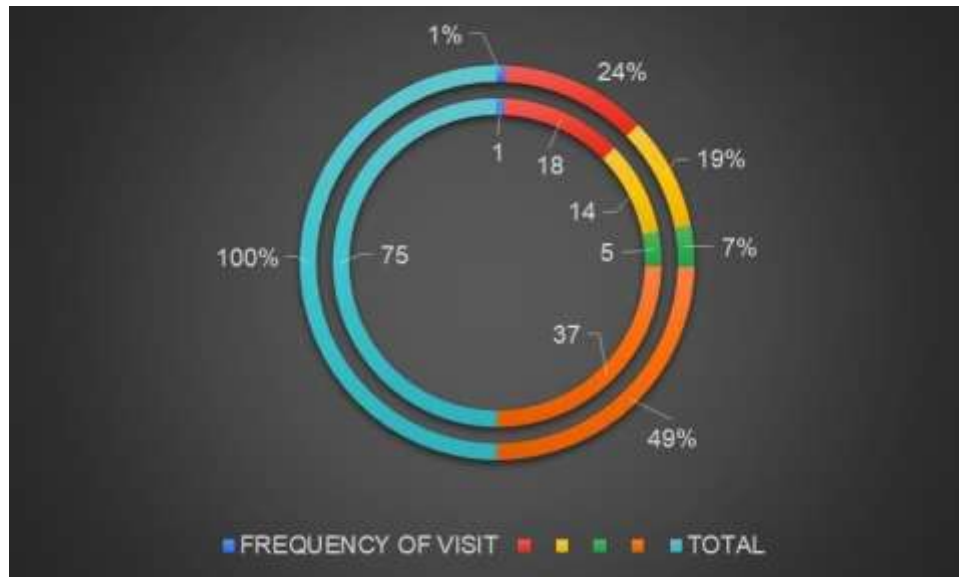
	LIKE TO SHOP		TOTAL
RESPONSES	72	3	75
	YES	NO	
PERCENTAGE	96%	4%	100%



- **INTERPRETATION:** It can be interpreted that most number of people LIKE to shop at V-Mart.

AT WHAT INTERVAL DO YOU VISIT BHUBANESWAR V-MART?

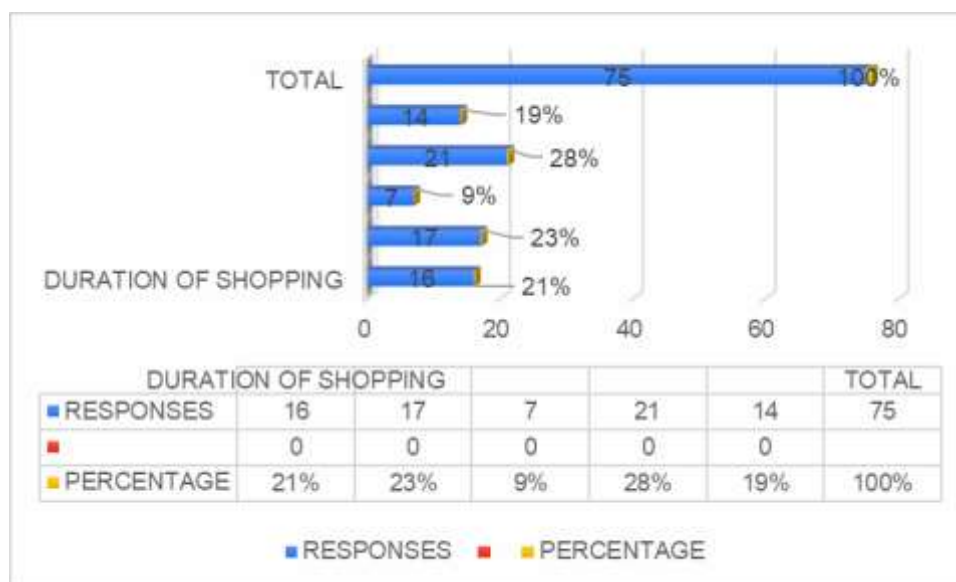
	FREQUENCY OF VISIT					TOTAL
RESPONSES	1	18	14	5	37	75
	DAILY	WEEKLY	ONCE IN A MONTH	Fortnightly	DURING OFFERS TIME	
PERCENTAGE	1%	24%	19%	7%	49%	100%



- **INTERPRETATION:** It can be interpreted that most of the people comes to shop during offer time and least people comes to daily.

