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A STUDY ON CUSTOMER PREFERENCES IN SELECTING PRODUCTS AT BIG BAZAAR RAJAJINAGAR, BANGALORE

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Abstract

Every commercial has the same overarching goal: to maximise profit while also expanding the company's client base, learning more about its target audience's likes and dislikes, and meeting the demands and expectations of the market. For this goal, the company should focus on attracting customers by providing them with more generous discounts and offerings of increasingly high quality.

The retail industry is one of the few that can reliably predict growth in the Indian economy, and every single retail firm operating there is fiercely competitive. The retail sector is rapidly evolving into a future economic powerhouse as businesses strive to win over consumers' hearts and keep them as clients for the long haul. Discounts, deals, combinations, variety, cheap cost, and attractive displays at Big Bazaar in India all play a part in enticing shoppers to make impulse purchases rather of sticking to a shopping plan. All of the findings in this study are based on surveys of shoppers at Big Bazaar in Rajajinagar to gauge their product preferences.

A Study of Shoppers' Preferences for Products Sold at Big Bazaar in Rajajinagar, Bangalore

This study is a marketing study along with the association of Logistics industry, and it was designed to be subjective while still accomplishing its main purpose. Primary data was gathered from a random sample of 100 consumers of Big Bazaar utilizing a standardized questionnaire.

When there is a price reduction, most buyers take advantage of the opportunity to stock up on their favorites. Customers' tastes dictate most sales in the apparel, cosmetics, and personal-use goods categories. Customers tend to be of higher socioeconomic status and shop at the business once a month. Customers report feeling happy with their purchases at Big Bazaar and praising the store for stocking a wider variety of items from a given manufacturer within a certain product category.

Keywords: Hyper Market, Supply Chain, Retail, Equity Ratio, Product Service Profile, DEPS, TAT

1.0 Introduction

The objective behind this case study is to get an exposure to a variety of marketing tasks in a real-world business environment. It was challenging, but eventually it was given more and more responsibility. A retail market is having an indispensable relation with the logistics, it is frantically shifting due to the empirical research on Industry 4.0. The outcome derived from the hands-on experience in the field. This paper gives an insight into what kind of products retail establishments should stock based on client preferences is provided and the picking packing from meeting the first mile to the last mile.

1.1. Factors anecdotally important for retail industry along with the logistics:

1. Acquiring marketable skills by analyzing the material/Product to decide its TAT (Turnaround time)
2. Gaining valuable network to meet up the TAT (As the covid situation taught us the importance of speed along with the bulk material.
3. Maintaining a proper DEPS control (Damage, Excess, Pilferage and Shortage)
4. Possibility of establishing a network of contacts, among both the sectors, that may be used as a resource while looking for further acceleration in the business.

People all over the country will benefit from Big Bazaar's convenient one-stop shopping for a wide variety of goods, with an emphasis on meeting customers' specific requirements.

One of the most rapidly growing sectors of the economy is retailing, which we'll discuss in Section 1.1. The retail professional is one of the country's top executives, providing up fantastic opportunities for companies across the board.

Shopping is the process of acquiring daily needs such as clothes, food, groceries, etc. In certain cases, it takes on the combined roles of habit and pastime for the people involved. Shopping may be a source of enjoyment, especially when it consists mostly of window shopping and does not always lead to a purchase.

The role of retail is that of a go-between between the maker and the end user. In this market, consumers purchase items for non-commercial usage. Shops selling a broad variety of goods under one roof are a rapidly expanding part of the Indian economy.

What's more, the advertising tools and strategy are crucial in drawing customers into the business. They provide their clientele with high-quality items and services that meet their demands.

Better supply chain management satisfies the demands and wishes of the customers, which boosts product demand and aids in the education of the general populace. Electronic transactions are used for billing purposes.

With the use of enticing advertising materials, retailers may effortlessly draw customers in. They buy in bulk from manufacturers and then offer their wares at a discount to end users. Manufacturers may advertise their wares inside the shop, quickly gauge client preferences, and arrange their service in any way they see fit. When items are organised well, it's easier for consumers to find what they're looking for.

The retail industry contributes around 8 percent of India's GDP. It raises people's level of life by creating many new jobs for them to take advantage of.

1.2. The different kinds of products

The retail industry is often broken down into the following categories:

- When it comes to food and other provisions (FMCG), there are both those that must be kept refrigerated and others that are OK at room temperature.
- Items that can withstand regular use and wear and tear, such as kitchenware, sports gear, furniture, automobiles, etc.
- Expendable items including makeup, medication, shoes, and office supplies.
- Creative products, such as musical instruments that provide a nice tone or well-designed homedecor.

Models of shopping

Hypermarket

Compared to similar stores, the prices here are far more reasonable, and the selection is extensive. The grocery and retail store merged into one convenient location.

Retail outlet resembling a warehouse

Here, we may get items of superior quality for a fraction of their usual price.

1.2.1. Supermarkets with a wide selection

This shop has a smaller selection of cheaper items than most others. Demographic In this section, we examine just one subset.

Grandma and Grandpa

The family members who run this store have kept it modest in size and focus, stocking just a limited selection of high-quality goods in each area.

Supermarket

Self-service is only available at this one shop. Mainly focused on edibles, food, and groceries, with a limited selection of other things

specialized shops

These stores often sell just one kind of goods or only specialized items. Things like footwear, playthings, autos, and so on are all fair game.

In-Store Department Shops

These are very extensive sales that provide a wide selection of items at low prices, unlike these selections seen in specialized shops.

1.2.2. Marketplaces with everyday goods

These establishments provide the people of the countryside with the products and services they need.

A quick-stop shopping Centre

Stores like this cater to those in need of quick and simple access to supplies, yet they sell an insufficient quantity of items at above-average prices.

Stores that sell items at a discount

These shops sold N times as many things as the competition, and did so at a fraction of the cost.

The scenery and atmosphere are stunning. We'll be spending more

time here since it has everything we need, plus food and entertainment.

Eliminators of Types

Here, you may find a large selection of items in a single category, all at prices that are cheaper than the market average, with more details about each item.

Coffee vending machine

It's compact and operates like an automated machine, with clients dropping money into a slot and retrieving the goods within. depending on the disposable income of the target market.

Boutique

Concept stores are small shops that specialise on selling a single designer's wares.

1.3. World top ten retailers

TESCO is a retailer that has been around since 1919. Headquarters are in the UK, in the town of Chesnutt (England). The company was started by Jock Chosen. Around the world, you may find about 6900 locations.

COSTCO is a government-sponsored warehouse club that first opened its doors on December 7, 1976. The company's headquarters may be found in Issaquah, Washington. Nearly 900 locations across a variety of nations are open for business.

As far as department stores go, **WALMART** takes the cake. A beginning date of 1962 may be found for this endeavor. With over 12,000 locations spread across 30 countries, this retail giant has the biggest annual revenue and employs the most people of any company in the world.

KROGER It's able to manage both discount and department stores. The United States of America is home to the company's headquarters. Established in 1883, the company now operates about 3,000 locations in more than 100 countries. Billion Court, France is home to **CARREFOUR**'s headquarters. There are now 11,000 shops open.

Established in 1946 in Essen, Germany, **ALDI**'s headquarters are located there. Worldwide, there are 9,800 of them. **METRO** is a chain of department stores that was opened in 1964. The German headquarters is the primary location.

AMAZON.COM:

In other words, it's a business built on the concept of online purchasing. The company's headquarters are located in the USA and it was founded in 1994. Over 300,000 people are employed here. In other words, **LDLI** is both a supermarket and a discount shop. Nearly 2,000,00 people are employed throughout more than 30 different nations.

CHALLENGES TO BE OVERCOME • Pricing - It's common knowledge that Indians are thrifty. More clients and longer business life may be achieved via offering low prices. If you want to make a fast and simple adjustment, this is the one to use.

Customers, being the intended audience, are the retail industry's first priority. It's a key factor in the thriving retail sector.

Products are the ultimate aim. It entails doing things like getting what you need when you need it and where you are. Customers often give a lot of thought to where a company is located because of how accessible it is to them. The local context informed the person's choice of strategy. The impact of technology, which has

allowed for the transformation of ideas and thoughts with the aid of electronic devices and computers, has contributed to the expansion of India's retail industry.

- bridges the gap between customers and producers.
- People have a lot of disposable money, which raises their quality of life.
- As the number of working women grows, so does their desire to make quick purchases without sacrificing quality.
- It's simple to entice overseas investors.
- It informs buyers about the product's high standards and wide selection.
- It's convenient to have such a large selection of high-quality goods all in one place, and it aids in time management.

