

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS RETAIL STORES WITH REFERENCE TO BIG BAZAAR IN COIMBATORE CITY

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### ABSTRACT

*This paper provides detailed information about the growth of retailing industry in India. It examines the growing awareness and abroad consciousness among people across different socio-economic classes in India and how the urban and semi-urban retail markets are witnessing significant growth. It explores the role of the Government of India in the industry growth and the need for the further reforms. In India the vast middle class and its almost untapped retail industry are the key attractive forced for global retail giants wanting to enter in to newer markets, which in turn will help the Indian Retail Industry to grow faster.*

### KEYWORDS

consumer behaviour, Big Bazar.

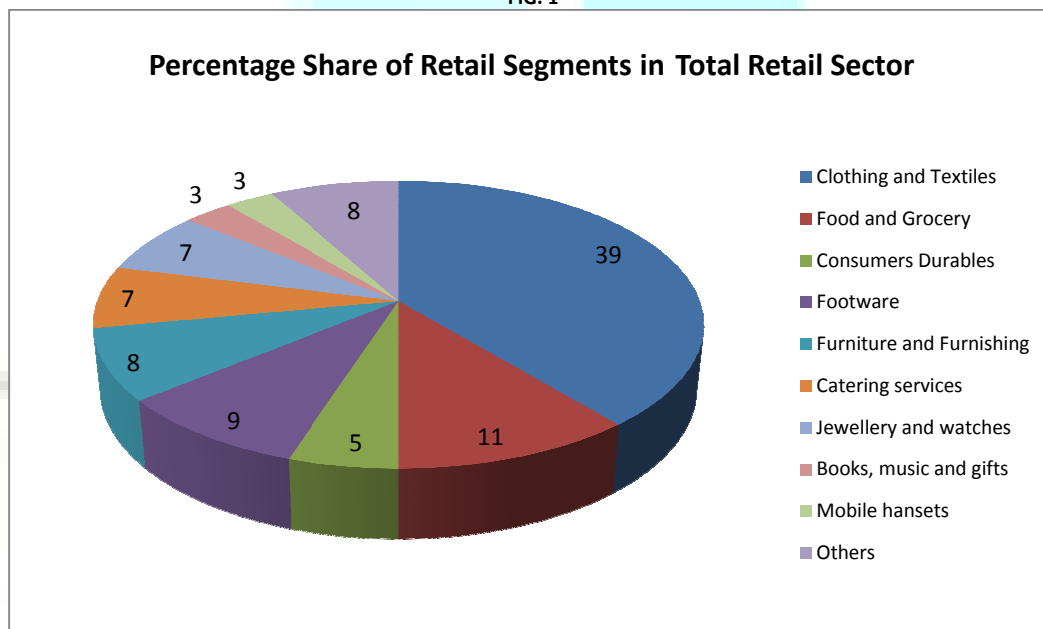
### INTRODUCTION

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The Indian Retail Industry is gradually inching its way towards becoming the next boom industry. In India the vast middle class and its almost untapped retail industry are the key attractive forces for global retail giants wanting to enter into newer markets, which in turn will help the India Retail Industry to grow faster. Indian retail is expected to grow 25 per cent annually. Modern retail in Indian could be worth US\$ 175-200 billion by 2016.

### GROWTH OF RETAIL SECTOR IN INDIA

Retail and real estate are the two booming sectors of "India in the present times. And if industry experts are to be believed, the prospects of both the sectors are mutually dependent on each other. Retail, one of India largest industries, has presently emerged as one of the most dynamic and fast paced industries of our times with several players entering the market. Accounting for over 10 per cent of the country GDP and around eight per cent of the employment retailing the Indian is India is gradually inching its way toward becoming the next boom industry.

FIG. 1



Big Bazaar is chain shopping malls in India, owned by the Pantaloon Group and which work on Wal-Mart type economies of scale. They have had considerable success in many Indian cities and small towns. Big Bazaar provides quality items but at an affordable price. It is a very innovative idea and this hypermarket has almost anything under one roof... Apparel, Footwear, toys, Household Appliances and more. The ambience and customer care adds on to the shopping experience.

## OBJECTIVES OF THE STUDY

The main objective is to determine the current consumer behaviour levels with regards to Big Bazaar.

- To identify factors influencing the consumers buying behaviour in Big bazaar.
- To Known the purchase pattern of consumers based on: out let location, Frequency of visit, Amount of money spent during each visit and types of products purchased.