HOW LONG HAVE YOU BEEN SHOPPING AT BHUBANESWAR V-MART?

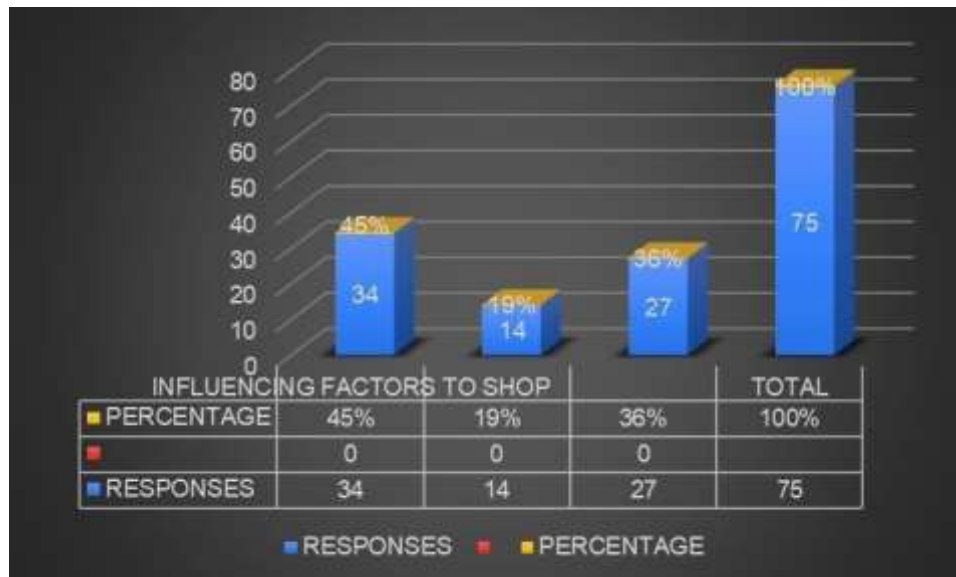
	DURATION OF SHOPPING					TOTAL
RESPONSES	16	17	7	21	14	75
	FOR LAST 1-2 MONTHS	FOR LAST 2-4 MONTHS	FOR LAST 5-8 MONTHS	FOR LAST 1 YEAR	FOR LAST 2 YEARS	
PERCENTAGE	21%	23%	9%	28%	19%	100%



- **INTERPRETATION:** It can be interpreted that most number of people shop for last 1 years and least people shop for last 5-8 months.

WHAT MAKES YOU V-MART?

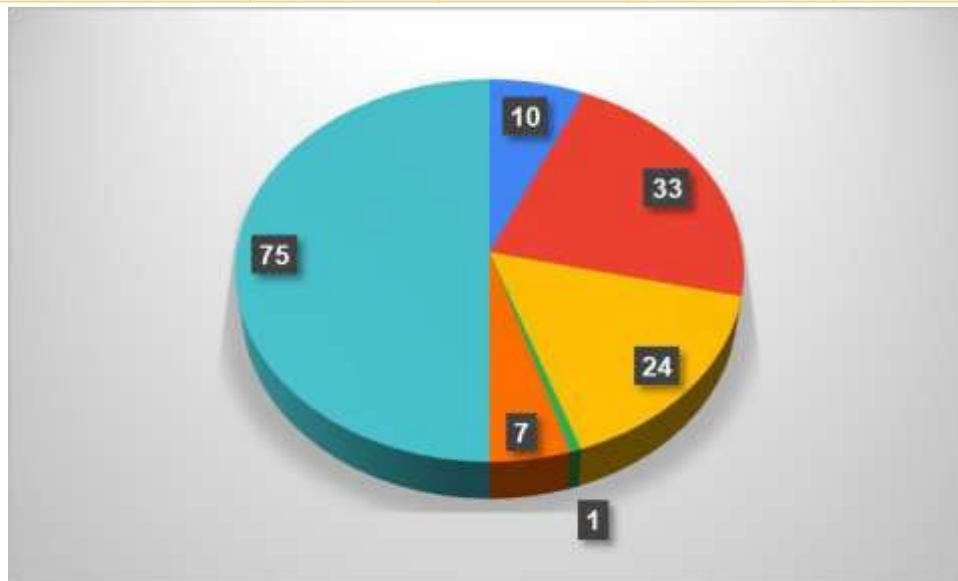
INFLUENCING FACTORS TO SHOP				TOTAL
RESPONSES	34	14	27	75
	AVAILABILITY OF BEST PRODUCT	FAMILY & FRIENDS INFLUENCE	DISCOUNTS/PROMOTIONAL SCHEMES	
PERCENTAGE	45%	19%	36%	100%