1.4 Profile of the company

An example of a private company, **FUTURE GROUP**. Retail, insurance, supply chain, and media are its mainstays. Kishore Biryani started the company and serves as its chief executive officer. The main office is located in the Indian city of Mumbai in the state of Maharashtra. Currently, it offers both premium meals and fast food to its customers (FMCG). The services provided by the Future Group include grocery, discount, hypermarket, insurance, logistics, and media. A total of around \$144 million has been tallied as net income.

The Future Group is comprised of the following subsidiaries:

- Future Retail Ltd.
- Up-and-coming businesses catering to consumers.
- Supply Chain Future Ltd.
- Brands of the Future, Ltd.
- Financial Holdings for the Future, Ltd.

A subsidiary is a company that is a

- the largest shopping malls in the world
- today's simple things: a quick trip to the nearest convenience shop.
- the food mart, is a supermarket chain.
- Factoring in namesake brands
- the food court is a high-end lifestyle eatery.
- Hometown, number six: a hardware and construction supply warehouse
- electronic megastore
- Fashionable athletic wear can be purchased at Planet Stores, our number eight pick.
- An Aadhaar-linked retail chain in rural areas.

1.4.1. Promoters

Big Bazaar is a Hindu undivided firm in the retail industry that has been operating since 2001 from its headquarters in Mumbai, Maharashtra, India.

Market type: hypermarket Revenue: Rs. 140 billion (US \$2.1 billion)

The company has around 50,000 workers, Future Group as its

parent company, and the slogan "New India, New Bazaar." Managing director Kishore Biyani, Joint managing director Rakesh Biyani, Whole Time Director Vijay Biyani Chairman Shailesh Hari Bhakthi and the other directors Darlie Koshy, Doreswamy, Gopikrishna Biyani and VK Chopra.

1.4.2. Overview, goals, and quality standards MASSIVE MARKET APPROACH

As a company, Big Bazaar's ultimate goal is to meet its consumers wherever and whenever they may be in need of its services.

PROJECT: ATTACK THE BAZAR

First, we're invested in the growth of the Indian economy and do our part by constantly innovating our products in order to increase our consumers' purchasing power and stimulate the country's overall economy.

We will lead the way in advancing transportation clusters, realising the potential of retail, and judiciously using each and every kind of client.

Third, we always strive to find ways to lower prices, and no matter what may come, you can count on us to always provide excellent products and helpful support.

The key force that will make us effective is our inspiring way, honesty, lowliness, and combined certainty, we may vow.

We have the potential to be competent, to be occupied by knowledge, and to focus on the value of our work.

POLICY ON QUALITY

Big Bazaar promises that all of its items are both reasonably priced and of high quality.

HISTORY OF THE GREAT Bazaar:

At 2002, ICICI bank established a presence in the Big Bazaar food market in Mumbai's upscale Phoenix neighbourhood.

2003:

Nagpur served as the site of the opening of a new Bazaar shop, which has two layers of cities. Bazaar prepares to open its Gorgon store to its 10 millionth shopper.

2004:

The Bazaar and the Food Both the National Award and the Most Admiral Award were bestowed to Bazaar. Company profits reached Rs 10 million in a single day.

1.4.3. Product Service Profile Big Bazaar's wares, organized by section

- All the necessities of life may be found at Big Bazaar, a gigantic market that caters to a wide variety of income classes. There are five stories above ground, and a subterranean garage.
- On the ground floor, you'll find a wide variety of green and leafy vegetables, as well as essential nutrients like drain, yoghurt, margarine, etc.; next to this section, a bakery was specially created for the customers; and the rest of the staples and food bazaar is laid out in an eye-catching fashion.
- Food, ready-to-eat, ready-to-cook, the Chef Zone, Spruce and Polish, the Men's Grooming and Beauty Center, Home Goods, Serving Takes pleasure, Cooking Delights, and Home Utilities make up the bulk of the first floor.
- On the second floor, you'll find women's clothing and accessories, including Western wear, dhoti, sleepwear, accessories, sportswear, children's clothing and accessories (including boys' and girls' clothes, apparel for infants, and accessories), Ivory Tag, fashion jewellery, handbags, sunglasses, and other accessories.
- The men's clothing, women's clothing, children's clothing, accessories, sportswear, footwear, and gift shop are all located on the third level.
- Bed, curtains, carpets, bathrooms, doormats, kitchens, cosmetics, E-zone, luggage, toys and sports, and office supplies are all located

2005:

The -Zone and Hometown networks debuted.

For its most devoted clients, ICICI Bank has introduced the Golden Credit Card.

2006

The year saw the debut of -Zone and Home town.

The ICICI bank has released a golden credit card for its most loyal customers.

2008,

a new campaign named MahaBachat was introduced. launched aar (FBB).

2010'

Big Bazaar took up s CNBC Consumer Award for the third year running. The Kanpur location is the third to open.

2011'

Vidhya Balan won the AAR Price Challenge and became their official spokesperson.

2012,

During Disney released a line of cookies aimed towards children. Delivery services from Bazaar have begun in Mumbai.

On February 24th, the notion of customer service was unveiled in the Rajajinagar household.

2014,

In Azeem will spend Rs. 100 crores on advertising.

2015 saw the opening of a brand new mall

2016:

time of year.

They're expanding to 300 shops in 100 different cities.

2017,

the company devoted more resources to use social media to win over influential customers and sent 185,000 discount vouchers. to 20,000,000,000 croats in value. That's among the greatest results for a retail business in India.

2018:

The goal of Google's upcoming "smart search" is to provide users with personalised results that include relevant advertisements.

on the fourth floor.

Hometown, Reclining Sofas, Exploring Wardrobes, Studies, and Office Furnishings are all suited on the Fifth Floor.

1.4.4. Products Profile

LEVEL G - FOOD

1. Staples, Pulses
2. Beverages
3. Refrigerated Products (Frozen Veg & Non Veg)
4. Dairy Fresh
5. Fruits & Vegetables
6. Bakery

SEVA COUNTER

1. Chakki Counter
2. Spice Market
3. Vegetables Cutting

LEVEL 1 - FOOD

1. Chef Zone
2. Spic & Span
3. Fabrikleen
4. Hungry Kya
5. Men's Grooming

BEAUTY CENTRE

HOME WARE

1. Serving Delights
2. Cooking Delights
3. Home Utilities

LEVEL 2 – LADIES

FASHION

1. Western Wear
2. Ethnic Wear
3. Sleepwear
4. Accessories
5. Sports Wear

KIDS FASHION

1. Boys & Girls Wear
2. Infants Apparels
3. Kids Accessories

IVORY TAG

1. Fashion Jewelers
2. Ladies Hand Bag
3. Sunglasses
4. Ladies Fashion

LEVEL 3 – MEN'S FASHION

1. Formal Wear
2. Occasion Wear
3. Casual Wear
4. Denim & Tees
5. Sleepwear
6. Accessories
7. Sports Wear

FOOTWEAR

1. Men's
2. Ladies
3. Kids

GIFT CENTRE

LEVEL 4- HOME FASHION

1. Bed
2. Curtains
3. Carpets
4. Bath
5. Doormats
6. Kitchen Accessories

EZONE LUGGAGE TOYS & SPORTS STATIONARY

LEVEL 5 – HOME TOWN

1. Recliner Sofa
2. Explore Wardrobes
3. Study & Office Furniture
4. Modern Bedroom Furnitures
5. Sofas & Sectionals

Functional Departments of Big Bazaar

Big Bazaar, Rajajinagar, is home to no less than six distinct divisions.

1. The Financial Department
2. The Marketing Team
3. The Human Resources Division
4. The Sales Division
5. the working section
6. Positions and
7. Support System Area,

8. Customer Service Desk,
9. Administration, and Logistics

Public Infrastructure Parking

- Safety route
- Restrooms
- Disability aids, including wheelchairs
- Mother's bedroom
- Shopping experience
- Caveat: No Refunds
- Safe Hydration
- Lifts / Elevators

1.5. Big Bazar's Contemporary Organizations

TATA and TESCO own a stake in STAR BAZAAR, one of their many businesses. It has locations in Kolhapur, Mumbai, Poona, Aurangabad, and Bangalore, making it one of India's largest hyper markets. Star daily is Poona's express newspaper.

Tata's 11 superstores may be found all throughout India, and the biggest one has 40,000 to 80,000 square feet. Star Bazaar carries groceries, electronics, clothing, and produce. More than 30,000 products are available at low costs.

Among the many conveniences offered by Star Bazaar are a live bakery, free home delivery, and an expedited counter. With 100 outlets in 38 locations and monthly sales of Rs. 1845 crore, Star Bazaar is a retail powerhouse.

Established in 1997 with headquarters in Kolkata, the company now has 76 pantaloon outlets across 14 cities. It once gained notoriety as a part of the Future Group's retail apparel empire, but is currently wholly owned by Aditya Birla Nuevo Limited (ABNL). The pantaloons of the future are said to have faith in over a hundred different brands.

