

A STUDY OF CONSUMER PREFERENCE WITH RELATION TO BIGBAZZAR

Submitted in partial fulfilment of the requirement for the reward of

Bachelor of commerce

By

VIGNESWARAN B

(39740258)



Bachelor of commerce

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC |

Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI – 600119

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of VIGNESWARAN B (39740258) who has done the Project work entitled A STUDY OF CONSUMER PREFERENCE WITH RELATION TO BIGBAZZAR under my supervision from.

Dr. PRINCY

Internal guide

Dr. BHUVANESWARI G.

Dean, School of Business Administrative

Submitted for Viva Voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I am VIGNESWARN B (39740210). Hereby declare that the Project Report entitled “A STUDY OF CONSUMER PREFERENCE WITH RELATION TO BIGBAZZAR ” done by me under the guidance of DR. PRINCY School of management studies is submitted in partial fulfilment of the requirements for the award of bachelor of commerce degree.

DATE:

PLACE: CHENNAI

VIGNESWARN B

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VIGNESWARN B

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CHAPTER-1

1.1 INTRODUCTION

The activity of buying the necessity goods such as clothing, food and grocery etc. called as shopping. Sometimes it become a custom to the individuals and also a recreational activity. Sometimes it acts as an entertainment activity it involves window shopping and it doesn't always results in purchase.

Retailing act as middleperson between the manufacturer and the consumer. Here the individuals buy the products for their personal use for business purpose. Retail shops serves wide assortment of products under the same roof and it is one of the growing sectors in the Indian economy.

The promotional tools and strategy play vital role in attracting the customer towards the store. They serve the customers with better quality of goods and services and satisfies their need and wants.

The consumers' needs and wants are satisfied through proper supply chain management, this improves the demand of the products and this strategy helps to educate the individuals. In the billing is done using electronic payment.

Retailing easily attracts the consumers towards the store by using very attractive promotional tools. They procure the goods and products directly from the manufactures and they sell directly to the consumers. The manufactures can also promote their products inside the store, they easily analysis the taste and preference of the customers, they serve as they like. The customers may also easily identify the products which are neatly arranged in the store layout.

About 8% of the Indian GDP is gaining from this retail sector. it provides huge of employment opportunities to the individuals and improves standard of living.

TYPES BY PRODUCTS:

Retail is typically classified into following types such as:

- Provisions and Grocery products --some products requires cold storage and some products are normal in room temperature.
- Durables and hard goods-- such as utensils, sports equipment, Furniture and auto mobiles etc.
- Consumable goods -- such as cosmetics, medicines, footwear and stationery.
- Artistic goods--much as pleasant- sounding instrument, Gift items.

FUTURE GOAL:

Future group is a type of private company. It is operating under retailing, insurance, logistics and media. Founded by Kishore Biryani and he is the managing director(MD) and the chief executive officer (CEO) of the organization. Headquarters is at Mumbai, Maharashtra, India. it is serving integrator foods and fast-moving consumer goods (FMCG). Future group is rendering services as supermarket, Hyper market, Discount stores, Insurance, Logistics and media. the net income is around \$144 million. The divisions of future group are as under

- Future retail ltd.
- Future lifestyle fashion ltd.
- Future consumer enterprises.
- Future supply chain Ltd
- Future brands Ltd.
- Future capital holding Ltd

Tasty treat, Fresh and pure, Clean mate. Ekta, Premium, Golden Harvest, such are the Home products of the future Group. Future venture and Generali

Future are the monetary services and other services of are supply chain management, Brands, Future learning.

Future Group Manifesto

“Future” – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn our ability to evolve.

We, in Future Group, will not wait for the Future to unfold itself but create future scenarios in the consumer space and facilitate consumption because consumption is development. Thereby, we will effect socio-economic development for our customers, employees, shareholders, associates and partners.

Our customers will not just get what they need, but also get them where, how and when they need.

We will not just post satisfactory results, we will write success stories. We will not just operate efficiently in the Indian economy, we will evolve it.

We will not just spot trends; we will set trends by marrying our understanding of the Indian consumer to their needs of tomorrow.

It is this understanding that has helped us succeed. And it is this that will help us succeed in the Future. We shall keep relearning. And in this process, do just one thing.

Big Bazaar is a chain of shopping malls in India currently with 29 outlets, owned by the Pantaloon Group. It works on same the economy model as Wal-Mart and has had considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani, the head of Pantaloon Retail India Ltd. Big Bazaar stores in Metros have a gaming area and kids play area for entertainment.

VISION AND MISSION:

Vision

Future group delivery services to Indian everywhere, Everything and every time in most profitable manner.

Mission:

We will serve all the classes of the society with better quality and quantity.

We will sell Indian products with confidence and enthusiasm.

We shall be very conscious about the price and more committed towards the quality

BIG BAZAAR TIMELINE:

2001:

- After starting of few days three stores are launched in Kolkata, Bangalore and Hyderabad.

2002:

- At high street phoenix Mumbai, in Big Bazaar food bazaar as become the part of it
- Credit card was launched by IcIcI bank

2003:

- Big Bazar launched its new store in Nagpur with tiers of two cities.
- Big Bazar gets ready to welcome 10th million customers at Gorgon store.

2004:

- Big Bazar and food Bazar was won national award and the most Admiral Award.
- During Diwali in a single day the company profit was touched Rs 10 million.