- **INTERPRETATION:** It can be interpreted that for most of the people the influencing factors of shopping is availability of best product and least number of people get influenced by friends and family.

WHICH DEPARTMENT DO YOU PREFER THE MOST?

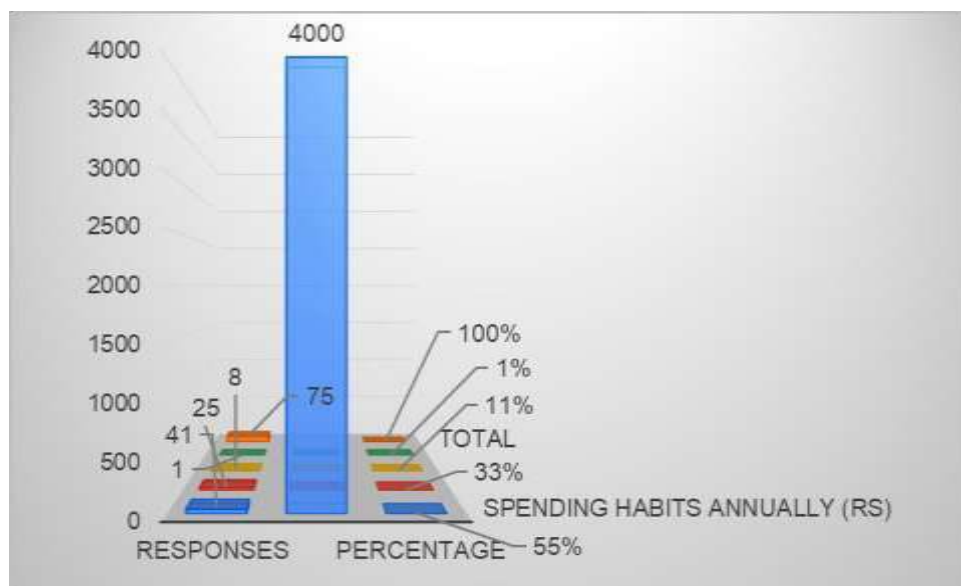
	PREFER ABLE DEPART MENT					TO TA L
RESPON SE	10	33	24	1	7	75
	FMCG PRODUC T-FOOD	MEN' S APPA REL	LADI ES'S APPA REL	FMCG PROD UCT- NON FOOD	KID S AN D INF ANT	
PERCEN TAGE	13%	44%	32%	1%	9%	100 %



- **INTERPRETATION:** It can be interpreted that maximum number of people shop for men's apparel and least number of people shop for fmcg product-nonfood.

HOW MUCH DO YOU SPEND WHILE SHOPPING AT V-MART, MONTHLY?