As of right now, it has 86 retail locations in 40 different cities. The company also has 1.7 million square feet of space in India.

The RELIANCE RETAIL brand was established in 2006 and is headquartered in Mumbai. They are Reliance Industries's affiliates. Revenue-wise, Reliance Retail is India's most important store. It sells a wide variety of consumer goods, including food items, groceries, clothing, shoes, home renovation supplies, lifestyle accessories, electronics, and more. As of this writing, its 2000 outlets spread throughout 155 cities across India's 9 million square feet of retail space.

plans and creative thinking

The advent of Big Bazaar's new ideas and innovations has helped it attract clients, win over the public's favour, and ultimately achieve its financial goals.

Big Bazaar has implemented a number of schemes and innovations, including,

The goal of the "Wednesday Bazaar" was to get people interested in and shopping at the business. This endeavour began in the first month of 2007.

The concept of Mega Savings (Mahabachat) was developed in 2006 as a one-day marketing campaign with special discounts and deals at every corporate store.

Customers may exchange unwanted items, such as old newspapers, clothing, toys, etc., for store credit or other goods. It is a universal fact that Indians will trade in their things for coupons that may be used for other items at any store in the country.

Big Bazaar is implementing a new promotion called "Every Day Lowest Price" (EDLP) for the 2017–2018 year in which some goods will be sold at their lowest price every day.

1.6. Swot Analysis in the context of Big Bazaar

STRENGTH

Attractive promotional offers offered by Big Bazaar to entice client via discounts, sales, exchange deals, etc.,

- A. Biggest value retail chain in India
- B. Everyday cheap pricing, which attract people.

Maximum conversion of shoppers into buyers
 Convenient store location
 Wide selection of products
 All of your shopping needs in one place
 Huge cost savings
 Assist in the general welfare of the populace
 Big Bazaar's extraordinary brand equity
 Appreciated by Big Bazaar's management
 Team
 Customer- focused strategy

WEAKNESS

Limited branded products
 Limited number of billing counters
 Distracts customers
 Huge crowds during offer period
 Lack of trained employees

Huge crowds during offer period Lack of policy formation Overcrowding throughout offer Period Inability to open store on time Less quality concern Low price

= low quality Lack of parking space for vehicles (general perception)

OPPORTUNITY

The Big Bazaar team may plot their worldwide expansion via strategic alliances. Installation of stores in outlying suburban areas.

Adapting to consumers' shifting tastes and expectations; expanding the popularity of shopping malls in India; highlighting the unique qualities of Indian-made goods; creating new fan favourites.

Due to: low levels of competition; an expanding distribution network; a growing catalogue of name- brand items; a window of opportunity to expand into new markets;

Opportunities in the retail business Customers' preference for visiting large stores' links to well-known brands

THREAT

Big Bazaar's market share may take a serious hit if e-commerce sites like Amazon and eBay gain popularity.

The influence of global retailers like Wal-Mart entering the Indian market, as well as other factors like as population growth, shop disorganisation, and government policy changes, have been examined with respect to the performance of India's largest supermarket chain, Big Bazaar.

GOALS AND OUTLOOK:

- A. Expanding our physical presence, particularly our Brand factory stores.
- B. In-House Order-by-Phone Capability
- C. Enhance the scope of available payment methods while making purchases online.
- D. It is planned to run a weekly ad campaign highlighting the deals being offered.
- E. Robotics in customer service

Try to find a way to get your hands on a replacement.

1.7. Analysis of financial Statement RATIO ANALYSIS;

1.7.1. CURRENT RATIO

$$\text{CURRENT RATIO} = \frac{\text{CURRENT ASSET}}{\text{CURRENT LIABILITY}}$$

TABLE SHOWS CURRENT RATIO FOR THE YEAR 2017, 2016 & 2015

YEAR	Current asset/ current liability	Ratios
2017	2594.30 / 1470.11	=1.76
2016	2520.40 / 1642.37	=1.54
2015	6214.75 / 3217.64	=1.93

INTERPRETATION:

Since 2017's CR is higher than 2016's, it's an indication that the company is in a stronger financial position to meet its commitments. This demonstrates the company's ample liquidity.

1.7.2. DEBT- EQUITY RATIO

$$\text{DEBT EQUITY RATIO} = \frac{\text{DEBT}}{\text{EQUITY}}$$

TABLE SHOWS THE DEBT EQUITY RATIO FOR THE YEAR 2017, 2016 & 2015.

YEAR	Debt / Equity (equity share capital & surplus)	Ratios
2017	4953.11 / 3809.80	Ratios
2016	4554.44 / 3317.79	= 1.38
2015	4200.93 / 5197.92	= 0.81

INTERPRETATION:

In 2015, the debt-to-equity ratio was 0.81; it rose sharply over the next two years.

A debt-to-equity ratio below 1.0 is desirable. Ratios above the "ideal" range indicate that the company's creditworthiness and balance sheet strength are declining; consequently, the ratio was optimal in 2015 but has since increased and then decreased slightly.

1.7.3. PROPRIETARY RATIO:

$$\text{PROPRIETARY RATIO} = \frac{\text{PROPRIETOR FUND}}{\text{TOTAL ASSETS}}$$

TABLE SHOWS THE PROPRIETARY RATIO FOR THE YEAR 2017, 2016 & 2015

YEAR	Proprietary fund (equity) / Total assets	Ratios
2017	3809.80 / 8762.91	= 0.44
2016	3317.79 / 7872.23	= 0.422
2015	5197.92 / 9398.85	= 0.55

Interpretation:

In 2015, the company's proprietary ratio was 0.55, which was higher than the ratio in 2016 and 2017. More than one means the company is more financially secure in the long run. With 2017 seeing a drop to 0.44, the company is clearly relying more on debt to fund operations.

2.0. Literature Review

2.1 Theoretical Background of the study

In one sense, marketing predates human civilization itself. Ancient marketing was quite different from modern marketing, being mainly concerned with selling products or beating up customers. However, the modern day is excessively fast-paced, filled with advertisements and attempts to increase sales through customer relationship management (CRM) systems.

Because of the abundance of rival businesses, each of which competes for a portion of the consumer market and works hard to attract new customers, marketing has become more vital. The term "market" refers to a much broader concept that encompasses all marketing tools and includes the provision of all products and services straight from the source of production or invention. There is an immediate need in the country development to increase the supply of market managers since marketing is the single most essential aspect in the generation of efficient resource use.

The definition of a market is a place where buyers and sellers come together to do business. The definition of marketing is the process of increasing demand for a product or service in a given market using various means, such as advertising.

Scope of Marketing:

- Products, or goods, are anything that can be held in one's hands. In which it may be sold not only face to face, but also by telephone and online.
- Services are an example of anything that is intangible and hence not physically present. Currently, more than 60% of GDP is generated by the service sector. Industries such as the hospitality industry, transportation, finance, etc.
- One kind of item that raises people's awareness of the present in light of the future is an event.
- Data: Usually, we obtained data from several sources, such as the internet, books, journals, Wikipedia, websites, etc.

Goals of Marketing:

- Encourage them to use as much as they can.
- Raise shoppers' general happiness.
- Increase customers' options as much as possible.
- Maintain high quality for as long as possible.

Marketing Mix:

There are mainly four marketing mix,

1. PRODUCT

- Variety
- Quality
- Features
- Packaging

2. PRICE

- List price
- Discount
- Allowance
- Offers

3. PROMOTION

- Advertising
- Personnel selling
- Public relation

4. PLACE

- Location
- Inventory
- Transportation

IMPORTANCE OF MARKETING:

- So that the organisation may realise its aims and purposes.
- To promote the development of the national economy and facilitate the introduction of cutting-edge technological solutions.
- In order to maximise output and efficiency.