2005:

- In Tarapur central warehouse RIFD and SAP was implemented.
- House hold junk items exchange was launched.
- E-Zone and Home town was launched.
- For loyal customer ICICI bank launched golden credit card.

2006:

- The jewelry store called Navars was launched the store.
- Sangali farmers become the largest ever customers with the Rs.137367 shopping bills

2007:

- In Kanpur 50th store was launched.

- The Campaign called “power one “was started to save Indian children.

2008:

- The new campaign called Maha Bachat was launched.
- Fashion @ Big Bazar (FBB) was started.

2009:

- Youth icon Mahindra sing Dhoni and Aswin, was chosen as a brand ambassador of Big Bazar.
- “The great exchange offers “was started.

2010:

- In third consecutive year Big Bazar won CNBC consumer award.
- At Z square mall third store was opened at Khanpur. ⚡ For Big Bazar price challenge Vidhya Balan was chosen as Brand Ambassador.

2011:

- Aadhar wholesale store was started at kalo at Gujrat and also it enters rural wholesale and distributing business.
- Naye India ka Bazar as become the new logo. ⚡ Big Bazar as opened its 200th store in India.

2012:

- Kapoor chosen, Sakshi Tanwae and Ram brand ambassador to promo turnover.

- “Kids’ cookies “was launched with Disney.
- Big Bazar has launched its home delivery service in Mumbai.
- The concept of customer service was launched in Rajajinagar family February 24th.

2013:

- The Big bazaar profit club was introduced for unique customer membership.
- They starting celebrating April Utsav.

2014:

- Big bazaar is planning to invest Rs.100 crores for marketing

2015:

- Online shopping facility was started
- Pay on delivery.

2016:

- Future group negotiation with grocery retailer hyper city for a tentative and they started end of the year.
- They open 300 stores across 100 cities in the country.

FUNCTIONAL DEPARTMENTS OF BIG BAZAAR:

There are 6 functional departments in big bazaar, Rajajinagar

1. FINANCE DIVISION

2. MARKETING UNIT

3. HUMAN RESOURCE DEPARTMENT

4. DEPARTMENT OF SALES

5. OPERATION UNIT

6. SUPPORT SYSTEM AREA

1.3 Objectives of the Study

- To study the present promotion activities of Big-Bazaar
- To understand the customer opinion about product, services, and prices
- To evaluate customer walk-in at Big-Bazaar
- To know the customers expectation towards Big-Bazaar

1.4 Scope of the Study

This research will be applicable in the area of customer decision making process purchasing of product at Big-Bazaar.

This report will be help in understand customer preference at Big-Bazaar, and it would help Big-Bazaar in designing their marketing promoting sales.

CHAPTER 2

2.1 LITERATURE REIVEW

(Doyle & Fenwick 1974; jain & Etgar 1976; King & Ring 1980; Chowdhury et al 1998), with some research efforts having attempted to explore the evolution of store image formation (Mazursky and Jacoby 1986); and others seeking to conduct a meta-analysis of retail patronage studies (Pan & Zinkhan 2006). However, the existing literature did not retail image. Consumers' perception of store image is based, in part, on functional qualities that the store may possess, and by other, less tangible or psychological attributes.

(Lindquist 1974). Lindquist analyzed over 20 studies dealing with store image formation and identified 35 different aspects that in reveal any prior studies where clustering techniques had been used to study consumers' perceptions of stofluence store image formation. These were grouped into nine broad categories, including: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional attributes, and post transaction satisfaction. These were grouped into nine broad categories, including: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional attributes, and posttransaction satisfaction. Mazursky and Jacoby (1986) conducted a similar analysis and verified that "merchandise related aspects" (such as quality, pricing and assortment), and "service related aspects" (such as quality in general and salesperson's service) are among the most important components of store image. A 1994 study by Baker, Grewal and Parasuraman confirmed that "the store image literature suggests there are linkages between merchandise and service quality, and store image."

A later study by Baker, Grewal and Voss (2002) also confirmed that service quality was a key determinant of store image. Given the prevalence in the literature of merchandise and service as two key determinants in the formation of

store image, these two attributes were selected for this present study to gauge consumer's perceptions of retail stores. These attributes were incorporated in this study by obtaining consumer similarity judgments on retailers' "service quality" and "merchandise quality".

The clustering of retail stores based on these two attributes will yield a better understanding of competition within the retailing industry. This is of interest from a strategic marketing standpoint in that many off-price retailers carry the same quality merchandise as other, higher priced retailers (namely, department stores and specialty stores). In previous years, competition within the retail sector was more clearly delineated in that department stores tended to compete with other department stores; and in general, stores of a specific type tended to compete with like stores in reality, these distinctions (at least with regards to merchandise quality) may not be as clear today since off-price retailers often carry the same merchandise as specialty and department stores. No longer can the competition be viewed as narrowly – merely by store type - as it had been in the past for purposes of marketing strategy development. Off-price retailers strive to convince consumers that their product quality is comparable to that of department stores. This study will enable us to confirm whether consumer perceptions of product quality will also yield information that would be of strategic interest to retailers.

CHAPTER 3

3.1 RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 Collection of data

In this stage, there is a need to gather primary as well as secondary data. Primary data are collected on original information gathered for a specific purpose either through personnel interviews to staff, using digital source of answers / questionnaires etc. Secondary data is collected from already existing sources in various organization brochures and records.

3.2.1 Primary Data

The present study has used survey method for collecting the primary data by directly interviewing customers with questionnaire.

