



## A STUDY ON BUYING BEHAVIOUR OF CUSTOMER IN BIG BAZAR

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### ABSTRACT

The purpose of this study is to examine the complex dynamics of customer purchasing behaviour in the setting of Big Bazaar, one of the biggest national retail chains. Given the rapid evolution of the retail landscape and the ever-changing preferences of consumers, it is critical to examine the elements that impact purchase decisions in the context of megastores. A mixed-methods approach is used in the research to provide a comprehensive understanding of the numerous aspects influencing client preferences. Quantitative surveys and qualitative interviews are combined. The structured survey included in the study's quantitative component was given to a wide range of Big Bazaar customers. The poll looks into a number of topics, including product preferences, frequency of shopping, demographic data, and the impact of promotions on purchasing decisions. We'll use statistical analysis to find trends and connections in the data. In-depth interviews with a subset of participants comprise the qualitative component, which rounds out the quantitative results. The purpose of these interviews is to document the complex opinions; the study also delves into the impact of technological advancements on customer preferences, including the role of e-commerce platforms and digital marketing strategies in shaping purchasing decisions. Additionally, the research investigates the influence of in-store factors such as layout, ambiance, and customer service on the overall shopping experience.

### INTRODUCTION:

Big Bazaar is a well-known retail company in India that caters to a wide range of customers by providing a wide range of goods and services. This research attempts to explore the finer points of consumers' purchasing decisions made in the vast aisles of Big Bazaar. A wide range of factors, including cultural, social, personal, and psychological components, have an impact on the complex concept of consumer behaviour.

Big Bazaar is the perfect place to examine these elements and piece together the complex web of consumer decision-making because of its wide presence and wide range of product offers. The primary goal of this research is to provide important insights into the influences, preferences, and driving forces behind Big Bazaar consumers' purchasing decisions. We hope to offer insightful analysis that can guide strategic choices for Big Bazaar and the retail sector as



a whole by looking at the interactions between cultural influences, social dynamics, individual preferences, and psychological triggers .It is expected that the study's conclusions would advance knowledge of consumer behaviour both academically and practically, providing valuable insights for merchants looking to improve customer pleasure, loyalty, and the overall shopping experience.

This dissertation sets out on a thorough investigation into the elements that influence consumers' purchasing decisions in Big Bazaar with the goal of offering sophisticated insights that can guide both scholarly discussion and tactical retail operations. The intricate interplay of cultural, social, personal, and psychological factors shapes consumer behaviour. Analysing these factors in the context of a retail behemoth like Big Bazaar should product insightful findings for the discipline. The retail industry is faced with problems arising from changing economic landscapes, societal trends, and technology upheavals, all of which contribute to its ever-evolving dynamics. In light of this, it is necessary to examine carefully how users traverse the wide range of products and services that Big Bazaar offers. This study tries to explore the aspects that affect consumers' total shopping experience and influence their choices, from loyalty programmes and promotional methods.

## **SCOPE AND SIGNIFCANCE OF THE STUDY**

The study of Big Bazaar buying behaviour research is important because it covers a wide range of corporate operations, including marketing, product development, pricing, inventory control, and customer experience. Through the acquisition of consumer preferences and purchase habits Big Bazaar can maintain its competitive edge, improve customer contentment, and foster long-term expansion within the retail sector.

The study of Big Bazaar patrons is crucial to the company's success in the retail sector. Big Bazaar can create focused marketing campaigns, expand product offerings, optimise inventory management, improve customer experience, and acquire a competitive edge and revenue development by knowing client preferences, demands and purchase patterns.

## **OBJECTIVES OF THE STUDY**

1. To examine the promotional strategy adopted by big bazar.
2. To analyse the motive to shop in big bazar.
3. To suggest the improvement at big bazar.



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## LIMITATIONS OF THE STUDY

The following are the limitations of the study:

1. The study focuses on the responses of the people during the study period only
2. The sample size is restricted to 100
3. The study is confined to Chennai city

## RESEARCH METHODOLOGY

A research methodology is the process of identifying and assessing various methods used in the research process and the identification of the various data collection methods and type of approach used. This section deals with the research design applied for the research and the tools used for inferring the results.

## REVIEW OF LITERATURE:

**KISHORE BIYANI (JUNE 2015)**-Big Bazaar, founded by Kishore Bayan is a pioneer in the Indian retail industry. Its success is attributed to its innovative promotional strategies and discounts. The study aims to understand the role of promotional strategies in creating customer loyalty at Big Bazaar in Andhra Pradesh. Promotions involve offering trial experiences and incentives to increase sales in the future. These strategies are more effective than advertisements and maintaining a sales force. A survey was conducted to understand customer attitudes towards services provided by Big Bazaar.