## REVIEW OF LITERATURE

John Adams concluded in his study that the customers would be king and we would get good products at excellent prices. Wal-Mart is considered evil in the US and some cities do not even allow Wal-Mart to set up shops within their limits. One interesting aspects is that Wal-Mart grew in the opposite direction-capturing the rural, small town markets before storming the big cities. Super markets has itself take a toll 'nadar kadais' in fact at the store in my colony, they rearranged the shop according to vaasthu to improve sales. I wonder if they will be able to survive the hypermarkets.

According to Pachauri, Moneesha in his review, Consumer behaviour has interdisciplinary roots; it was a relatively new field of study in the mid to late 1960's. Because it had no history or body of research of its own, marketing theorist borrowed heavily from concepts which were developed in other scientific disciplines, such as psychology (the study of an individual), sociology (the study of groups), social psychology (the study of how an individual operates in groups), anthropology (the influence of society on an individual), and economics to form the basis of this new marketing discipline.

## RESEARCH METHODOLOGY

Technology, customers tastes and preferences play a vital role in today's generation. Research methodology is a test of various methods to be followed to find out various information's regarding market strata of different products. Research methodology is required in every industry for acquiring knowledge of their products.

### RESEARCH DESIGN

Exploratory research

### TYPES OF DATA TO BE USED

- Primary data
- Secondary data

### DATA COLLECTION METHOD

Data is 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 collected through secondary data.

## ANALYSIS AND INTREPRETATION

**TABLE 1. HOW FREQUENTLY DO YOU VISIT BIG BAZAAR?**

Frequently Visit	Total	Percentage
Once in week	39	31.2
Once in a every 15days	18	14.4
Monthly	56	44.8
On unplanned basis	12	9.60
<b>Total</b>	<b>125</b>	<b>100.00</b>

**Interpretation:** Out of the 125 respondents 31.2% of respondents visit big bazaar once in a week, 14.4% visit once in 15 days, 44.8% visit monthly and 9.60% visit on unplanned basis. It is known from the above table majority of the respondents visit the shop monthly.

**TABLE 2. MONEY SPENT PER VISIT**

Money spend	Total	Percentage
Below Rs.500	11	8.80
500-Rs.1,000	37	29.60
1000-2000	65	52.00
More than 2000	12	9.60
<b>Total</b>	<b>125</b>	<b>100.00</b>

**Interpretation:** From the above table it is found that 8.80% of respondents, spend money below Rs.500, 29.60% spend Rs.500-1,000,52% spend their money between Rs.1000-2000 and 9.60% spend more than Rs.2,000.It is known from the above table majority of the respondents spent their money between Rs.1000-2000 per visit.

**TABLE 3.WHICH CATEGORY OF PRODUCTS DO YOU BUY MOST AT BIG BAZAAR?**

Products	Total	Percentage
Grocery (Provision)	34	27.20
Gift articles	38	30.40
Medicines	12	9.60
Cosmetic	14	13.60
Kitchen & Utensils	17	11.20
Others	10	8.00
<b>Total</b>	<b>125</b>	<b>100.00</b>

**Interpretation:** From the above table it is found that 27.20% of the respondents purchase grocery (provision), 30.40% of the respondents purchase gift articles 9.60% of the respondents purchase medicines, 13.60% of the respondents purchase cosmetics, 11.20% of the respondents purchase kitchen & utensils and 8% of the respondents purchase others. It is known from the above table that majority of the respondents purchase gift articles.

**TABLE 4: MAIN PURPOSE OF PURCHASE**

Particulars	Total	Percentage
Personal Usage/consumption	88	70.40
To gift	22	17.60
Any other specify	15	12.00
<b>Total</b>	<b>125</b>	<b>100.00</b>



**Interpretation:** From the above table it is found that 70.40% of respondents purchase for their personal use, 17.60% purchase to gift and 12% purchase for free coupons and discount prices. . From the above table we came to know that the majority of the respondents purchase for their personal purpose.

## FINDINGS

From the responses of 125 customers the findings can be listed as:

- As per the findings, all are having the awareness of Big Bazaar. We can say that Big Bazaar have good place in the minds of the consumers.
- As per findings, Majority of the Respondents are purchasing for the Purpose of Personal use/consumption only.
- As per findings, Majority of the respondents are interested in purchasing gift articles.
- Most of customers spend their money to purchase in-between Rs.1000-2,000

## CONCLUSION

Consumer is the central point and all the marketing activities revolve around it. Manufacturer produces what the consumer wants. As the consumer's attitudes differ from person to person the producer must understand it. Retailer perhaps is the last link in the chain of distribution who sells goods to the ultimate consumer. However, big bazaar can adopt some strategies to get inside the hearts and imaginations of their customers. Attracting a new consumer can cost five times as much as pleasing the existing consumers. Through our research we conclude that big bazaar must continue to alter, adopt and develop products to keep pace with consumers changing desire and preferences.

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