3.2.2 Secondary Data

Secondary data for the study were collected from the library reference, technical and subject based books, journals and magazines, websites and other previous studies Tool for Data Collection A well-

structured questionnaire was used to collect the primary data from the customers. The customers were given multiple choices to select their particular answers. A copy of the questionnaire is enclosed in the annexure.

3.3 Sampling Design

The data collected are original in nature. It is first-hand information. Sample of 74 respondents of people through google form. The researcher adopted sample random sample method.

3.4 Construction of tool

Keeping the objectives of the study in the mind, the researcher constructed the questionnaires to elicit the required information from the respondents. The questionnaires in google form was administered to a sample of 75 respondents. A copy of the questionnaire is appended.

3.5 Frame Work of Analysis:

The information collected through the questionnaire was analysed by using the following statistical tool namely:-

- a) Bar diagram
- b) Pie chart

From the analysis made, the researcher has interpreted the data theoretically and statistically display through the diagram.

3.6 Processing of data

The questionnaires was prepared in such a way that it would be easy for the respondents. The questionnaires of multiple choices and yes/no questions.

3.7 Limitations of the study

1. The study was confined to only Book My storage. Therefore, the results cannot be generalized.
2. Customers were reluctant to answer certain questions.
3. The result generated out of the study is completely dependent on the nature of the response given by the customers.
4. Short span of time was a limiting factor.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 survey of the data

Analysis of data is the process of inspecting, transforming and modeling data with a goal of discovering using information, providing suggestions, arriving at conclusions and supporting decision making. Data Analysis has multiple facts and approaches, encompassing diverse techniques under a variety of names, in different business, social science domains.

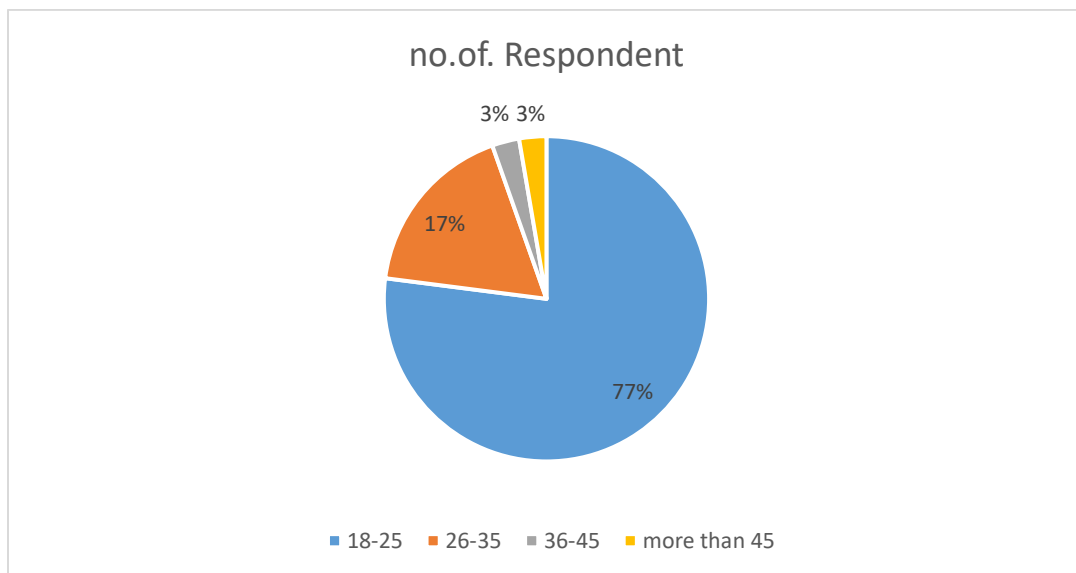
This chapter deals with the analysis and interpretation of data regarding relation to big bazaar. Data are collected from 75 respondents and tabulated for easy understanding and good presentation, which assists the researcher to analyze the data efficiently. The data collected are been analyzed using the following statistical tools:

- Percentage Analysis
- Bar chart and Pie chart

The diagrams, tables and chart provide a bird's eye view of the entire data and helps in summarizing and presentation of the data collected in a systematic manner.

TABLE 4.1.1
AGE WISE CLASSIFICATION

Age in year	No. of. responds	Percentage
18-25	57	77
26-35	13	17
36-45	2	3
More than 45	2	3
total	74	100

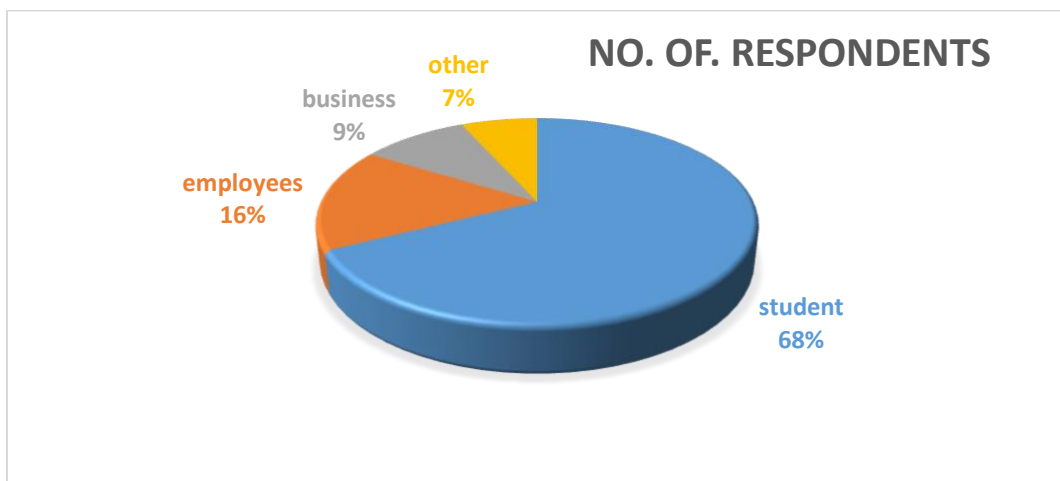


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 77% of the respondents belong to the age group 18-25, 17% of the respondents are between 26-35, 3% of the respondents are between 36-45, 3% of the respondents belong to the age group more than 45. Hence majority of the respondent belong to the age group of 18-25.