**DR SHOBA JAMES (JANUARY 4 2012)**-The study aimed to assess customer satisfaction towards the new "RELIANCE SMART" and evaluate the impact of demographic variables on customer satisfaction in the retail sector. It examined store attributes and their role in purchase decisions. The findings revealed that customer demographics, particularly gender, significantly influence buying decisions. Store attributes also play a significant role in customer satisfaction. The study was conducted using primary data and the results were based on the "RELIANCE SMART" initiative.



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**YADAV ROHAN (MAY 2015)**-The Indian consumer's shopping habits and purchase patterns have significantly changed over the past decade. This research aims to identify the new Indian consumer profile, their purchasing habits, and factors influencing their behavior towards shopping malls like Big Bazaar. Big Bazaar, India's largest hypermarket chain, offers a wide range of products, including fashion, home furnishings, electronics, toys, footwear, apparel, accessories, luggage, fruits, vegetables, and stationary. The study aims to reveal the purchase patterns of consumers at Big Bazaar and provide insights into the changing consumer landscape.

**HARSHITH J.P & NIJAGUNA (APRIL 2019)**-The primary goal of a company is to generate income, increase sales, analyze customer preferences, meet requirements, and develop the business. To achieve this, companies must offer discounts and quality offers. The retail industry in India is evolving, and Big Bazaar stores are experiencing a significant shift in buying behavior. Vendors must understand this relationship to stay competitive in the evergreen business segment. Big Bazaar has an advantage in India by encouraging customers to buy without specific lists through promotions, offers, exhibitions, and window shopping. Discounts, coupons, combos, and low-cost options can help customers make impulsive purchases. The study report focuses on client's impulsive buying behavior in relation to Big Bazaar.

## **1.ANALYSIS OF VARIANCE (ANOVA)**

The analysis of the data collected from respondents is aimed at conducting purchase intention to customer and impact on customer buying behavior in big bazar. Further, the analysis of data collected from the respondents and interpretation of the findings resulting from this study are presented in the form of descriptions and tables as follows:

### **HYPOTHESIS:**

**H<sub>0</sub>:** There is no statically significant relationship between the age of the respondents and the aspects of big bazar marketing strategies

**H<sub>1</sub>:** There is a statically significant relationship between the age of the respondents and the aspects of big bazar marketing strategies



### ANOVA

ASPECTS OF BIG BAZAR MARKETING STRATEGIES DO YOU FIND MOST APPEALING					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.509	3	1.836	1.865	0.141
Within Groups	94.531	96	0.985		
Total	100.04	99			

SOURCE: COMPUTED DATA

### INTERPRETATION

From the above table the output of the ANOVA the significant value,  $p=0.141$  which is greater than 0.05 accepts the null hypothesis .this indicates that is no significant relationship between the age of the respondents and aspects of big bazar marketing strategies based on big bazar.

## 2. CHI-SQUARE

The chi-square test of independence has been undertaken by the researcher to determine whether there is an association between occupation and motive to shop at big bazar

### HYPOTHESIS:

**HO:** There is no significant difference between the age and motive to shop at big bazar

**H1:** There is a significant difference between the age and motive to shop at big bazar

### MOTIVE YOU TO CHOOSE SHOP AT BIG BAZAR

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2- sided)
Pearson Chi-Square	14.595 <sup>a</sup>	9	0.103
Likelihood Ratio	16.38	9	0.059



Linear-by-Linear Association	6.501	1	0.011
N of Valid Cases	100		

**SOURCE: COMPUTED DATA**

### INTERPRETATION:

The result of the chi-square from the Pearson chi-square value,  $\chi^2$  14.595 and the significant value, p is 0.103 which is greater than 0.05, accepting the null hypothesis at a 5% level of significance. Therefore, it is concluded that there is a significant relationship between the occupation and motive to choose shop at big bazar.

### 3. REGRESSION:

Regression is used by the researcher as measure to analyze the extent to which customer buying behaviour in big bazar. A dependent and independent variable extent these variables to increase to decrease together as negative and positive regression to increase the other decrease.