Factors Influencing Buying Behaviour

EXTERNAL STIMULI	INTERNAL STIMULI
1. Store characteristics	Impulsiveness
2. Sales promotion	Enjoyment
3. Employees	Hedonism
4. perceived crowd	Emotions
5. sensory shopping	Product involvement

2.2. LITERATURE REVIEW:

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
HOCH ANDROOK (1985)	Advances in consumer research	Concentrated on the consumer's mental and emotional state as they made a purchase decision.	Customer preference
GOODEY & ABRATT (1990)	Management decision and economics	Merchandise sales in the industrialised world can be boosted by "preferences buying," a method studied, which involves manufacturers and retailers spending large sums of money on personalised advertising and promotion. The effects of in-store cues are universal.	Importance of ads in selling.
PIRON (1991)	Association for consumer research	The consumer is the one who sets off the phenomenon of "preferences purchases," and he is the one who shows how the new updates are an improvement over the old one.	Effects of new updates or trends in purchasing
Et.al DITTMAR (1996)	Individual difference in buying	Having concluded that gender and social group have an effect on preferences, researchers have looked at people's spending habits on both necessities and luxuries as a window into their sense of agency and freedom.	Effect of societal group on preferences
Wood	Influence of lifestyle and cultural factors in	Asserted that a person's economic and cultural circumstances, such as a low household income,	Effect of cultural factors on preferences

	consumer preference	encourage impulsive purchases.	
HAUSAMAN(2000)	Journal of consumer marketing	Explained preference purchasing is driven primarily by the satisfaction of high-level wants and needs, which are classified as "motivational needs" in Maslow's theory.	Customer preference
LEE & KACCE N(2002)	Journal of consumer psychology	When viewed from a theoretical or philosophical vantage point, the individualism and collectivism hypotheses reveal several fascinating facts concerning consumer choice behaviour.	Individualism is the more Independent in greater preferences purchase.
WONG AN DZHOU (2003)	Consumer impulse buying and in store stimuli	Give examples of how the innovative and educational features of point-of-purchase (POP) drives the internal motivations to acquire certain items.	Customer preference
WANG (2005)	Preference of the customer towards products in the retail store,	Based on his research into shoppers' product preferences, he came to the conclusion that people aren't buying from brick-and-mortar stores as much as they once did because they're increasingly willing to buy counterfeit versions of high-demand items.	low cost with low quality product will satisfy the customer
MOORES & CHANG (2006)	Attitude of the customer towards buying	Researchers found that when comparing male and female shoppers' attitudes toward making a purchase, the latter are more likely to be optimistic.	Difference in customer attitude in making purchase
SINGH AN DKAUR (2007)	Young People's Consumer Identities	When researching the preferences of teenagers, researchers discovered that sensory stimuli like music and the pleasant smell of products play a crucial role in influencing consumers' decisions and getting them to make purchases.	shopping preference of the teenagers
FURNHAM & VALGERISSON (2007)	Customer Experience Assessment	Studied that consumer choosing and exhibiting favourable attitude towards the counterfeits items so that it helps to realise that the customers are putting more priority to the \smoney.	Customer preference towards the counterfeit products
RADHA & SHYLAJON (2007)	Customer preference Measurement	After conducting extensive research into what factors prompt consumers to make a purchase, they concluded that consumer demographics and brand recognition were the most significant.	Effect of demographic factors on preferences
HARMANCI OUGLU (2009)	Journal of product and brand management	Managers could benefit from placing an emphasis on ardour and a wide range of products in their advertising if they followed advice to maintain knowledge of consumer behaviour triggers and the effectiveness of novel goods.	Customer preference
PATHAK & TRIPATHI (2009)	Service quality, customer satisfaction, and customer value: A holistic perspective	After researching how shoppers decide what to buy in stores, researchers came to the conclusion that customers care most about the quality, variety, and accessibility of the store's offerings rather than the prices or brands sold there.	Importance of service
BASTIN AND YU (2010)	Impulse buying behavior	The store's atmosphere, design, and promotional strategy were analysed to determine their effectiveness at luring customers and encouraging them to make purchases within their preferred product categories.	Importance of store layout
KHALIFA AND SHE N(2012)	System design effects on online preference buying	Consumers' prior experience mediates the link between their wish list and their actual spending habits.	Customer preference towards online shopping

3.0. METHODOLOGY

3.1 PROBLEM STATEMENT

The research has been performed on Big-Bazaar in Rajajinagar, Bangalore to identify consumer preferences of choosing items at Big-Bazaar. Some specifics of this investigation are as follows: (income level, price, selection of products satisfaction level of customer s)

3.2 WHY THIS STUDY IS NECESSARY

These days, every store wants a bigger slice of the retail pie since the sector as a whole is struggling. We need to know customer choice and their expectation and also evaluate our service and process by gathering feedback of customer since market situation is going to change every day due to offers, cheap pricing.

These study indicate consumer preferences where we can modify lots of item that buyer don't like and we can use effective design to gain connect with customer.

3.3 OBJECTIVES OF STUDY

- Identify the purchase habit of the consumer with regard to preference.
- Know the choice buy of consumer before purchasing.
- Be aware of the elements that influence one's purchase decisions based on personal preferences.
- To learn which product types are most popular with consumers.

3.4 SCOPE OF THE STUDY:

The findings of this study will be relevant to the decision-making process customers go through while buying products from Big-Bazaar. The information in this research will be useful in gaining insight into the preferences of Big- Bazaar customers and shaping future strategies for boosting sales.

3.5 RESEARCH METHODOLOGY

Scientific, rational, and methodical approaches form the basis of research, with the aforementioned methods being used in the employment of various instruments and methodologies for data collection. Data is mostly gathered from clients and the internet. We may use several research methods, depending on the nature of the investigation.

With this study, we used a single research strategy: Research that focuses on describing things:

- We primarily concentrated on descriptive study; in this we go one by one procedure and the aspect. The statistical calculations made possible by it are a major boon to the research process.
- Convenience sampling and non-probabilistic sampling are two types of non-probabilistic and probabilistic sampling, respectively.
- One hundred respondents constitute the sampling unit.
- The survey will be conducted between the hours of 1:00 pm and 10:00 pm, and respondents may be selected at their convenience using the sampling tool.
- Subject Matter Expertise: Big- Bazaar Rajajinagar
- The use of tabular and graphical representations of data.

PROCESS FOR GATHERING INFORMATION: -

Both internal (from corporate books, papers, and the internet) and external (via facts, statistics, and questions of a structured kind) sources were employed to compile the data for this study.

Main sources:

This method also called main data collection, this process takes more time for collecting raw data. Personal interviews, methods of observation, and questionnaire completion are all viable options.

Internet, books, periodicals, newspapers, annual reports of firm etc. are all good places to look for this kind of information (also known as secondary data).

3.6. HYPOTHESES AND THEIR TESTING, SECTION Hypothesis:

- To refute the null hypothesis (H₀) that quality of items has any bearing on consumer pleasure,
- The quality of items sold to consumers has an effect on their degree of contentment, supporting hypothesis Variable in control: Quality of goods
- Object of study: degree of satisfaction
- Three Points Seven Restrictions on the Study

It is quite tough to study client behaviours when shopping.

- Time is a major limitation, since the research only lasts for two months.
- Executives were not willing to provide numerous details, including daily sales, sales by department, etc., due to business policy and procedure.
- To make matters worse, managers have become very hands-on with their work schedules, leaving less time for us to have meaningful conversations.
- Organization of Chapters and Their Numbers
- In the first chapter, "Introduction," you will learn about the firm and its culture.
- Provide quick introduction overall industry. The focus is entirely on the corporation.
- In Chapter 2, you'll find the conceptual framework and literature study you need to grasp the issue at hand,

- Literature survey that explain about issue.
- To learn about the research's challenges, objectives, scope, and constraints, check out Chapter3's "Research Design."
- Layout, for research into administration.
- Chapter Four: Analysis and Interpretation of Data Explains How to Read a Graph and MakeSense of the Information It Displays.
- In order to comprehend the reaction of the clientele, it is necessary to study the results, draw theappropriate conclusions, and interpret the results in
- Summary of findings and interpretation of significance