TABLE 4.1.2
OCCUPATION WISE CLASIFICATION

Occupation	No. of. respondents	Percentage
Student	50	68
Employees	12	16
Business	7	9
Others	5	7
total	74	100



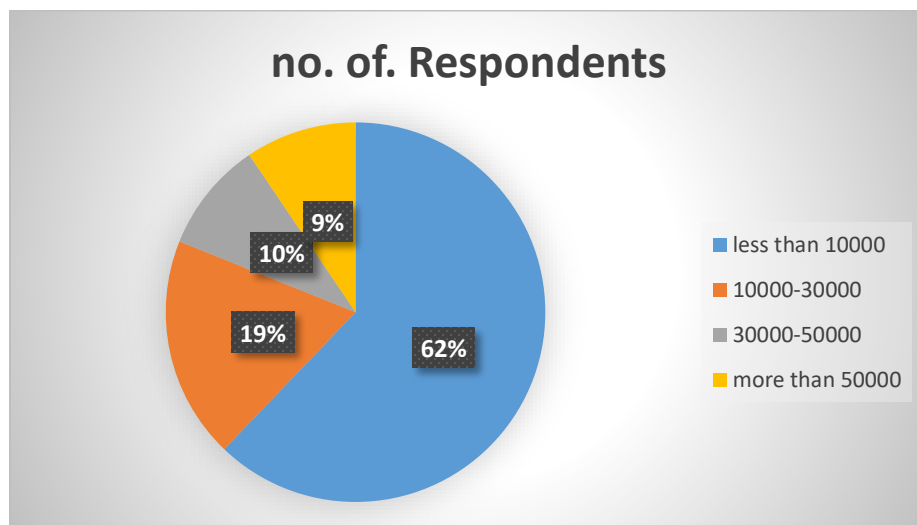
INTERPRETATION

The above table show that out of 74 respondents taken for the study, 68% of the respondents are being students, 16% of the respondents are being employees, 9% of the respondents are begin business, 7% of the respondents are being others. Hence majority of the respondents are being salaried.

TABLE 4.1.3

Level of Monthly Income

Monthly Income	No. of. Respondents	percentage
Less than 10000	46	62
10000-30000	14	19
30000-50000	7	10
More than 50000	7	9
Total	74	100

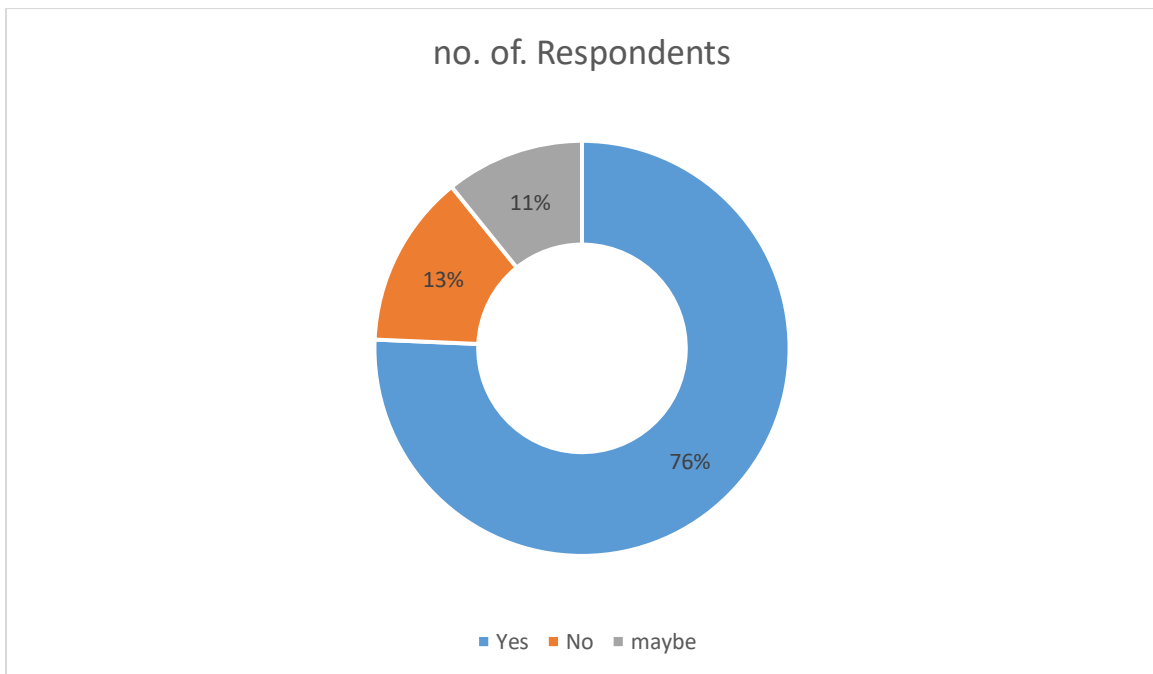


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 62% of the respondents are gets their income less than 10000, 19% of the respondents are gets their monthly income between Rs.10,000 – 30,000. 10% of the respondents are gets their monthly income Rs.30000- Rs.50000, 9% of the respondents are gets their monthly income More than 50,000. Hence majority of the respondents are gets their monthly income between less than 10,000.