### HYPOTHESIS:

**H0:** There is no statically significant association between challenges and drawback

**H1:** There is a statically significant association between challenges and drawback

### CHALLENGES AND DRAWBACK OF BIG BAZAR

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	
		B	Std. Error	Beta		
1	(Constant)	2.032	0.327		6.212	
	Age	-0.034	0.148	-0.023	-0.231	



**SOURCE: COMPUTED DATA**

### **INTERPRETATION:**

The regression analysis between the frequency of challenges and drawback within the perceived impact on consumer buying behavior. The significance value with  $p = 0.231$  is greater than 0.05 accepting the null hypothesis. This implies a negative regression between the challenges and drawback of big bazar to their customer satisfaction when getting into negative hypothesis.

### **4. FRIEDMAN'S RANK TEST:**

The Friedman test was undertaken by the researcher to test for difference between the groups dependent variable being measured as ordinal, it was used to examine the strategy that customer buying behavior to improve at big bazar. Accordance with the occupation of the respondent through big bazar.

### **HYPOTHESIS:**

**H<sub>0</sub>:** There is no statistically significant difference between the occupation and customer buying behavior

**H<sub>1</sub>:** There is a statistically significant difference between the occupation and customer buying behavior

Descriptive Statistics						
	N	Mean	Std. Deviation	Minimum	Maximum	Mean Rank
Occupation	100	1.75	0.783	1	4	1.45
What improvements would you suggest to enhance your shopping experience at Big Bazaar	100	1.98	1.015	1	5	1.56

**SOURCE: COMPUTED DATA**

### **SUGGEST IMPROVEMENTS AT BIG BAZAR**



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Test Statistics	
N	100
Chi-Square	1.754
Df	1
Asymp. Sig.	0.185

**SOURCE: COMPUTED DATA**

### **INTERPRETATION:**

From the above table statistical evidence supporting to the alternative hypothesis because there is a statistically significant difference between the customer at big bazar and making purchase to develop market strategy. The chi-square test static is not significant with each data and it variable from different hypothesis. Based on these findings the null hypothesis of HO and accept the null hypothesis and H1 is a significant different between the challenges and drawback to improve the big bazar.

### **SUGGESTIONS**

- Examine past purchases made by customers to find best-selling items, seasonal patterns, and cross-selling opportunities. Strategies for product placement and inventory management can be informed by this information.
- Prepare a list of the things you need to buy before you go to Big Bazaar. This will assist you in maintaining concentration and preventing overspending on pointless purchases. Pay attention to the deals and promotions offered by Big Bazaar.
- Keep an eye out for weekly deals, holiday promotions, and exclusive price breaks on particular items. You can make purchases with less money if you do this. Make sure to enrol in any loyalty programmes or membership cards that Big Bazaar may provide. Profit from the exclusive discounts, rewards points, and exclusive deals that are available to members.
- Big Bazaar on social media or subscribe to their newsletters to receive updates on their most recent sales, the release of new products, and shop events. This can make your shopping trips more efficiently planned. Please don't hesitate to provide Big Bazaar





with any comments or ideas by speaking with store employees or via their customer support channels. Your suggestions can enhance both your and other customers' shopping experiences.

- To find the products that are frequently purchased together, use association analysis. To promote cross-selling, place these products next to one another. Teach salespeople to suggest related products to clients based on their past purchases.

## **CONCLUSION**

In conclusion the study on customer buying behaviour in big bazar into various insights into various aspects of challenges and drawback of organizational performance Purchase behaviours are influenced by a variety of customer demographics, such as age, income level, family size, and cultural background. Big Bazaar ensures relevance and resonance across various customer groups by catering to a wide range of demographic groupings through customised goods and marketing strategies. Customer purchasing decisions are greatly influenced by Big Bazaar's clever use of marketing efforts, loyalty programmes like "Big Bazaar Profit Club," and celebratory discounts. Sales are boosted during peak seasons by these activities, which foster a sense of urgency and encourage bulk purchases.

In conclusion, a dynamic interaction of price sensitivity, variety, convenience, promotional techniques, in-store experiences, digital engagement, and demographic dynamics is reflected in the purchasing behaviour of Big Bazaar customers. Big Bazaar can effectively fulfil changing consumer requirements and preferences by comprehending and adjusting to these aspects, which will fuel the company's continuing expansion and success in the retail industry. Big Bazaar has modified its tactics to interact with clients online in response to the growth of e-commerce and digital platforms. Examples of these initiatives include the Big Bazaar website, mobile app, and social media presence. These channels enhance the overall shopping experience by providing outlets for promotions, consumer feedback, and product discovery.

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