4.0 Data Collection and Analysis

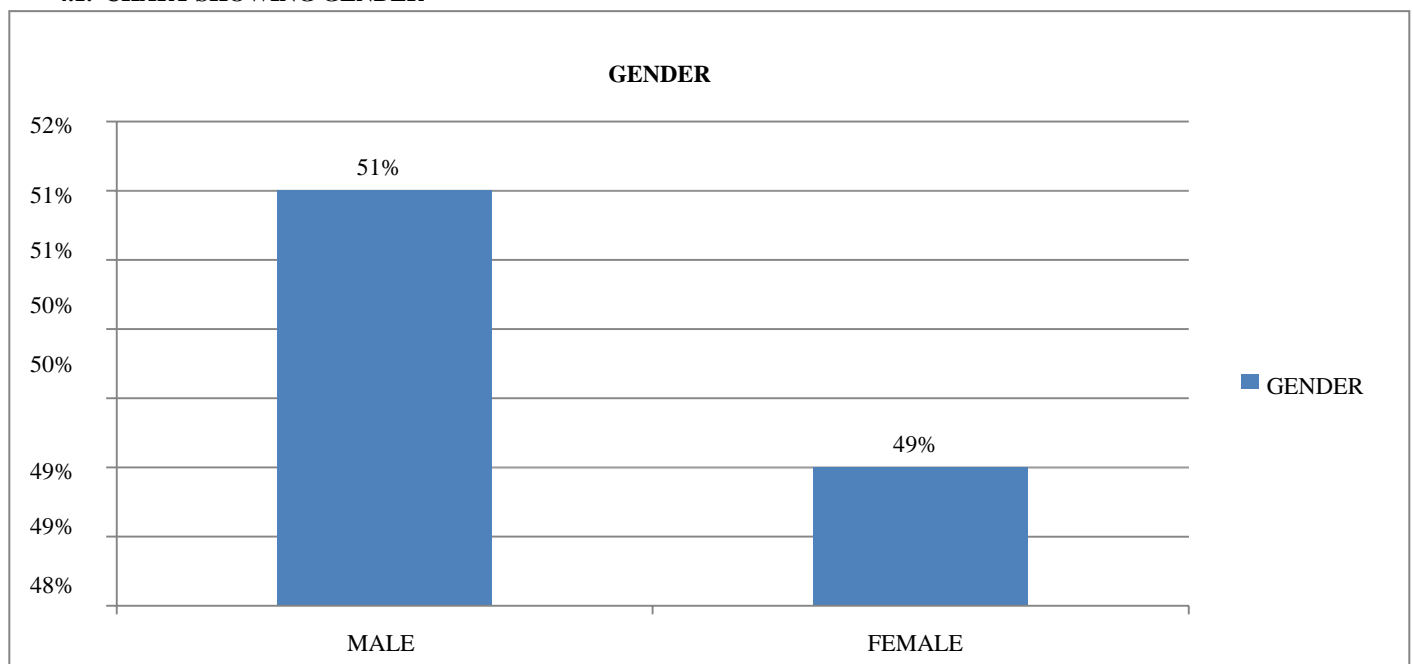
TABLE SHOWING GENDER

Gender	No of respondents	% Of Respondents
MALE	51	51
FEMALE	49	49
TOTAL	100	100

DATA ANALYSIS:

According to the data table, males make up 51% of the sample while females account for 49%.

4.1. CHART SHOWING GENDER



INTERPRETATION: -

From the graph, it seems that there are somewhat more male replies than female ones.

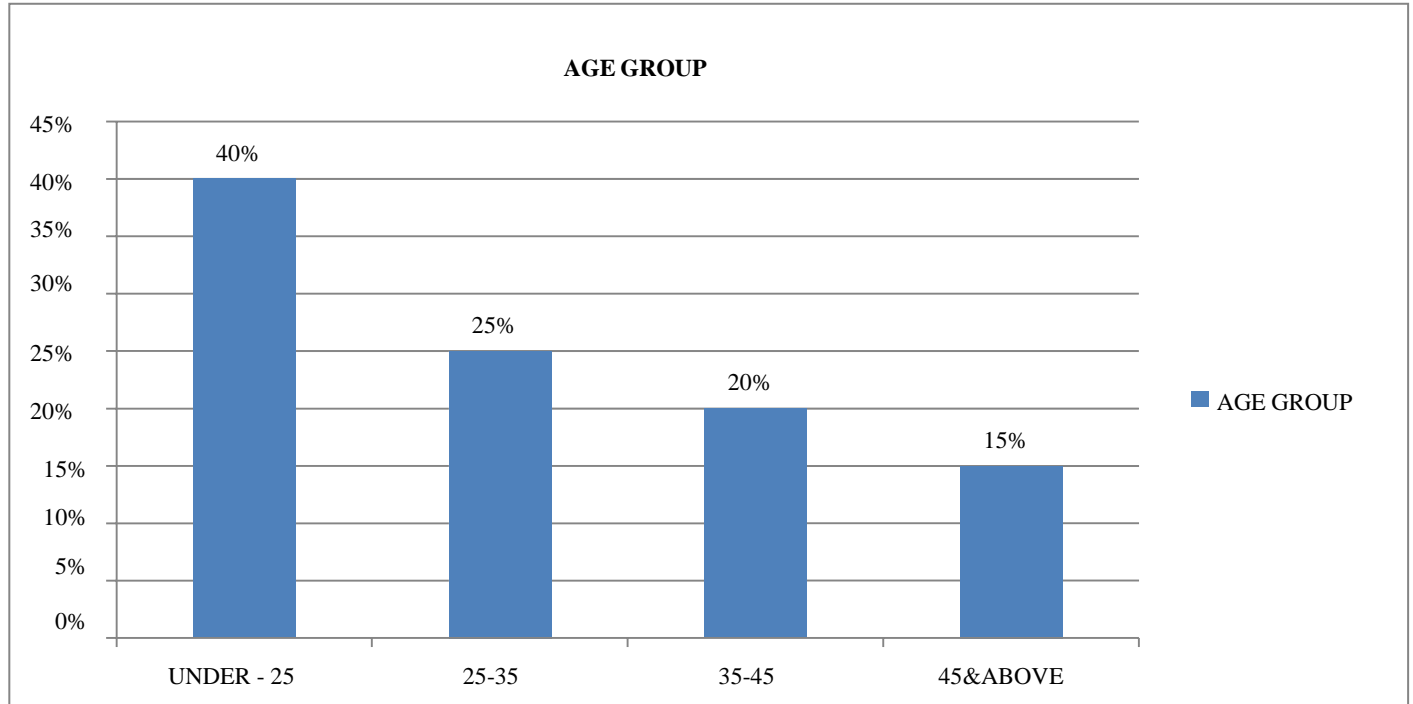
TABLE SHOWING AGE GROUP OF CUSTOMER

CUSTOMERS AGE	RESPONDENTS	PERCENTAGE
UNDER-25	40	40
25-35	25	25
35-45	20	20
ABOVE 45	15	15
TOTAL	100	100

DATA ANALYSIS:

The table shows that 60% of respondents are aged 25 or older, while 40% are aged 25 or younger.

4.2. GRAPH SHOWING AGE GROUP OF CUSTOMERS



INTERPRETATION: -

The company should prioritise its younger customers by providing them with specials and upgraded offerings to ensure continued growth.

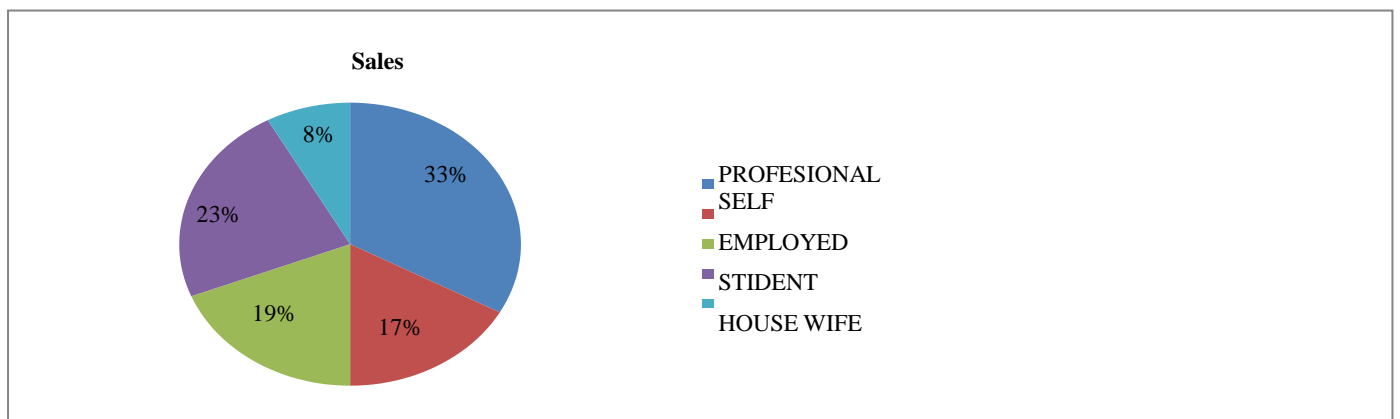
TABLE SHOWING THE CUSTOMER OCCUPATION OF THOSE WHO ARE VISITING BIG BAZAAR.

OCCUPATION	RESPONDENTS	PERCENTAGE
PROFESSIONAL	33	33
SELF-EMPLOYED	17	17
STUDENT	19	19
HOUSE-WIFE	23	23
SERVICE	8	8
TOTAL	100	100

DATA ANALYSIS

Based on the data above, 33% of Big Bazaar's clientele are professionals, 17% are self-employed, 19% are students, and 23% are housewives.

