

WHAT MAKES CUSTOMER TICK IN FAVOUR OF BIG BAZAAR? - A STUDY OF CUSTOMER PERCEPTION IN NAGPUR CITY.

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ABSTRACT-Consumer behaviour has always been integral part of any marketing plan. Why and how a consumer buys can decide the course of actionable strategy for any organization. As the experts opine retail consumer buying has several more aspects and factors attached to it than regular merchandise buying. In the era of cut-throat competition retail outlets are going all out to please the consumer senses. They need to trap consumer through aesthetics, service personnel, and options available in order to compel them to buy from their outlet.

Consumer perception of Big Bazaar intrigued the writer as even though with the availability of several options and offers with retail options and brands Big Bazaar has been able to carve its niche in market and has stood head and shoulders above the competition.

The researcher tries to analyse the consumer perception about why they buy at Big bazaar and what factors are responsible to the core to attract customer to shop at Big Bazaar

The data was collected through 150 consumers of Bazaar the data was collected at the outlet in different groups and different times to avoid synonymous responses.

Key Words:- consumer preferences, consumer perception, buying habits.

INTRODUCTION

The term consumer behaviour refers to the behaviour that consumers display while purchasing by using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they feel exactly will satisfy them. It is also about how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the study of 'What they buy', 'Why they buy', 'When they buy it', 'Where they buy it', 'how often they buy it' and how often they use.

Consumer Behaviour (or Buyer Behaviour) is broadly defined as the behaviour displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.

Consumer behaviour is helpful in understanding the purchase Behaviour and preferences of different consumers. As consumers, we differ in terms of sex, age, education, occupation, income, Family setup, religion, nationality and social status. Because of this different background factors, have different needs and we have only buy those products and services, which we think, will satisfy our needs.

The term consumer behaviour refers to the behaviour that consumer displaying searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy these needs. The study of consumer behaviour in the study of how individuals make decisions to spend their available. In short customer perception research is the objective and formal process of systematically obtaining, analysing and interpreting the data for actionable decision making in customer's perception towards an organization.

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LITERATURE REVIEW

Big Bazaar is an Indian retail chain store that operates in the form of hypermarkets, discount department stores, and grocery stores. The Big Bazaar founder Mr.Kishore Biyani is known for having a significant prominence in Indian retail and fashion sectors under the banner of future retail. Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar (abbreviated as *fb*) and eZone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, e Zone, etc. big bazaar now also in-houses the brands like Koryo which specifically deals in electronic consumer durable of private brand. Founded in 2001, Big Bazaar is one of the oldest and largest hypermarkets chain of India, housing about 250+ stores in over 120 cities and towns across the country.

The marketing department forms the face of the organization as the buyer interacts with the company only through the marketers work at different points whether it's the product or the point of sale. Being the most visible department marketing department has to bear the brunt for all that is good and not so good about the product or service they offer. One wrong move by any of the person, sales people and complete marketing department is under the scanner. Any false claim in an advertisement, wrong sales speech and marketing of the company becomes cannon fodder for the customer & media alike. (Dr. Nirzar M Kulkarni & Dr. Saket Bansod, 2016) hence it is all the more important for the retail outlets to continue to attract the customers.

Unique customer perception (UCP): According to Soumen, Unique Customer Perception is what is required by companies instead of Unique Selling Proposition. It is ultimately that customer look for satisfaction based on the picture of perception derived from various sources. If these perceptions of customer can be analysed then promotion would be easier for customer centric marketing. This has led to the concept - "Customer Perception is the Rule and not Customer Satisfaction".

Satisfy customers perception is the biggest challenge:In meeting customers' requirements and measuring customers' satisfaction indexes, customer perception should be definitely a key consideration. Qualified services in the operation execution layer, technical management layer and business development layer are necessary. It is more important to understand customer expectations and make efforts to exceed their expectations. In customer satisfaction management, the biggest challenge is customer perception management, or customer perception satisfaction. The major characteristics of service is intangible, hence the core value of services is not like a physical product but the spiritual experience and perception of customers. The final aim and ideal effect of service provisioning is to have customers perceive and enjoy the service. Such perception is both at psychological and behaviour levels, and it is the contents of high quality life in the modern society. Customers are seeking for material deliverables as well as perceptive enjoyment when purchasing a service product. Since perceptive enjoyment is a vital service objective, one of the key service management objectives shall be meeting customers' perceptive enjoyment.

OBJECTIVES

The various objectives of this research are:

- To try and understand the preferences of consumers
- To identify the buying pattern at big bazaar.
- To try and identify the demand for different types of products of consumers.
- To identify the experiences of consumers at big bazaar.
- To try and understand the reasons why people prefer to shop at big bazaar.

