A STUDY OF CONSUMER BEHAVIOR

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ABSTRACT:

It is very true that "Customers are king of the market". Without a customer, a shop, a market or a business is nothing. So it is very important to take care of consumer's behaviour. As per the topic of the report, it talks about the consumer behavior, preference & their choices. According to survey, it is found that behavior of the consumer's changes according to the different situation like products availability, infrastructure of the stores, staffs behavior in the store. E.g. If infrastructure of the store is well designed, then consumer thinks products will also good.

The research based on review completed on consumer of hypermarket called as Big Bazaar. The market has where many varieties of products are available in a single roof which is very attractive for the consumers. In early days they were facing problems like they had to visit more than one store to buy the products for them to fulfill their needs & wants. But now consumers get every product under one roof. So they like this marketing strategy because it saves their time and efforts.

My research is based on the behavior of the consumers towards the Big Bazaar i.e. either it satisfy with Big Bazaar or not. After the study on consumer behaviour, it is found that consumers can change their decision after entering into the store. Knowing behaviour of customers means to increase efficiency increase profits and rectify if any lags. Customers want more variations and changes day by day. They want more technology to use in marketing. According to survey, it is found that customers like and dislikes related to products helps to improve the store.

The reason behind this study is to understand the mindset of consumers while buying any products. This market research will definitely help to recognize current consumers taste & behavior. It also helps to estimate consumer's future demands and needs. Higher customer satisfaction, higher will be revenue.

Keywords: Consumer Behaviour, Consumer Satisfaction, Buying Behaviour, satisfaction of customer needs & wants

INTRODUCTION

An important part of the marketing process is to understand why a customer or buyer makes a purchase. Without such an understanding, businesses find it hard to respond to the customer's needs and wants. Marketing theory traditionally splits analysis of buyer or customer behaviour into two broad groups for analysis – Consumer Buyers and Industrial Buyers. Consumer buyers are those who purchase items for their personal consumption. Industrial buyers are those who purchase items on behalf of their business or organisation

Businesses now spend considerable sums trying to learn about what makes "customers tick". The questions they try to understand are:

- ✓ Who buys?
- ✓ How do they buy?
- ✓ When do they buy?
- ✓ Where do they buy?
- ✓ Why do they buy?

For a marketing manager, the challenge is to understand how customers might respond to the different elements of the marketing mix that are presented to them. If management can understand these customer responses better than the competition, then it is a potentially significant source of competitive advantage.

OBJECTIVE OF THE STUDY:

- ✓ To find the factors influencing consumer behavior.
- ✓ To study the satisfaction level of consumers at Big Bazaar.
- ✓ To find out how customers spent their time, money and thinking while purchasing aproduct.
- ✓ To identify the expectation level of the consumers for future demand

RESEARCH METHODOLOGY:

- ✓ **Instrument** : Questionnaire
- ✓ **Sample design**: Convenience Sampling will be used in study.
- ✓ **Sample Size**: The size of sample used in this study is 100.
- ✓ **Sample unit:** Sample unit are customers.
- ✓ **Tools Used :** Percentage Method

DATA ANALYSIS AND INTERPRETATION:

Table-1- *S*howing Age of the respondents

Source	Respondents	Percentage (%)
Under 20	28	28
20-30	47	47
30-40	20	20
40 Above	5	5
TOTAL	**100**	**100**

Inference:

From the given data it is specified that, 47% are 20-30, 28% are under 20, and 20% are 30-40, 5% respondents are between the age 40 above, According to this survey, maximum respondents comes between 20-30 age and least respondents comes under 40 above
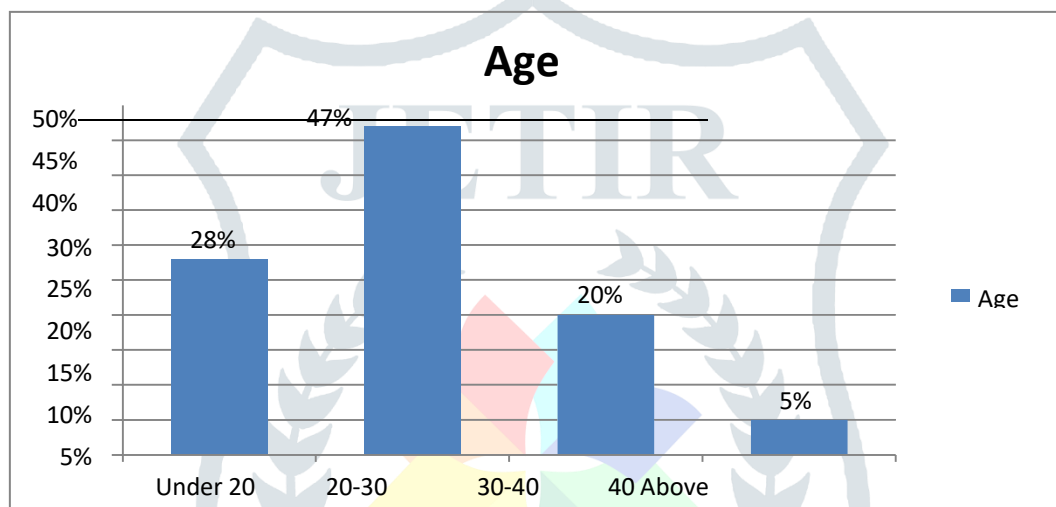
Chart-1 -Showing Age of the respondents.

Table-2- Showing Monthly Income of respondents or their family members

Sources	Respondents	Percentage (%)
10000-20000	9	9
20000-30000	69	69
30000-40000	9	9
40000-above	13	13
TOTAL	**100**	**100**

Inference:

From the above data it shows that 69% income level is 20000-30000, 13% income level is 40000 above, 9% respondent's monthly income is 10000-20000, 9% income level is 30000- 40000, Most of the respondents comes under the monthly income of 20000-30000 and least is between 10000-20000.
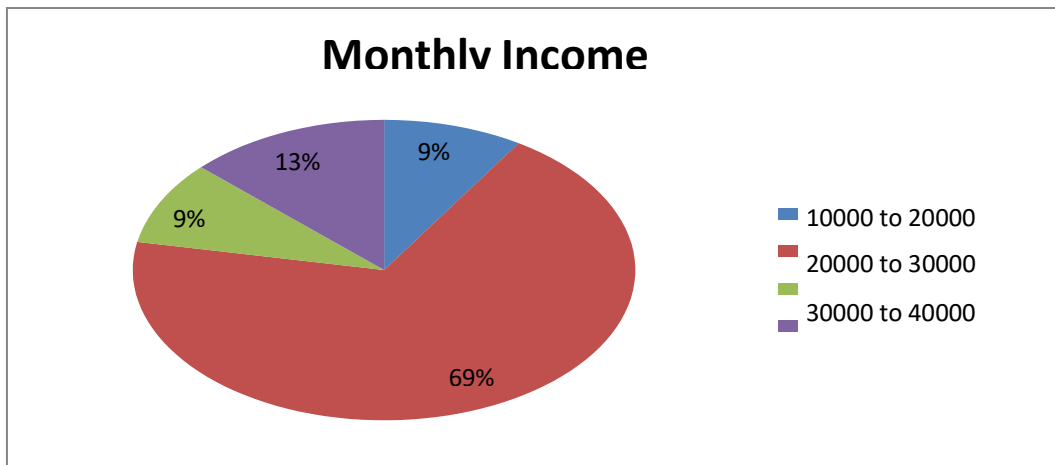
Monthly Income

■	10000 to 20000
■	20000 to 30000
■	30000 to 40000

Chart -2- Showing Monthly Income of respondents or their family members.

Table-3 -Showing how many times you visit the shop in one month

Sources	Respondents	Percentage (%)
Once in month	4	4
Twice in month	8	8
Weekly	11	11
Weekly twice	77	77
TOTAL	100	100

Inference:

From the given data it shows that 77% are visits weekly twice , 11% weekly,8% twice in amonth and 4% respondents visit once in a month, Most people like to visit the shop weekly twice in a month and then weekly. Less people like to visit once in a month
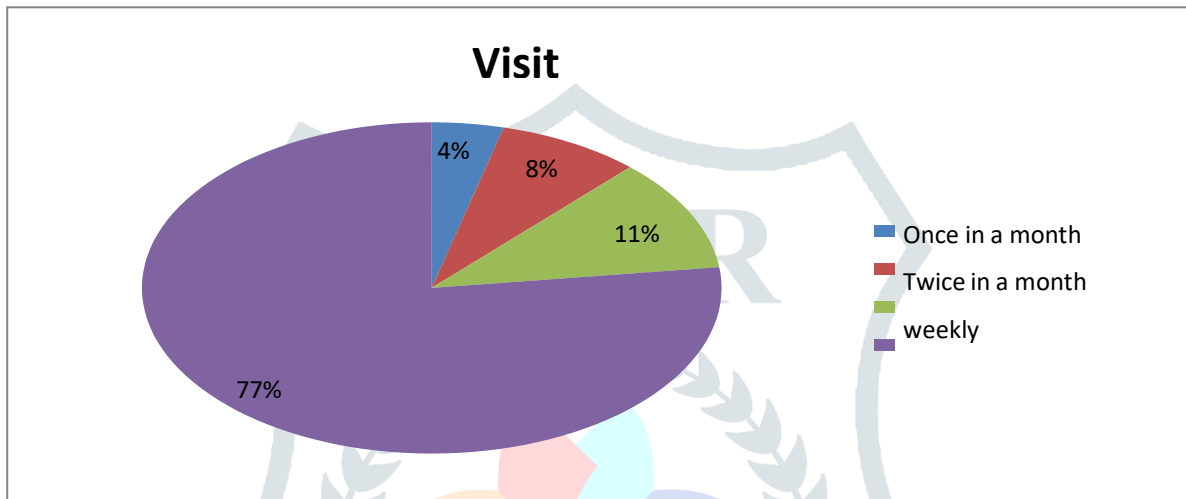
Chart-3- Showing how many times you visit the shop in one month

Table-4 -Showing you like ambience and parking of Big Bazaar

Sources	Respondent	Percentages (%)
Yes	98	98
No	2	2
TOTAL	100	100

Inference:

The above data shows that 98% respondents like the ambience of the shop and 2% don'tlike, almost all respondents like the ambience of Big Bazaar.
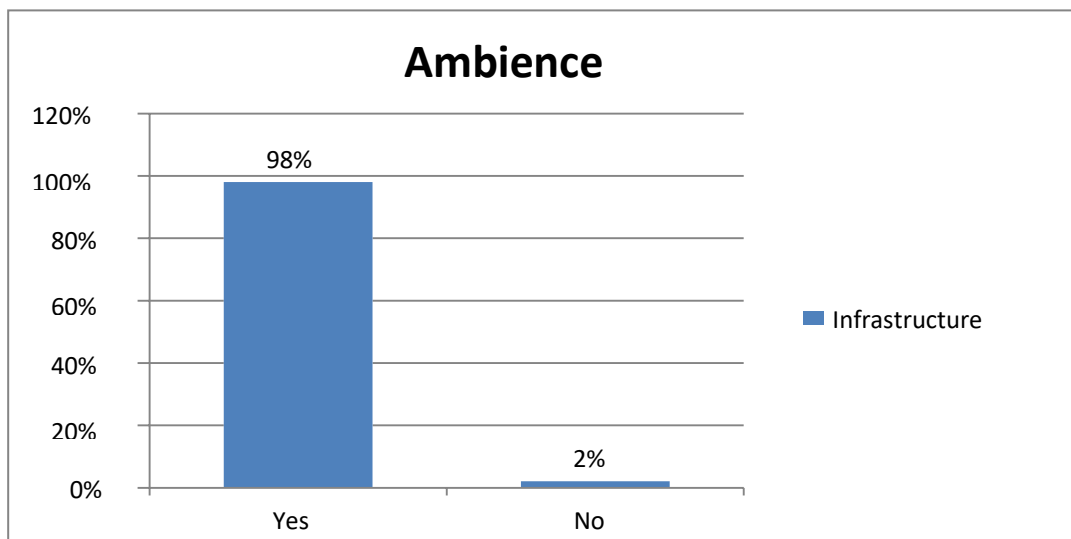

Chart - 4 - Showing you like ambience and parking of Big Bazaar.