4.3. GRAPH SHOWING CUSTOMER OCCUPATIONS



INTERPRETATION: -

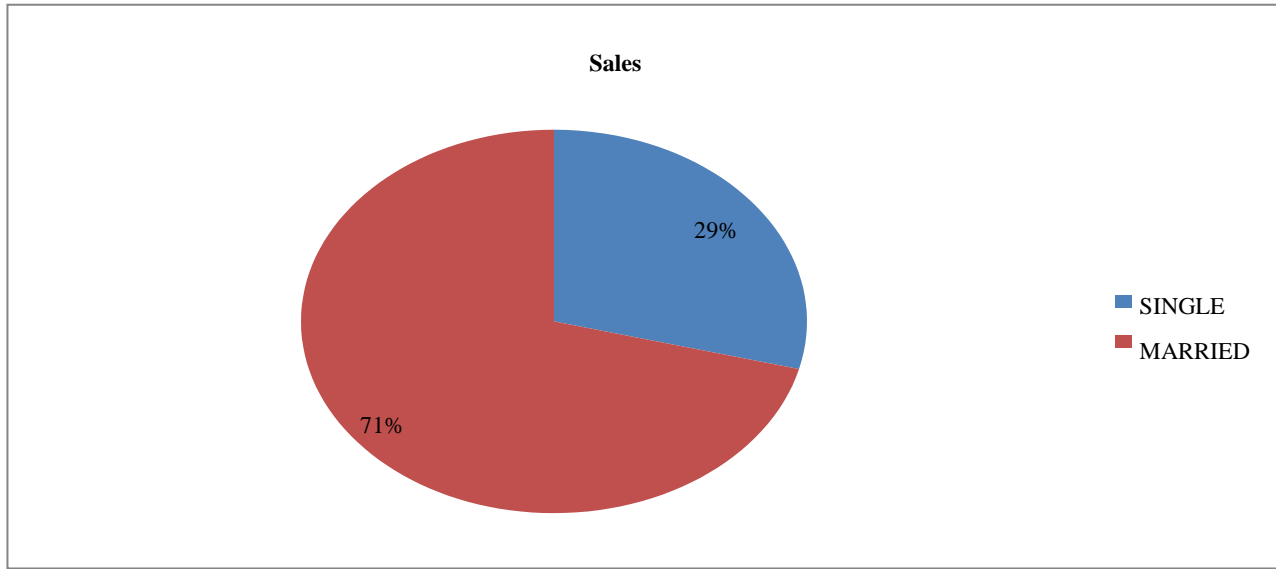
Relative to adolescents and self-employed persons, professionals and housewives make up the bulk of Big Bazaar's client base.

TABLE SHOWING MARITAL STATUS OF CUSTOMER

MARITAL-STATUS	RESPONDENTS	PERCENTAGE
Single	29	29
Married	71	71
TOTAL	100	100

DATA ANALYSIS

According to the data in the table, just 29% of Big Bazaar shoppers are single, while 71% are married.

4.4. GRAPH SHOWING MARITAL STATUS OF CUSTOMER**INTERPRETATION: -**

The graph shows that the vast majority of Big Bazaar shoppers are married.

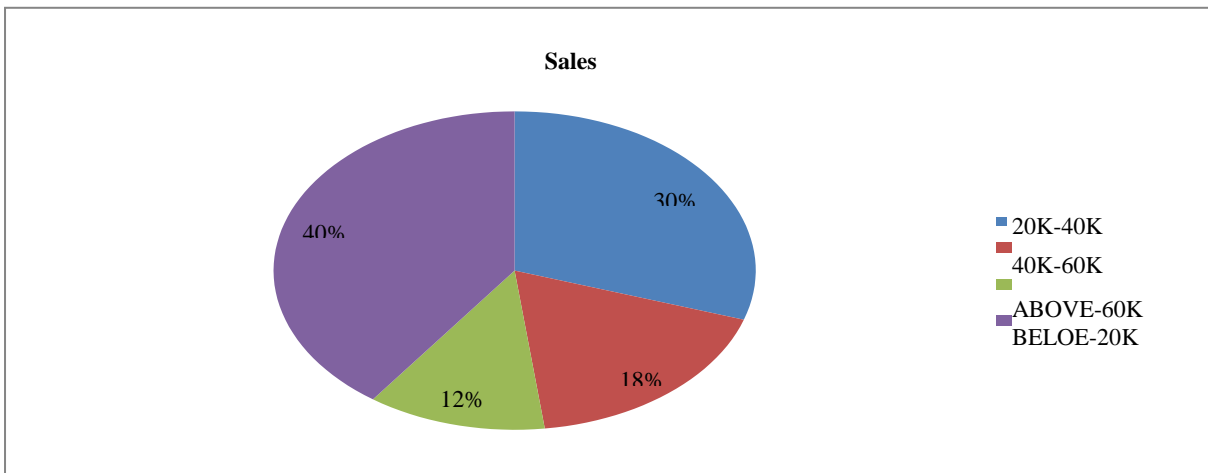
TABLE SHOWING INCOME LEVEL OF CUSTOMER

INCOME	RESPONDENTS	PERCENTAGE
BELOW -20000	40	40
20000-40000	30	30
40000-60000	18	18
60000 & ABOVE	12	12
TOTAL	100	100

DATA ANALYSIS

40% of our customers have annual incomes of less than \$20,000, 30% have annual incomes of \$20,000 to \$40,000, and 30% have annual incomes of \$40,000 or more.

4.5. GRAPH SHOWING INCOME LEVEL OF CUSTOMER



INTERPRETATIONS: -

From the data in the table, we can conclude that almost everyone from every socioeconomic background frequents the big bazaar.

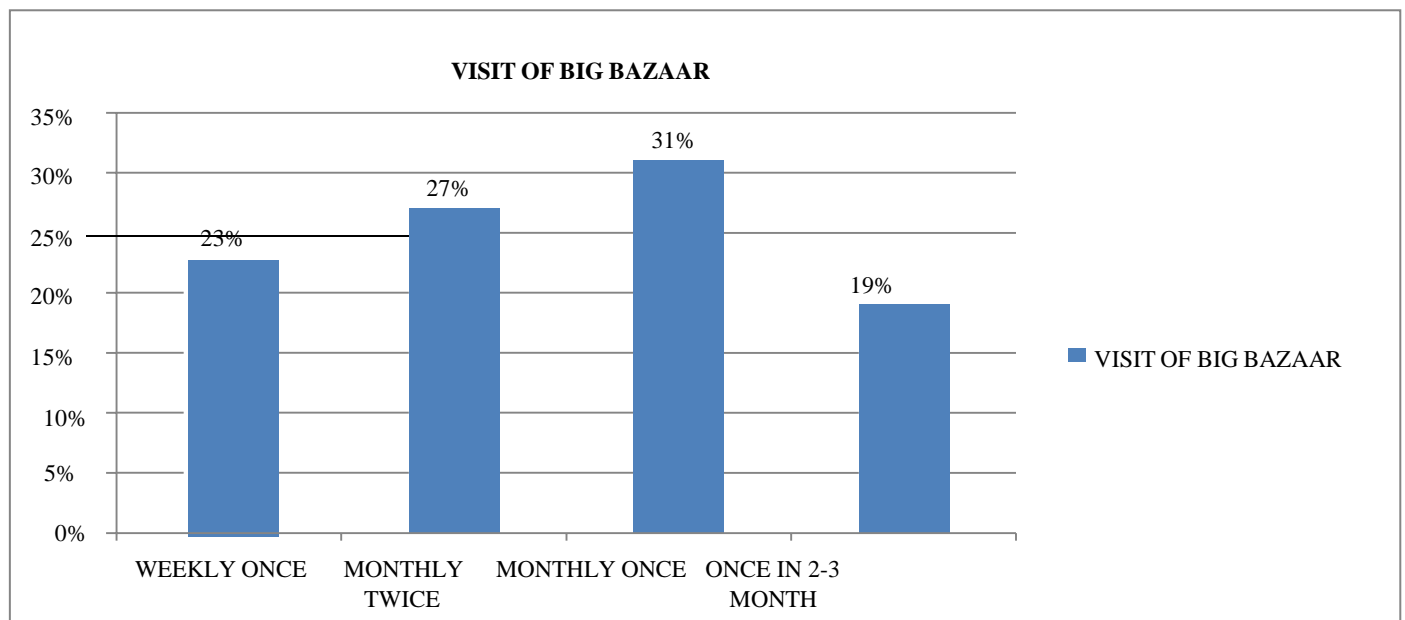
TABLE SHOWING FREQUENCY OF CUSTOMER VISIT TO BIG-BAZAAR

FREQUENCY	RESPONDENTS	PERCENTAGE
Weekly Once	23	23
Monthly Twice	27	27
Monthly Once	31	31
Once -In 2-3 Month	19	19
TOTAL	100	100

DATA ANALYSIS

According to the numbers, 23% of customers shop at Big Bazaar once a week, 27% shop there once every 15 days, 31% shop once a month, and 19% shop there every 3-6 months.

4.6. GRAPH SHOWING FREQUENCY OF CUSTOMER VISIT TO BIG-BAZAAR



INTERPRETATION: -

The graph shows that monthly visits are the most common, followed by visits every 15 days and once every week. Big Bazaar has to do some data crunching and come up with a good strategy if it wants to increase its regular client base.