TABLE 4.1.4
HAVE YOU HEARD ABOUT BIG BAZZAR

Option	No. of. respondents	percentage
Yes	56	76
No	10	13
Maybe	8	11
Total	74	100

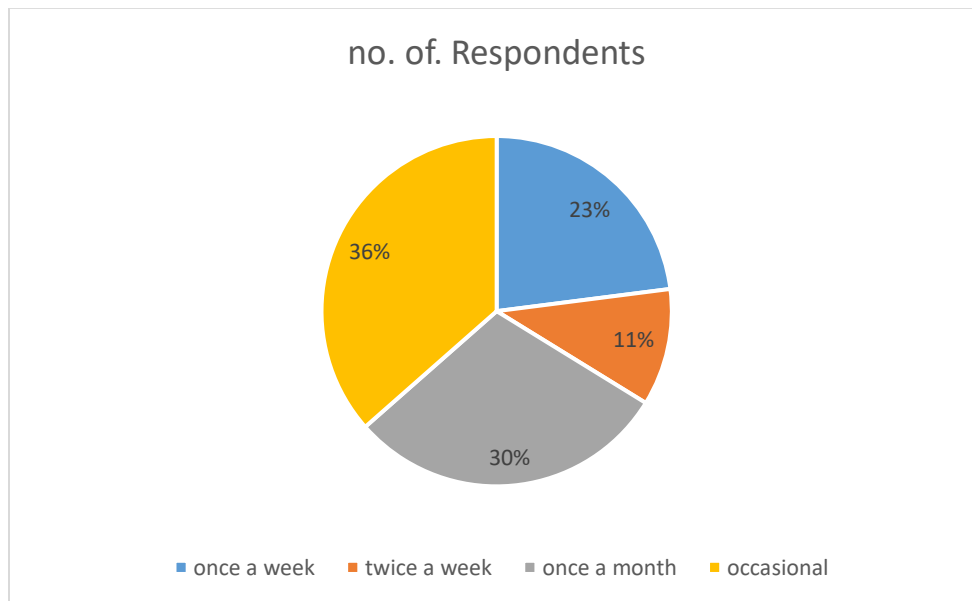


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 76% of the respondents are heard about big bazaar YES, 13% of the respondents are heard about big bazaar NO. 11% of the respondents are heard about big bazaar May be. Hence majority of the respondents are heard about big bazaar YES.

TABLE 4.1.5
WHAT IS YOUR FREQUENCY OF SHOPPING

Option	No. of. respondents	Percentage
Once a week	17	23
Twice a week	8	11
Once a month	22	30
Occasional	27	36
Total	74	100

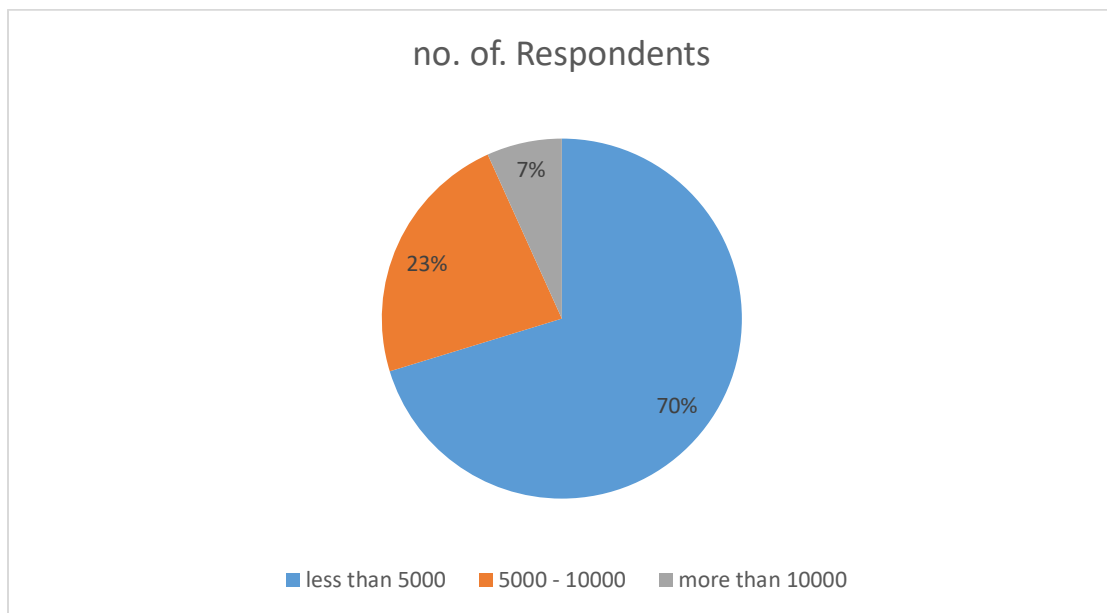


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 23% of the respondents are shopping in once a week, 11% of the respondents are shopping in twice a week. 30% of the respondents are shopping in once a month. 36% of the respondents are shopping in occasional. Hence majority of the respondents are shopping in occasional.