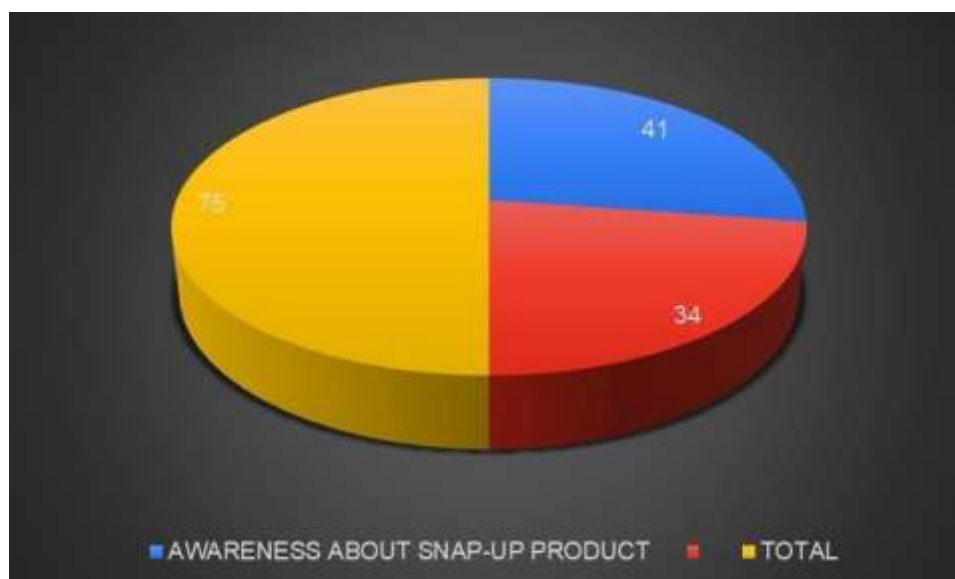
	SPENDING HABITS MONTHLY (RS)				TOTAL
Responses	41	25	8	1	75
	4000	5000-6000	7500-8000	9500-10500	
Percentage	55%	33%	11%	1%	100%



- **INTERPRETATION:** It can be interpreted that maximum people spend 4000 and least number of people spend 9500-10500 while shopping at Bandel V-mart.

ARE YOU AWARE OF SNAP-UP PRODUCT FACILITY AND ITS UTILITIES?

	AWARENESS ABOUT SNAP-UP PRODUCT		TOTAL
RESPONSES	41	34	75
	YES	NO	
PERCENTAGE	55%	45%	100%

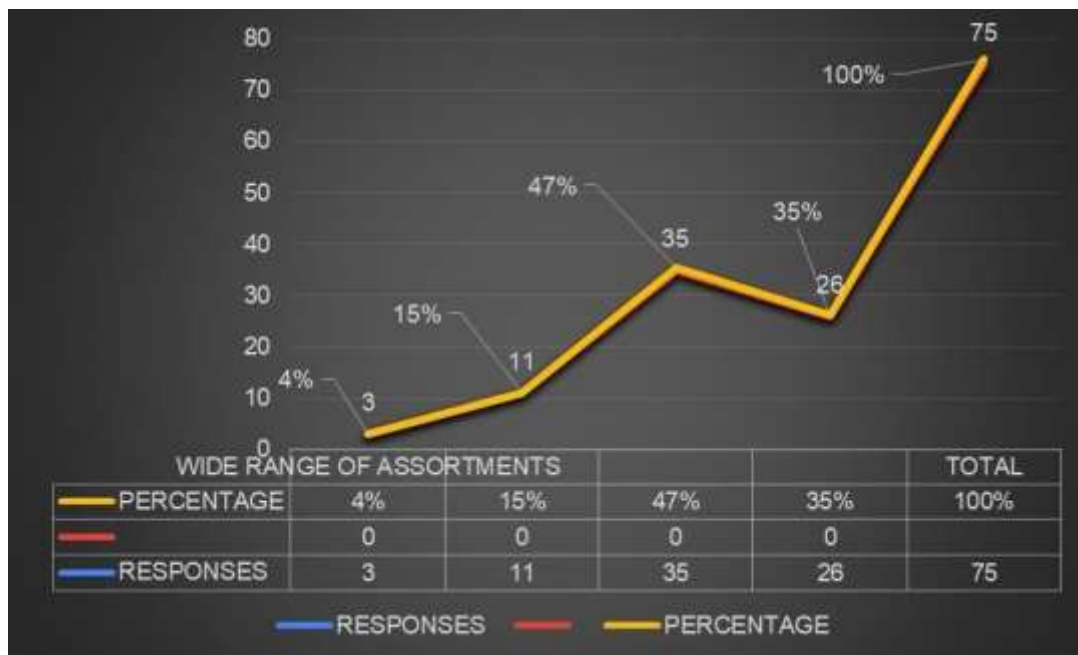


- **INTERPRETATION:** It can be interpreted that maximum number of people are aware about the snap-up product.