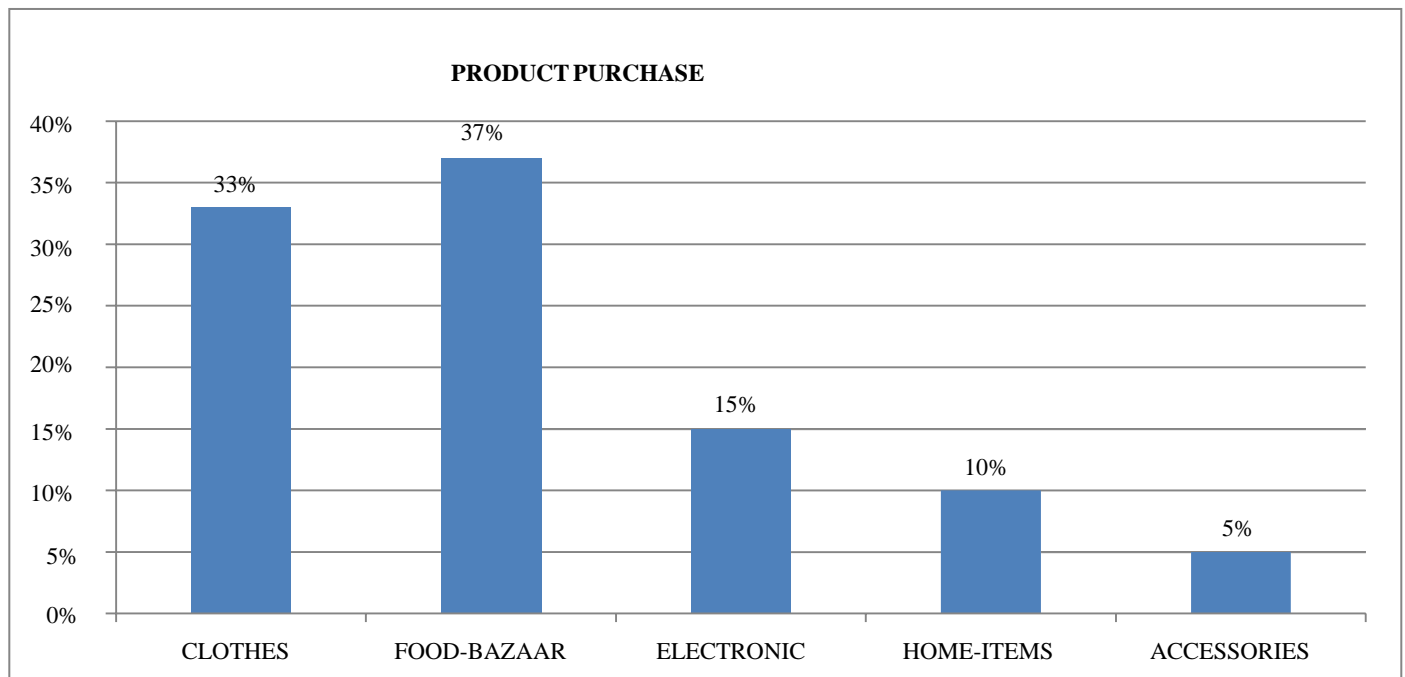
TABLE SHOWING THE PRODUCTS THAT CUSTOMER PURCHASES MORE OFTEN AT BIG-BAZAAR

PRODUCTS	RESPONDENTS	PERCENTAGE
CLOTHES	33	33
FOOD-BAZAAR	37	37
ELECTRONIC	15	15
HOME-ITEMS	10	10
ACCESSORIES	5	5
TOTAL	100	100

DATA ANALYSIS

37% of customers buy food items, 33% buy clothing, 15% buy electronics, 10% buy furnishings, and 5% buy accessories, according to the data.

4.7. GRAPH SHOWING THE PRODUCTS THAT CUSTOMER PURCHASES MORE OFTEN AT BIG-BAZAAR



INTERPRETATION: -

About 70% of Big Bazaar's customers say they shop there for clothing and food. Electronics, household products, gadgets are not much enticing to buyer.

TABLE SHOWING THE SOURCE THAT MADE CUSTOMER TO BUY PRODUCTS FROM BIG-BAZAAR

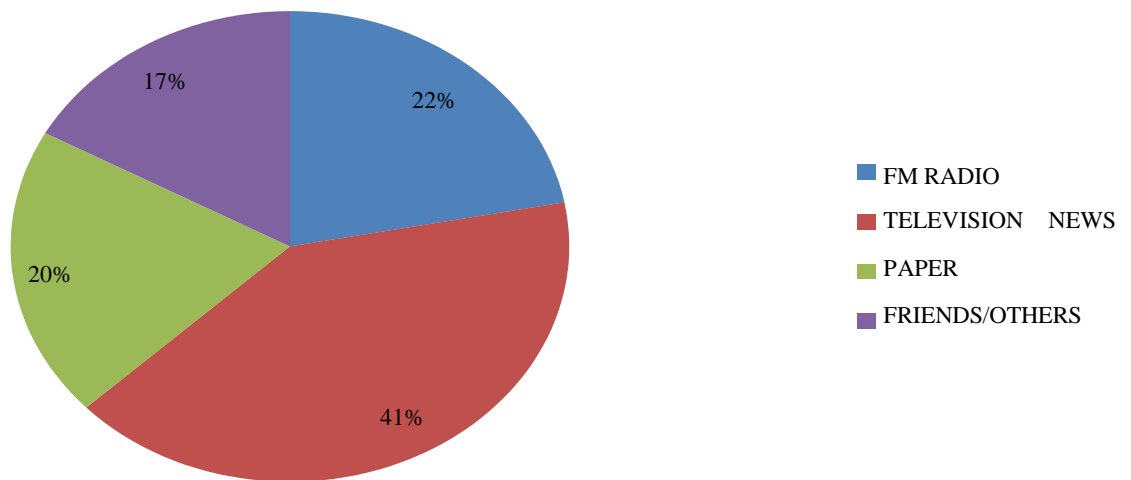
SOURCE	RESPONDENTS	PERCENTAGE
Radio	22	22
Tele-vision	41	41
News -paper	20	20
Friends/others	17	17
TOTAL	100	100

DATA ANALYSIS

The data in the table shows that television draws in 41% of customers, FM radio 22%, newspapers 20%, personal recommendations 17%, and other sources 6%.

4.8. GRAPH SHOWING THE SOURCE THAT MADE CUSTOMER TO BUY PRODUCTS FROM BIG-BAZAAR

SOURCE MADE PURCHASING PRODUCTS



INTERPRETATION: -

Based on the data presented above, it's clear that television plays a crucial role in educating consumers about Big Bazaar. Consumers can also learn about Big Bazaar from the newspaper, radio, and friends.

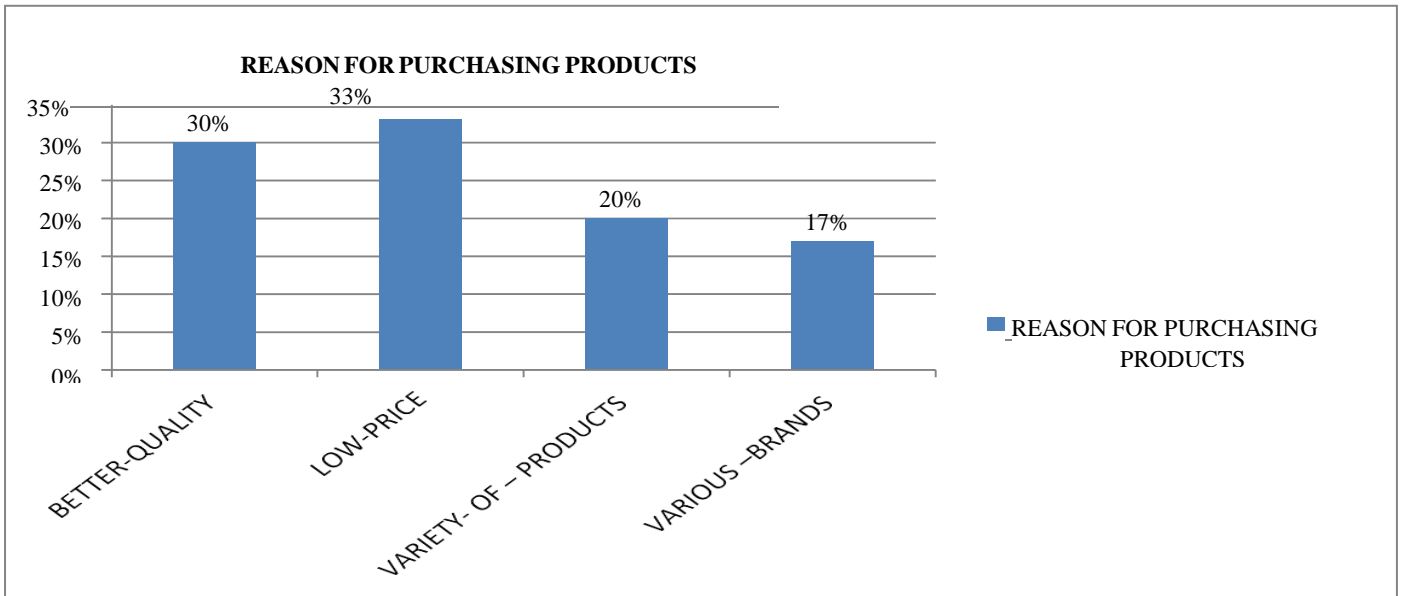
TABLE SHOWING REASON FOR PURCHASING PRODUCTS FROM BIG-BAZAAR

REASON	RESPONDENTS	PERCENTAGE
Quality	30	30
Low-price	33	33
Variety- of – products	20	20
Various –brands	17	17
TOTAL	100	100

DATA ANALYSIS-

Customers shop at Big Bazaar for a number of reasons, including 33 percent who value affordability, 30 percent who value improved quality, 20 percent who value selection, and 17 percent who value brand diversity, according to survey data.