TABLE 4.1.6
HOW MUCH YOU SPEND ON SHOPPING

Option	No. of respondents	Percentage
Less than 5000	52	70
5000 – 10000	17	23
More than 10000	5	7
Total	74	100

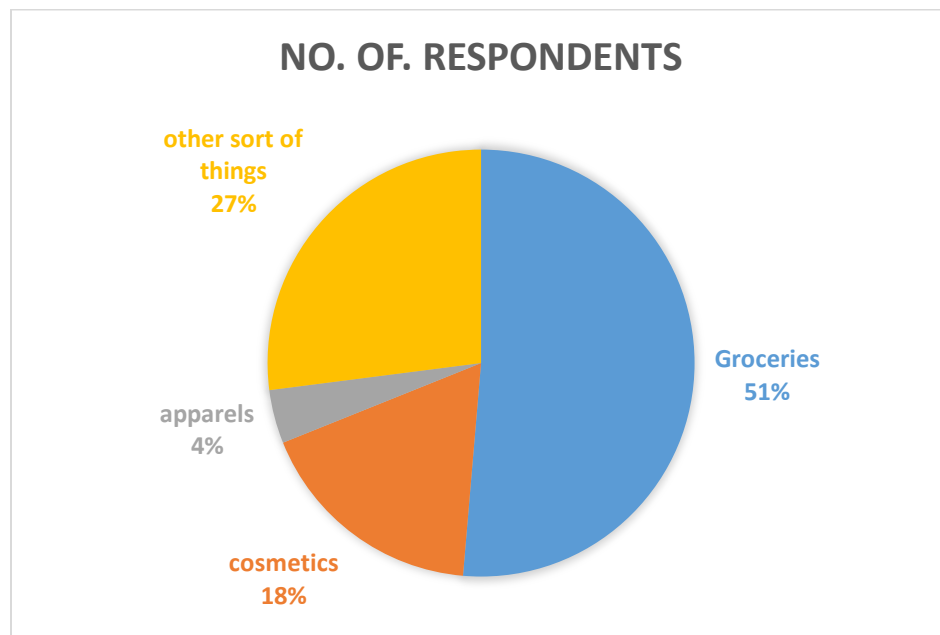


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 52% of the respondents are spend for shopping less than 5000, 23% of the respondents are spend for shopping Rs.5,000 – Rs.10,000. 7% of the respondents are spend for shopping more than 10,000. Hence majority of the respondents are spend for shopping less than 5000.

TABLE 4.1.7
WHAT KIND OF PRODUCTS DO YOU SHOP FROM BIG STORES LIKE BIG BAZZAR

Option	No. of. respondents	Percentage
Groceries	38	51
Cosmetics	13	18
Apparels	3	4
Other sort of things	20	27
Total	74	100



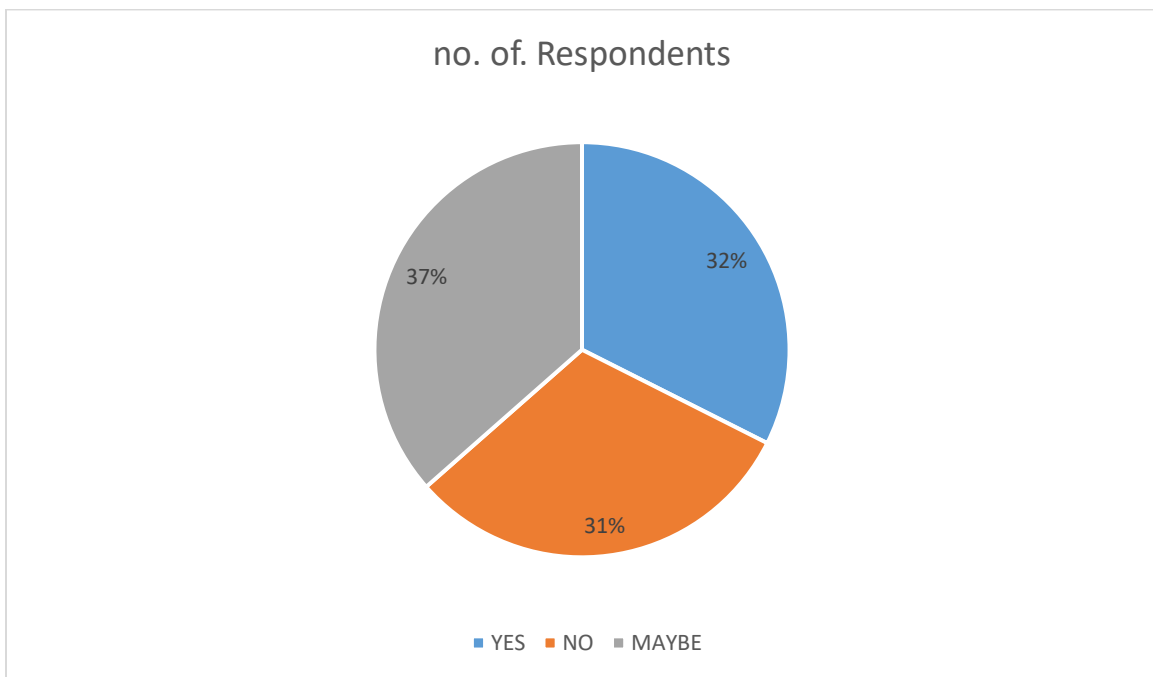
INTERPRETATION

The above table show that out of 74 respondents taken for the study, 51% of the respondents are buy groceries, 18% of the respondents are buy cosmetics, 4% of the respondents are buy apparels. 27% of the respondents are buy other sort of things. Hence majority of the respondents are buy groceries in big bazaar.