Hypothesis

- H₀₁: There is no significant relationship between ambiance, product offerings and range of product against satisfaction level experienced by customers .
- H₀₂: There is no significant relationship between encounter with sales representative and alteration in buying decision

Research Methodology

Technology, 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's regarding market strata of different people. Research Methodology is required in every industry for acquiring knowledge of their products.

Area of study:

The study was carried out exclusively in Nagpur big bazaar outlets at Burdi, Ramdaspath, Vardhaman nagar. People who were big bazaar shoppers were taken up as sample population.

Sampling Design:

Snowball Sampling

Sample Size:

150 Respondents

Data was 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. Some other relevant information was collected through secondary data

Tools of Analysis: -

The market survey about the techniques of marketing and nature of expenditure is carried out by personally interacting with the potential customers in Big Bazaar.

Frequency Tables for the questions asked.

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	92	61.3	61.3	61.3
	Male	58	38.7	38.7	100.0
	Total	150	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-35	29	19.3	19.3	19.3
	35-45	59	39.3	39.3	58.7
	45-55	47	31.3	31.3	90.0
	Below 25	15	10.0	10.0	100.0
	Total	150	100.0	100.0	

How often do you visit BIG BAZAAR?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	91	60.7	60.7	60.7
	Rarely	25	16.7	16.7	77.3
	Regular customer	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

How did you come to know about BIG BAZAAR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends	64	42.7	42.7	42.7
	Newspaper	43	28.7	28.7	71.3
	TV	43	28.7	28.7	100.0
	Total	150	100.0	100.0	

What is your preferred time to visit Big bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Any time is fine	61	40.7	40.7	40.7
	Evening	56	37.3	37.3	78.0
	Morning	9	6.0	6.0	84.0
	Noon	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

What is your general time spent at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 hours	36	24.0	24.0	24.0
	30 minutes	26	17.3	17.3	41.3
	More than 2 hours	18	12.0	12.0	53.3
	Up to 1 hour	70	46.7	46.7	100.0
	Total	150	100.0	100.0	

Which section do you visit the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accessories	11	7.3	7.3	7.3
	Apparel section	65	43.3	43.3	50.7
	Cosmetics	22	14.7	14.7	65.3
	Electronics	4	2.7	2.7	68.0
	Food Bazaar	30	20.0	20.0	88.0
	Home décor	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

According to you what distinguishes Big Bazaar from others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ambiance	19	12.7	12.7	12.7
	Offers	17	11.3	11.3	24.0
	Price	50	33.3	33.3	57.3
	Quality	35	23.3	23.3	80.7
	Variety	29	19.3	19.3	100.0
	Total	150	100.0	100.0	

Rate the ambiance experienced at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	13	8.7	8.7	8.7
	Bad	11	7.3	7.3	16.0
	Average	45	30.0	30.0	46.0
	Good	51	34.0	34.0	80.0
	Very Good	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Rate the Product offerings at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	5	3.3	3.3	3.3
	Bad	18	12.0	12.0	15.3
	Average	25	16.7	16.7	32.0
	Good	75	50.0	50.0	82.0
	Very Good	27	18.0	18.0	100.0
	Total	150	100.0	100.0	

Rate the range of offers at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	4	2.7	2.7	2.7
	Bad	12	8.0	8.0	10.7
	Average	35	23.3	23.3	34.0
	Good	65	43.3	43.3	77.3
	Very Good	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

Level of satisfaction encountered at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	9	6.0	6.0	6.0
	Dissatisfied	14	9.3	9.3	15.3
	Won't Comment	23	15.3	15.3	30.7
	Satisfied	45	30.0	30.0	60.7
	Very Satisfied	59	39.3	39.3	100.0
	Total	150	100.0	100.0	

Knowledge level and patience shown by sales representative at Big Bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very dissatisfied	5	3.3	3.3	3.3
	Dissatisfied	10	6.7	6.7	10.0
	Won't Comment	25	16.7	16.7	26.7
	Satisfied	74	49.3	49.3	76.0
	Very Satisfied	36	24.0	24.0	100.0
	Total	150	100.0	100.0	

Responsiveness of sales representative at Big Bazaar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very dissatisfied	5	3.3	3.3	3.3
Dissatisfied	10	6.7	6.7	10.0
Won't Comment	25	16.7	16.7	26.7
Satisfied	74	49.3	49.3	76.0
Very Satisfied	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Promptness and helpfulness of sales representative at Big Bazaar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very dissatisfied	4	2.7	2.7	2.7
Dissatisfied	12	8.0	8.0	10.7
Won't Comment	35	23.3	23.3	34.0
Satisfied	65	43.3	43.3	77.3
Very Satisfied	34	22.7	22.7	100.0
Total	150	100.0	100.0	