VALUABLE OPINION FOR THE FOLLOWING STATEMENTS:

WIDE RANGE OF BRANDS

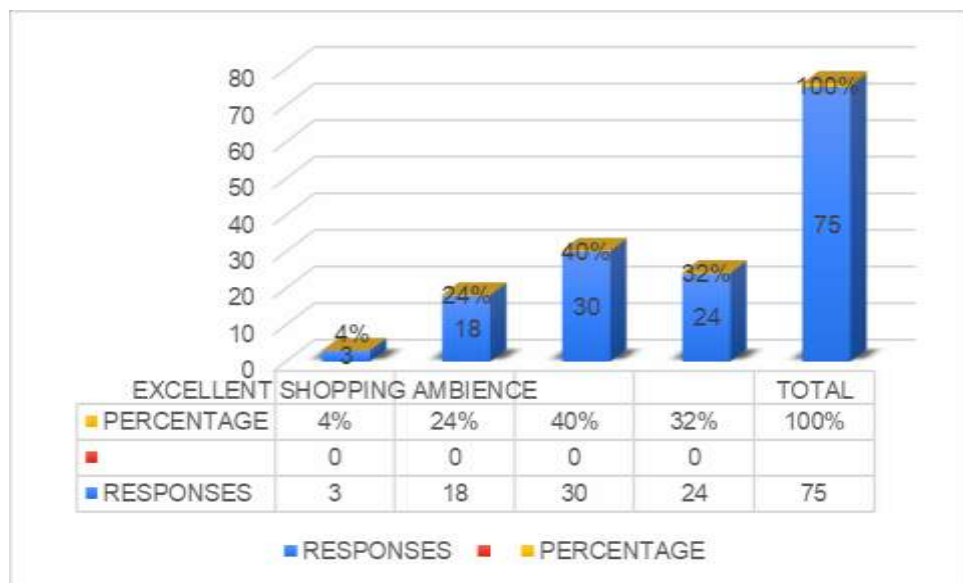
	WIDE RANGE OF BRANDS				TOTAL
RESPONSES	3	11	35	26	75
	DISSATISFIED	NEUTRAL	SATISFIED	HIGHLY SATISFIED	
PERCENTAGE	4%	15%	47%	35%	100%



- **INTERPRETATION:** It can be interpreted that maximum number of people are satisfied about wide range of brands and least number are dissatisfied.

EXCELLENT SHOPPING AMBIENCE

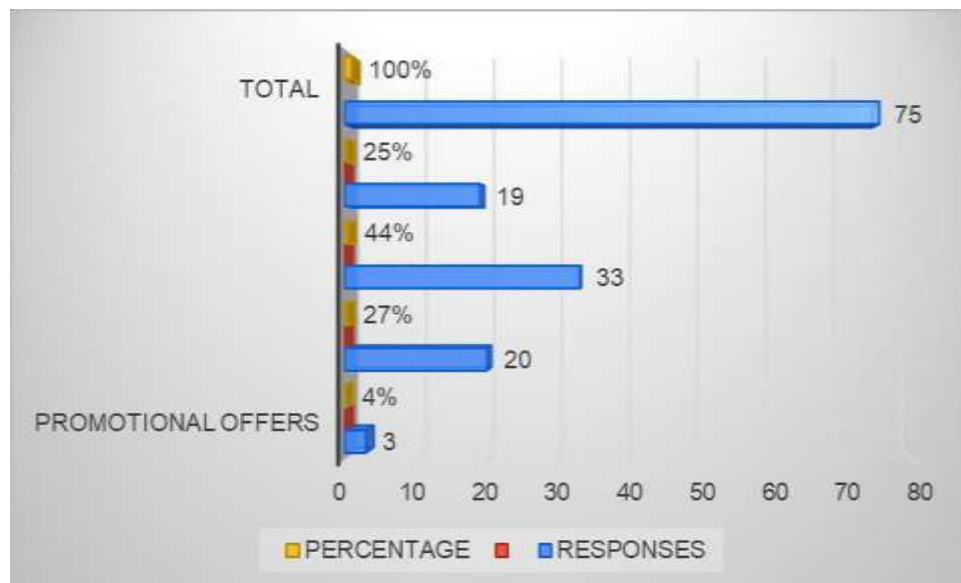
	EXCELLENT SHOPPING AMBIENCE				TOTAL
RESPONSES	3	18	30	24	75
	HIGHLY DISSATISFIED	NEUTRAL	SATISFIED	HIGHLY SATISFIED	
PERCENTAGE	4%	24%	40%	32%	100%