TABLE 4.1.8

DO YOU THINK RATES OF PRODUCTS IN BIG BAZAAR ARE VERY COSTLY

Option	No. of. respondents	Percentage
YES	24	32
NO	23	31
MAYBE	27	37
total	74	100

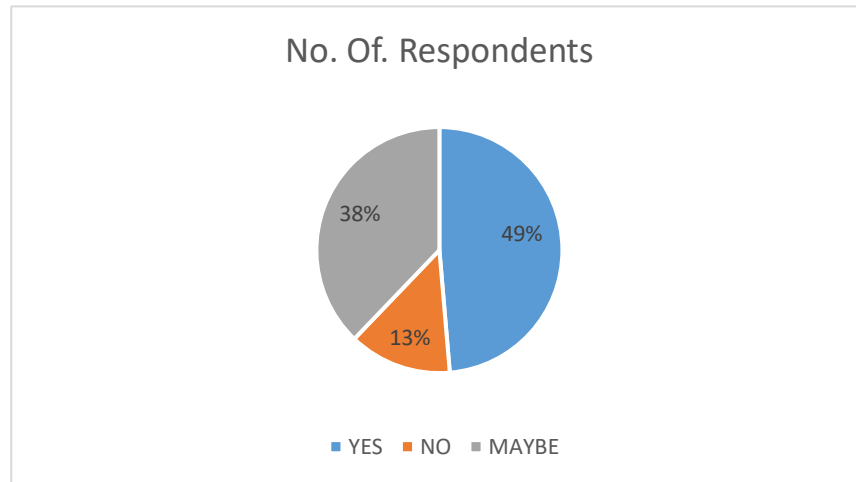


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 32% of the respondents said that they think very costly YES, 31% of the respondents said that they think it's not costly NO, 37% of the respondents said that they think MAYBE, Hence majority of the respondents are think that the products are maybe costly.

TABLE 4.1.9
IS BIGBAZAAR ECOFRIENDLY IN ALL ITS ACTIVITES

Option	No. of. respondents	Percentage
YES	36	49
NO	10	13
MAYBE	28	38
Total	74	100

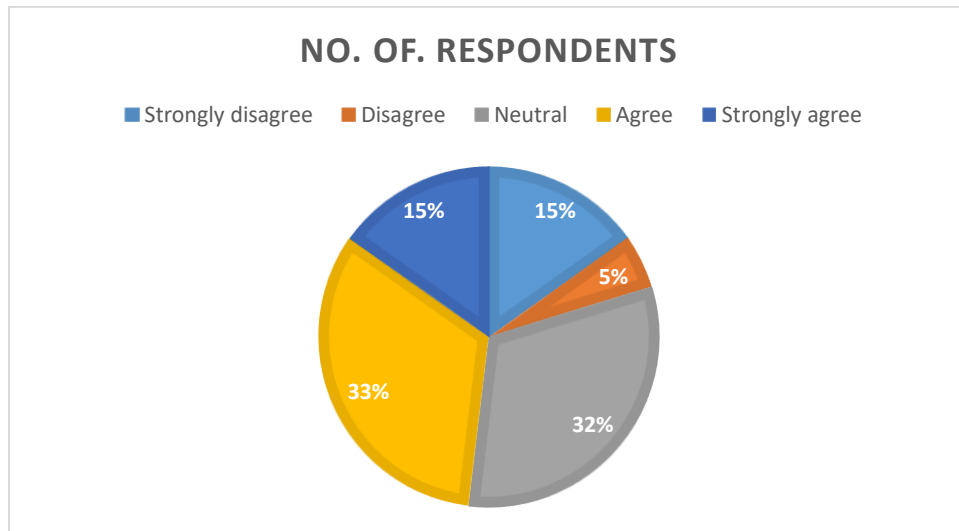


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 49% of the respondents said that they are ecofriendly with activates YES, 13% of the respondents said that they are ecofriendly with activates NO, 38% of the respondents said that they are ecofriendly with activates MAYBE, Hence majority of the respondents are think that the big bazaar are ecofriendly with their activates.

TABLE 4.1.10
ARE PRODUCTS SUPPLIED IS OF GOOD QUALITY

Option	No. of. respondents	percentage
Strongly disagree	12	15
Disagree	4	5
Neutral	25	32
Agree	26	33
Strongly Disagree	12	15
Total	74	100