Table- 5 - Showing behaviour of staffs in shop

Sources	Respondents	Percentages (%)
Excellent	0	0
Good	85	85
Average	15	15
Fair	0	0
Poor	0	0
TOTAL	100	100

Inference:

The given data indicates that 85% respondents think that the behavior of the staffs in shop is good and 15% respondents think that the behaviors of the staffs are average, almost all respondents like the behaviour of staffs.
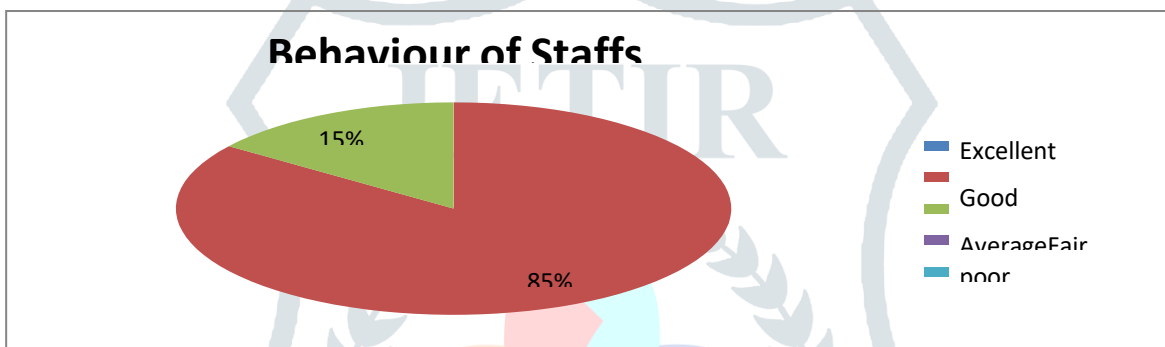

Chart -5 - Showing behaviour of staffs in shop

Table- 6- Showing appreciation of EDLP strategy

Sources	Respondents	Percentages (%)
Strongly appreciate	12	12
appreciate	79	79
neutral	0	0
not appreciate	9	9
TOTAL	100	100

Inference:

From the above data it shows that 79% think that strategy is appreciable , 12% respondents think that the pricing strategy is strongly appreciable and 9% respondents thinks that price is not appreciable, Maximum respondents feel that pricing strategy of the shop is appreciable
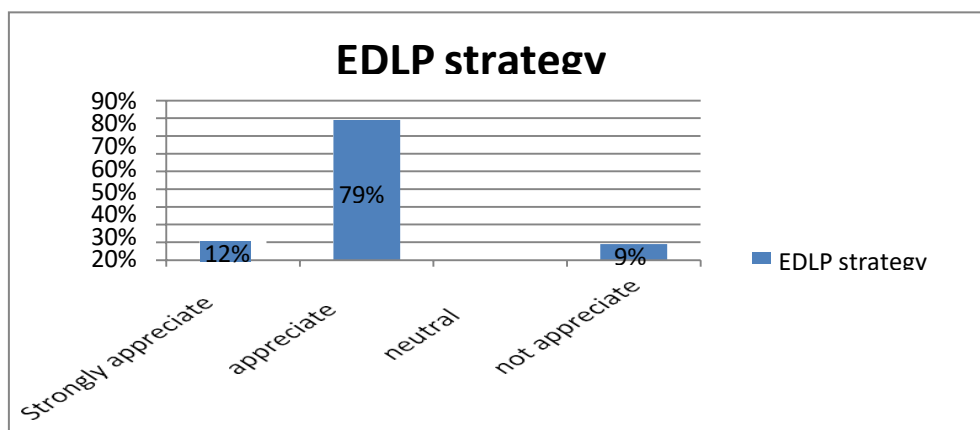

Chart - 6 -Showing appreciation of EDLP strategy

Table-7 - Showing behaviour when you see ads

Sources	Respondents	Percentages (%)
Respond to buy quickly	10	10
Respond to it little slowly	15	15
Respond to it very slowly	70	70
Will not respond.	5	5
TOTAL	100	100

Inference:

The given data shows that 70% respondents react very slowly towards ads of Big Bazaar, and 15% respondents react little slowly towards shop ads, 10% respondents react very quickly towards ads of Big Bazaar and respondents will not react, Maximum reacts slowly.
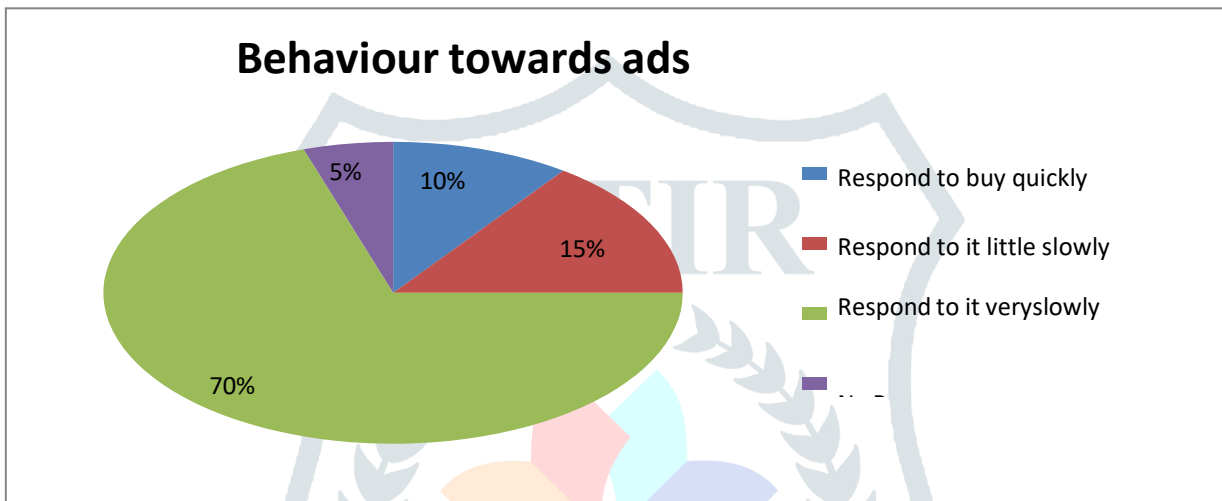

Chart-7 - Showing behaviour when you see ads

Table-8-Showing reaction towards offers and discounts

Sources	Respondent	Percentages (%)
Express my satisfaction	40	40
Express my satisfaction but feel reduced quality	5	5
Will not be happy since I feel it is a gimmicks	50	50
No reaction at all	5	5
TOTAL	100	100

Inference:

This survey shows that 50% respondents don't like the offers and discounts of and feels like gimmicks, 40% express satisfaction and 5% gives no reaction. According to survey, some respondents like the discounts and offers provided.

Chart-8-Showing reaction towards offers and discounts

HYPOTHESES:

H0: The association between handling customer complaints & customer satisfaction isinsignificant.

H1: The association between handling customer complaints and customer satisfaction issignificant.

Correlations

		Resolving Customer Complaints Satisfactorily	Satisfies their consumers.
Resolving customer complaints satisfactorily.	Pearson Correlation	1	.203*
	Sig. (2-tailed)		.043
	N	100	100
Satisfy their consumers.	Pearson Correlation	.203*	1
	Sig. (2-tailed)	.043	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Interpretation:

The correlation between resolving customer complaints by staff of Big Bazaar to satisfaction of customer is significant and the significant value is 0.043 with positive which is less than It means there is relation between customer satisfaction and customer complaintsresolved. Customers are satisfied when their queries are resolved. Customer satisfaction is dependent on resolving customer complaints.

FINDINGS

- ✓ Most of the respondents are aware of Big Bazaar. It is found that creates avery good image in mind of the consumer.
- ✓ Most of respondents are purchasing products in the shop for their personal useonly.
- ✓ Most of the consumers are like to visit more as compare with other malls which are a good feedback.
- ✓ Most of consumers are like to shop because of the reasonable prices aswell the availability of the products.
- ✓ Customers also prefer to shop because of lots of offers and discountprovide by Big Bazaar.
- ✓ Most of the consumers agree that Big Bazaar provided value of their money.
- ✓ Most of the customers are refer their friends and relatives to visit shop becausethey are highly satisfy with the big bazaar facilities and the services which offer to them.
- ✓ The majority of customers like to visits with their friends.

SUGGESTIONS

- ➢ The Big Bazaar should conduct the meeting with their customers and take their suggestions which help the company to improve their performance.

- ➢ Big Bazaar should also focus more on electronic items with reference of offers.

- ➢ Big Bazaar should create more unique offers to attract customers.

- ➢ A strategy should be developed in which reference person will get some advantage so that word of mouth will increase.

- ➢ Most of the customers of Big Bazaar are of age group 20-30 years. So company should focus more on those customers to increase the sales.

- ➢ Big Bazaar should train their staff of the store so they easily convince the potential buyers.

CONCLUSION

Buyer Behaviour bridges gap between customers and company. It helps the company to know the expectations and opinion about their product from the customers, which improve their sales in the market.

Customers are influenced to buy Big Bazar through commercial advertisements. Respondents suggested that there should be proper communication regarding promotional offer. That must be easy to understand. A better strategy to satisfy customer is only the way to gain customer attention and to penetrate more in own catchments area.

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