A STUDY ON CUSTOMER PREFERENCES IN CHOOSING BIG BAZAAR

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ABSTRACT

In this context, the consumer has been forced to do things that are appealing to the consumer and how to turn a competitor's strategy is implemented. It is important to create a strategy in this regard will require a full understanding of the opinions of functions.

In this study, the analysis of Hyderabad concrete warehouse properties is the obvious choice. According to the researchers, this area of activity of the general method used for research purposes, and then began

1. INTRODUCTION:

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A study of the actual structure of the basic concepts and research is to create a copy of data collection, measurement, and analysis.

STATEMENT OF THE PROBLEM:

Hyderabad based research is conducted at the supermarket Big Bazaar, a perfect choice search. This right is important to know in advance at a price (interest rates, profits, and customer satisfaction).

OBJECTIVES

- Large market in customer preferences in the choice schools
- Selection of company sales for reasons
- Grand great access to the market and customer Read

NEED OF THE PROJECT

Now, with the company's business, which tends to face competition and goes fast? Planning for store sales to improve the customer experience and increase sales visits, marketing costs and sales for the choice will play a key role. The research network and expectations of customers, customer preferences, and alternatives in this regard, there is a need to feel (and will try to attract more customers to the stores).

SCOPE OF THE STUDY

Marketing researchers in the fields of large consumers to buy products in the market, like research, it will help to understand the customer's needs. This will contribute to the development of big bazaar and marketing.

TYPE OF STUDY: Descriptive method

All the researchers decided to build a company based on a number of the most important reasons. This is a very important factor for effective decision making is something that needs to be known.

SOURCES OF DATA COLLECTION:

Source data from primary and secondary information

Primary data the most important data collected for a particular purpose, in particular, to solve scientific problems. Information for customers who buy through the market and

individual interviews are collected by distributing a survey.

Secondary data: Statistics, magazines, journals, newsletters, the largest market, and the Internet.

SAMPLING SIZE:

The size model can be used for market research and an 80.

SAMPLING PROCEDURE:

You can learn, for example, independent representation. In this study, the selection method is somewhat strange.

TOOLS:

The instrument is used for the analysis of valuable information, graph, streaming, etc. I cannot answer all questions, be the questionnaire to participants and special care is taken to improve it. The method of officially received no response.

TECHNIQUES OF ANALYSIS:

Statistical methods and technical tools for customer information is a copy of the spreadsheet and analyze and draw pictures from the exhibition for marketing and communication concepts.

LIMITATIONS OF THE STUDY:

In terms of data collection and analysis, and because they may not have a lot of market research

- Study Samples from Big Bazaar.
- The respondents could not provide the correct information.
- The study is based on the understanding of the results of the respondents in the study.
- It becomes the biggest obstacle.
- This model is sold in markets limited by the clients.

4. DATA ANALYSIS & INTERPRETATION

1. SEX

INTERPRETATION:

The table shows that 63.75% of male respondents, 36.25% of female respondents.

2. AGE

INTERPRETATION:

35% of the answers to the above table were under 25 years. 30% of respondents aged 35-45, 27.5% of respondents aged 25-35. Every year 7.5% of those surveyed for 45 years.

3. OCCUPATION

INTERPRETATION:

35% of the respondents in the table show that there are students and professional customers, the owner of 25%, 25%, 10%, and 5%.

4. MARTIAL STATUS

INTERPRETATION:

The table is higher than 65% of respondents are married, and 35% of the show.

5. INCOME LEVEL

INTERPRETATION:

The table shows that 15% Rupees.10000-20000 income group dropped a group of subscribers, 12.5% of sales. Answer Rs.20000-40000 income and households 40000, and higher income, a 12.5% decline in the category..

5. FINDINGS OF THE STUDY

1. feel better, not retail markets 91.25% of the user's product quality

2. 78.75% of users are not satisfied with the market to buy a large,

3. 61% of the 10,000 customers who fall under income under the big bazaar / - per month.

4. For low cost and high-quality products to consumers, 40% of consumers chose a large market.

5. 51% of consumers, Big Bazaar consciously published.

6. 86.25% of the time consumers can buy in a large market, large grocery stores, and the health food market, I think.

7. They are also waiting for a month and a half, partly to subscribers 61.25%.

8. 91% of subscribers are in the consumer products market, as well as information on Big Bazar.

9. 63.75% of consumers visit the site frequently.

10. Customers when they visit the site for more than 53% of the products F.M.C.G.

11. 37.5% of consumers, because of the low-cost housing market and a subscriber market 22.5% due to large amounts of the product visits.

12. 72.5% were using the free event.

SUGGESTIONS

1. To attract customers, offer the brand largest market,

2. F.M radio and TV advertising should be better

3. Signage boards were appointed and the test should the choice of customers, but also must be increased.

4. Increased payments to a record store. (Direct Action)

5. Add court to improve time to market for commerce and big game.

6. A lot of good can be achieved with the services offered as home decor.

6. CONCLUSION

According to the researchers, customers, large selection of grocery stores, if the store better visits assessment management for that store customers have concluded that good.

Large parts of the bazaar customers feel that there are different types of products,

In India, there are many middle-class families and from market to market, middle class, India, great help for the middle-income group, price, quality, and marketing strategies have a significant impact.

Big Bazaar is good for stores and great deals and downloads. The biggest market is waiting for those waiting to get into several store sales. For example, Big Bazaar increased sales due to changes in the geometric and discounts Winter Barn are the biggest advantage.

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