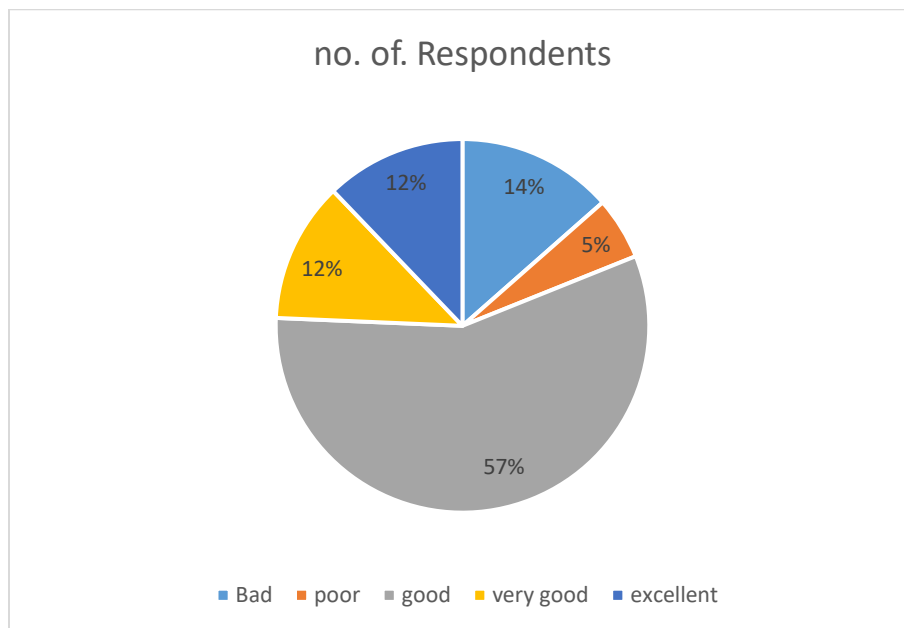


INTERPRETATION

The above table show that out of 74 respondents taken for the study, 15% of the respondents said that there are good quality Strongly disagree, 5% of the respondents said that they there are good quality disagree, 32% of the respondents said that they there are no good quality Neutral, 33% of the respondents said that they there are no good quality Agree, 15% of the respondents said that they there are no good quality Strongly Agree, Hence majority of the respondents said that they were agree in good quality.

TABLE 4.1.11
ON WHAT SCALE YOU WOULD RANK BIG BAZAAR

Option	No. of. respondents	Percentage
Bad	10	14
Poor	4	5
Good	42	57
Very Good	9	12
Excellent	9	12
Total	74	100



INTERPRETATION

The above table show that out of 74 respondents taken for the study, 14% of the respondents are rank for big bazaar BAD, 5% of the respondents are rank for big bazaar POOR, 57% of the respondents are rank for big bazaar GOOD, 12% of the respondents are rank for big bazaar VERY GOOD. 12% of the respondents are rank for big bazaar EXCELLENT, Hence majority of the respondents are gave the rank as good in big bazaar.

CHAPTER 5

5.1 FINDING AND SUGGESTION

This chapter discuss the major findings of the study besides having a few suggestions put down by the researchers. The highlight of the study by the researchers is in a summary format rather than descriptive form.

5.1.1 FINDINGS:

- The study implies that most of the respondents belong to the age group 18 -25 years.
- The study reveals that, on the basis of occupation, majority of the respondents are students.
- The study reveals that their frequency of shopping is mostly form students.
- From the study it is analyzed that the majority of the respondents they will buy occasionally.
- It is analyzed that most of the assume that the purchase that glossaries from big bazaar.
- A majority of how much they will spend for shopping less than 5000
- A majority of people has agree in products supplied in good quantity
- A majority of people gave that good for their products, overall.

5.1.2 SUGGESTION:

- Big bazaar and d-mart should provide large parking space for its customers so that they can easily park their vehicles.
- The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar and d-mart during those days.
- Big bazaar and d-mart should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar

6.1 CONCLUSION:

Big Bazaar & D-Mart are a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big Bazaar & D-Mart has a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The youth generation also likes shopping and moving around Big Bazaar & D-Mart. Volume sales always take place in Big Bazaar & D-Mart. Impulse buying behavior of customers comes in to play most of the times in Big Bazaar & D-Mart.

Big Bazaar & D-Mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all throughout the year.

It holds a large customer base and it seemed from the study that the customers are quite satisfied with Big Bazaar & D-Mart. As of now there are 34 Big Bazaar & D-Marts in different cities of India, it seems that there is a vast growth of Big Bazaar & D-Mart lying as customers demand; increasing for Big Bazaar & D-Marts. It has emerged as a hub of shopping specially for middle class people.

References

MARKETING MANAGEMENT AND BUSINESS BUYER BEHAVIOR

Website

<http://www.bigbazaar.co.in>

<http://www.pantaloonretail.in/businesses/big-bazaar.html>

<http://www.scribd.com/doc/41556853/Bigbazaar-4p-Mix>

http://en.wikipedia.org/wiki/Marketing_management

APPENDICES

QUESTIONNAIRE

- 1.** Age wise classification
 - a) 18- 25 b) 26-35 c) 36 – 45 c) more than 45
- 2.** Occupation
 - a) Student b) employees c) business e) others
- 3.** Level of monthly income
 - a) Less than 10000 b) 10000 – 30000 c) 30000 – 50000 c) more than 50000
- 4.** Have you heard about big bazaar
 - a) Yes b) no c) maybe
- 5.** What is your frequency of shopping
 - a) Once a week b) twice a week c) once a month d) occasional
- 6.** How much you spend on shopping
 - a) Less than 5000 b) 5000-10000 c) more than 10000
- 7.** What kind of products do you shop from big bazaar like big bazaar
 - a) Groceries b) cosmetics c) apparels d) other sort of things
- 8.** Do you think rates of products in big bazaar are very costly
 - a) Yes b) no c) maybe
- 9.** Is big bazaar ecofriendly in all its activates
 - a) Yes b) no c) maybe
- 10.** Are products supplied is of good quality
 - a) Strongly agree b) disagree c) neutral d) agree e) strongly disagree
- 11.** On what scale you would rank big bazaar
 - a) Bad b) poor c) good d) very good e) excellent