- **INTERPRETATION:** It can be interpreted that maximum number of people are satisfied with the shopping ambience and least number are highly dissatisfied.

PROMOTIONAL OFFERS

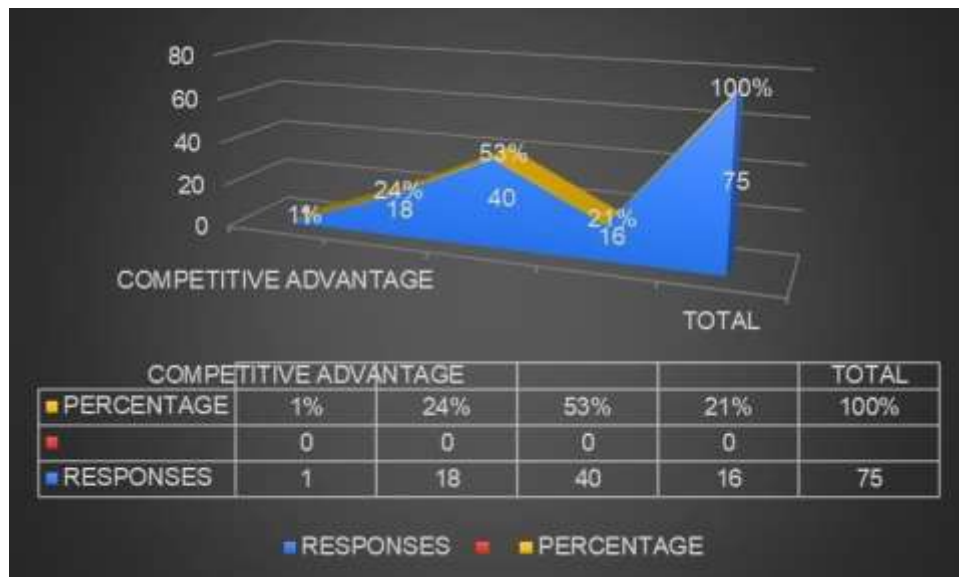
PROMOTIONAL OFFERS					TOTAL
RESPONSES	3	20	33	19	75
	DISSATISFIED	NEUTRAL	SATISFIED	HIGHLY SATISFIED	
PERCENTAGE	4%	27%	44%	25%	100%



- **INTERPRETATION:** It can be interpreted that maximum number of people are satisfied with the promotional offers and least number are dissatisfied.

COMPETITIVE ADVANTAGE

COMPETITIVE ADVANTAGE					TOTAL
RESPONSES	1	18	40	16	75
	HIGHLY DISSATISFIED	NEUTRAL	SATISFIED	HIGHLY SATISFIED	
PERCENTAGE	1%	24%	53%	21%	100%



- **INTERPRETATION:** It can be interpreted that maximum number of people are satisfied about competitive advantage and least number are highly dissatisfied.

BEING A CONSUMER OF V-MART BHUBANESWAR, WILL YOU RECOMMEND IT TO OTHERS?

RECOMMENDATION FOR SPENCER'S			TOTAL
RESPONSES	69	6	75
	YES	NO	
PERCENTAGE	92%	8%	100%



- **INTERPRETATION:** It can be interpreted that maximum number of people recommend to shop from V-mart Bhubaneswar.