Knowledge level and patience shown by sales representative at Big Bazaar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very dissatisfied	5	3.3	3.3	3.3
Dissatisfied	10	6.7	6.7	10.0
Won't Comment	25	16.7	16.7	26.7
Satisfied	74	49.3	49.3	76.0
Very Satisfied	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Satisfaction level with respect to billing system at Big Bazaar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very dissatisfied	7	4.7	4.7	4.7
Dissatisfied	8	5.3	5.3	10.0
Won't Comment	32	21.3	21.3	31.3
Satisfied	77	51.3	51.3	82.7
Very Satisfied	26	17.3	17.3	100.0
Total	150	100.0	100.0	

Have you ever made a purchase from big bazaar due to influence of sales representative?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	42	28.0	28.0	28.0
No	70	46.7	46.7	74.7
Yes	38	25.3	25.3	100.0
Total	150	100.0	100.0	

“Is se sasta aur accha kahi nahi” do you identify with the statement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	27	18.0	18.0	18.0
No	43	28.7	28.7	46.7
Yes	80	53.3	53.3	100.0
Total	150	100.0	100.0	

In which area can Big Bazaar improve upon

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Billing system	21	14.0	14.0	14.0
Crowd Management	57	38.0	38.0	52.0
product offerings	24	16.0	16.0	68.0
Quality	15	10.0	10.0	78.0
Service	33	22.0	22.0	100.0
Total	150	100.0	100.0	

Testing of hypothesis

H₀₁: There is no significant relationship between ambiance, product offerings and range of product against satisfaction level experienced by customers

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Rate the ambiance experienced at Big Bazaar	5.855	4	1.464	1.107	.035
Between Groups					
Within Groups	191.639	145	1.322		
Total	197.493	149			
Rate the Product offerings at Big Bazaar	6.970	4	1.743	1.730	.046
Between Groups					
Within Groups	146.023	145	1.007		
Total	152.993	149			
Rate the range of offers at Big Bazaar	20.190	4	5.047	5.917	.020
Between Groups					
Within Groups	123.683	145	.853		
Total	143.873	149			

Interpretation:

From the above one way Anova test researcher compared and analyzed the satisfaction level of the consumers shopping at Big Bazaar and found that the values obtained 0.035, 0.046, and 0.020 < 0.05, thus, the null hypothesis H₀₁ is rejected at 5% level of significance and hence the alternate hypothesis is accepted. The alternate hypothesis is H₁₁ i.e. there is a significant relationship between satisfaction levels of consumers can be mapped against ambiance, offers and product offerings holds true.

Hypothesis Testing

H₀₂: There is no significant relationship between encounter with sales representative and alteration in buying decision

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Responsiveness of sales representative at Big Bazaar	6.855	4	1.564	1.107	.029
Between Groups					
Within Groups	181.639	145	1.422		
Total	187.493	149			
Promptness and helpfulness of sales representative at Big Bazaar	9.970	4	1.843	1.730	.036
Between Groups					
Within Groups	150.023	145	1.027		
Total	159.993	149			
Knowledge level and patience shown by sales representative at Big Bazaar	8.190	4	1.647	1.617	.042
Between Groups					
Within Groups	173.683	145	1.053		

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.	
Responsiveness of sales representative at Big Bazaar	Between Groups	6.855	4	1.564	1.107	.029
	Within Groups	181.639	145	1.422		
	Total	187.493	149			
Promptness and helpfulness of sales representative at Big Bazaar	Between Groups	9.970	4	1.843	1.730	.036
	Within Groups	150.023	145	1.027		
	Total	159.993	149			
Knowledge level and patience shown by sales representative at Big Bazaar	Between Groups	8.190	4	1.647	1.617	.042
	Within Groups	173.683	145	1.053		
	Total	181.873	149			

Interpretation:

From the above one way Anova test researcher compared and analyzed the satisfaction level of the consumers which was mapped against their encounter with the sales representative and found that the values obtained 0.029, 0.036, and 0.042 < 0.05, thus, the null hypothesis H_{02} is rejected at 5% level of significance and hence the alternate hypothesis is accepted. The alternate hypothesis is H_{12} i.e. there is a significant relationship between satisfaction levels of consumers is based on their encounter with sales representatives at Big Bazaar.

Findings

Big bazaar has been a long standing name in retail market, it has almost become synonymous with the fact that it has best of the offers, price discounts, and product offerings. Consumers expect that big bazaar should always live up to its tagline "Is se sasta aur achcha kahi nahi" and offer best products at economical price. It was also observed that now consumers are taking big bazaar in more towards discount store rather than a standard shopping mall brand. The offers have a deep impact on consumers while deciding the shopping destination and brand, and that's what makes Big Bazaar tick.

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