FINDINGS

- The numbers of male customers are more than female customers and most of them are within the age group of above 40 years of age and least number lies in the age group below 18 years.
- Most of the customers are graduates and they have a specific occupation.
- Most of the customers earn between less than Rs. 30000 monthly at an average.
- Most of the customers like to shop, visit during offer time, are shopping for last 1 years, and recommend others to shop from V-Mart, Bhubaneswar.
- The influencing factor of shopping for maximum customers is Availability of best products and their preferable department of shopping is Men's Apparel and maximum customers are also aware about the Snap-up products facility and its utilities.
- Maximum customers are satisfied about wide range of brands and competitive advantage and they are satisfied with the shopping ambience and promotional offers.
- Maximum customers consider wide range of brands, variety of brands, and quality of products.

RECOMMENDATIONS

- Door to Door leaflets distribution so that people around come to know about the offers that are going on in certain products and the facilities and benefits they would receive, to grow their interests towards Spencer's.
- Magazine/Newspaper Inserts can also be done to let the people around know about the benefits and offers of V-Mart.
- There must be more availability of the products that are required almost daily such as Atta, Maida, Besan, Breads, some condiments like Mayonnaise, Kasundi (mustard sauce), Papad, Some Special type of spices, Variety of cosmetic products, also availability of products in different quantities. So that the customers are satisfied and they do not return from the store dissatisfied after not getting the products they require.
- Home Delivery should be done on time and ordered products should be delivered in proper so that the customers don't lose faith.
- Push selling can be done to increase sales. For example, if a customer does shopping for Rs 1000/-. Push selling of Rs 200/- can be done. Thus, if 100 customers or so does shopping for Rs 1000/- and if push selling of Rs 200/- is done for each customer then the amount is rising from Rs 1000/- to Rs 1200 for each customer. So that can be beneficial.
- Signage need to put in front of products and should be updated as per new offers, there should be proper announcement about the cash-back offers to reduce the confusions among the customers.
- Need to provide adequate sales training to the store's staffs.

STORE BASED ACTIVITY:

I've been doing my Summer Internship Project at V-MART REAIL, BHUBANESWAR and the store based activities that I've been doing as an intern during my internship period are as follows:

• **FIRST IN FIRST OUT (FIFO):-** While displaying the products, I did the fifo method, i.e., the products which came first and was already there in the bays of their respective sections were displayed in the front and front faced and the products that arrived later was displayed at the back. While displaying the products, I checked the expiry dates and displayed the products in the back and front accordingly. The products whose expiry dates were near was displayed in the front and front faced and those whose expiry dates were later was displayed in the back.

• **POP EXECUTION: -** There are different types of pop that are used in Spencer's.

1. **A5:** - Used in the FMCG Food section like biscuit, cake, etc. It is also used in case of special offers like Independence Day, Rakhi special, etc.
2. **A4:** - Used in the fashion section.
3. **A6:** - Used in the GM, FMCG non-food, Home mart etc.

I took the POP and put them according to the offers going in front of the respective products by searching them in their respective sections with the product description and the article number.

• **PHYSICAL INVENTORY (PI): -** P.I is the process to check the shrinkage of products. It is the process to check whether the number of products in each of the sections is same as they are supposed to be or not. I did the P.I for GM, FMCG (Foods & Non-Foods) section. I counted the products physically and checked whether the number of products is same as they are supposed to be or not and reported to the store manager accordingly.

• **ORDER RECEIVING: -** I particularly received orders through phone calls then picked those items and then supervised all the processes like scanning, billing, packaging till the dispatch of the order for home delivery.

• **DOOR TO DOOR KNOCKING ACTIVITY:-** I went for door to door knocking activity on nearby catchment to every household for distributing leaflets and click one picture with them according to the instruction given by my Marketing Executive to create strong awareness about Spencer's.

- **CASH STEAL MAINTAIN & QUE MANAGEMENT:** - On weekends or any special occasions like “Rakhi”, “EID” there had been much crowd in front of cash steal, in that time I went there to maintain cash steal and manage query of customers, pitch them to buy more products.
- **CST MAINTAIN:-** On behalf of staffs I received phone calls, loof attached in customers bag, keep customers bag in shelf with giving tag, gift packing, mic announcement if any staff needed in any section and even try to solve the problem that customer arrived.
- **FLOOR WALK:** - Everyday I use to went for 7-8times floor walk for checking products, display, POP, POP Jackets, staff activity, sample distribution etc.
- **CUSTOMER HANDLING, GUIDING THEM, PUSH & UP SELLING:-** I handled customers helped them to choose the proper product according to their needs guided them to buy the offer product, told them about the ongoing offers and schemes and push sale them some of the products.

Here I’m attaching detailed week-wise sale –

<u>Week</u>	<u>Push & UP Sale Done (in Rs.)</u>
1	3200
2	2800
3	4000
4	4500
5	3900
6	5600
7	6900
8	5900
Total	36,800

- **COLLECTING FEEDBACK FOR COMPANY SURVEY:-** Company was driving a study and collecting customer feedbacks based on their assortments, about quality of the products, staff behaviours etc. So, in total I collected 63 responses through phone calls and filled up Google forms for each response.

CONCLUSIONS

- This project provided me an opportunity to understand the workings of modern trade of apparels and foods.
- The in-store activities and experience allowed me to understand the sections and brands of products available. Moreover, I have handled customers, solve their complaints to achieve goodwill's of the company.
- Identifying customers' needs and the factors that the customers consider while shopping and also overall feedback about shopping.
- The experience has also taught me to interact with customers.
- This project also made me flexible, punctual and prepared me to face challenges, follow the deadlines, developed the habit of work under pressure.

BIBLIOGRAPHY

1. Kotler & Keller, Marketing Management, Pearson, Chennai
2. Dipak Kumar Bhattacharyya (2006), Research Methodology (2nd Edition), Excel Books, New Delhi
3. Official Website of V-MART.

QUESTIONNAIER USED FOR THE SURVEY

Questionnaire

SECTION-A

1. Do you like to shop at Bhubaneswar V-mart?
a. YES b. NO
2. At what interval do you visit Bhubaneswar V-mart?
a. Daily b. Weekly c. Fortnightly d. Once in a month e. During offers time
3. How long have you been shopping at Bhubaneswar V-mart?
a. For last 1-2 months b. For last 2-4 months c. For last 5-8 months
d. For last 1 year e. For last 2 years
4. What makes you shop in Bhubaneswar V-mart?
a. Family & Friends Influence b. availability of best products
e. Discounts/promotional schemes
5. Which department do you prefer most while shopping at Bhubaneswar V-mart?
a. FMCG Products-Food b. Men's apparel (cloths) c. Ladies apparel (cloths)
d. FMCG Products-Non-Food e. Kids & Infant
6. How much do you spend while shopping at Bhubaneswar V-mart? Monthly
(Rs.)?

- a. 4,000 b. 5000-6500 c. 7500-8000
d. 9500-10500 e. Less than 12,000

7. Are you aware about the Snap-Up product facility and its utilities?

- a. Yes b. No

8. Your valuable opinion for the following statements (tick in the appropriate box for each statement)

Statement	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Wide Range of brands					
Excellent Shopping Ambience					
Promotional offers/ Schemes on Merchandises					
Competitive Advantage					

9. Being a customer of Bhubaneswar V-mart, will you recommend it to others?

- a. Yes b. No

SECTION B

1. Name:

2. Address:

3. Contact no:

4. Age group: a. below 18 yrs ☐ b. 19-28 yrs ☐ c. 29-39 yrs ☐ d. above 40yrs ☐

5. Gender: a. Male ☐ b. Female ☐

6. Highest educational qualification:

a. Below secondary level ☐ b. Secondary level ☐
c. Graduate ☐ d. Post Graduate ☐

7. Occupation:

a. Student ☐ b. Service ☐ c. Business ☐
d. Self-employed ☐ e. Home maker ☐ f. Others ☐

8. Monthly Income (Rs):

a. Less than 30,000 ☐ b. 31,000-40,000 ☐ c. 41,000-50,000 ☐
d. 51,000-60,000 ☐ e. 61,000-70,000 ☐ f. More than 70,000 ☐

ANNEXURE

PICTURES OF THE STORE