4.9. .GRAPH SHOWS REASON FOR PURCHASING PRODUCTS FROM BIG-BAZAAR



INTERPRETATIONS: -

From the data presented above, we can infer that shoppers are drawn to Big Bazaar's low prices. Customer growth could occur if Big Bazaar prioritises affordability and reliability.

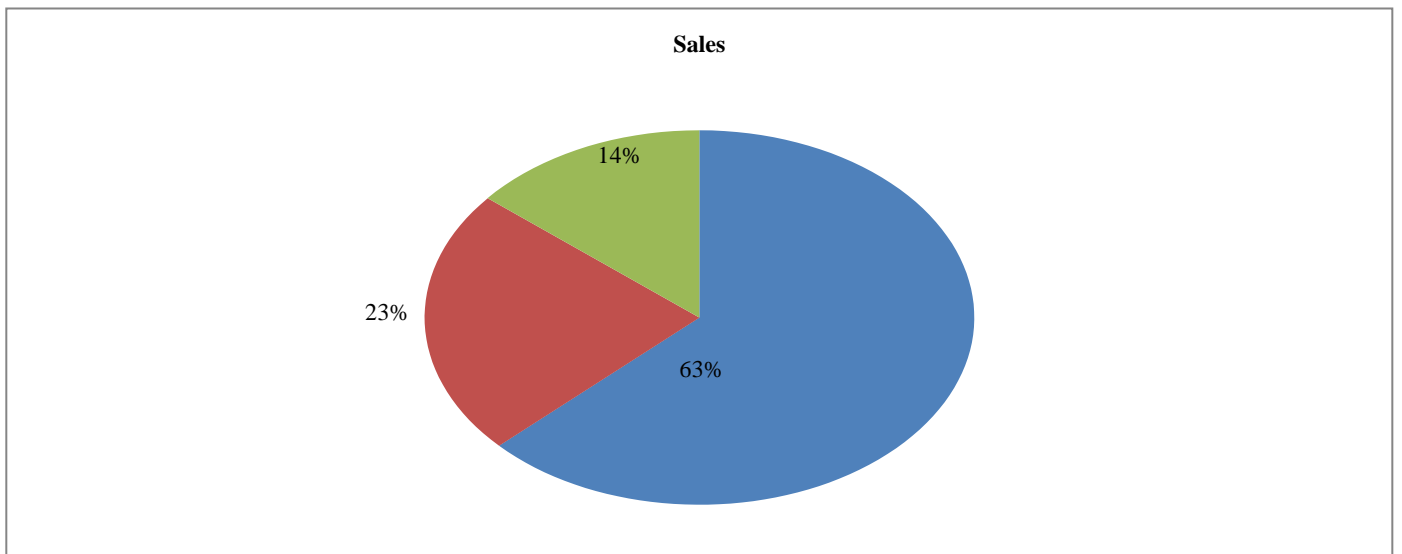
TABLE SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OFCOMPANY PRODUCTS IN ONE PRODUCT CATEGORY

RESPONSE	RESPONDENTS	PERCENTAGE
YES	63	63
NO	23	23
NOT-MANY	14	14
TOTAL	100	100

DATA ANALYSIS-

According to the data we've gathered, 63% of shoppers expect Big Bazaar to expand its selection of products within a given category, while 23% of shoppers are skeptical.

4.10.GRAPH SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OF COMPANY PRODUCTS IN ONE PRODUCT CATEGORY



INTERPRETATION: -

According to the data shown above, the vast majority of consumers anticipate that Big Bazaar will expand its selection of items within a certain category.

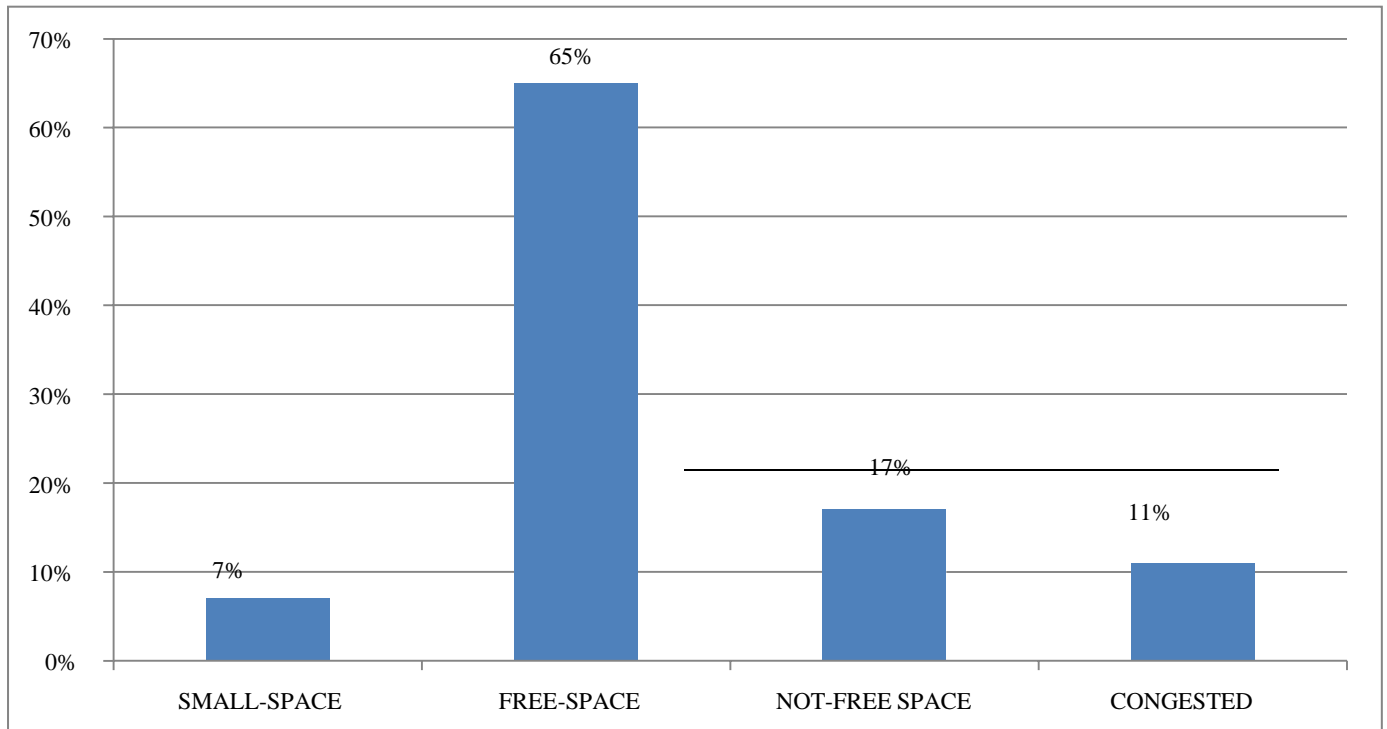
TABLE SHOWING THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS

RESPONSE	RESPONDENTS	PERCENTAGE
SMALL-SPACE	7	7
FREE-SPACE	65	65
NOT-FREE SPACE	17	17
CONGESTED	11	11
TOTAL	100	100

DATA ANALYSIS-

The aforementioned statistics show that 65% of shoppers believe Big Bazaar provides ample space for browsing and purchasing goods, while 35% hold the opposite view and find the store to be too crowded, lacking adequate floor space, and difficult to navigate.

4.11. GRAPH SHOWS THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS



INTERPRETATION: -

According to the collected data, the vast majority of shoppers feel comfortable moving freely around Big-Bazaar.

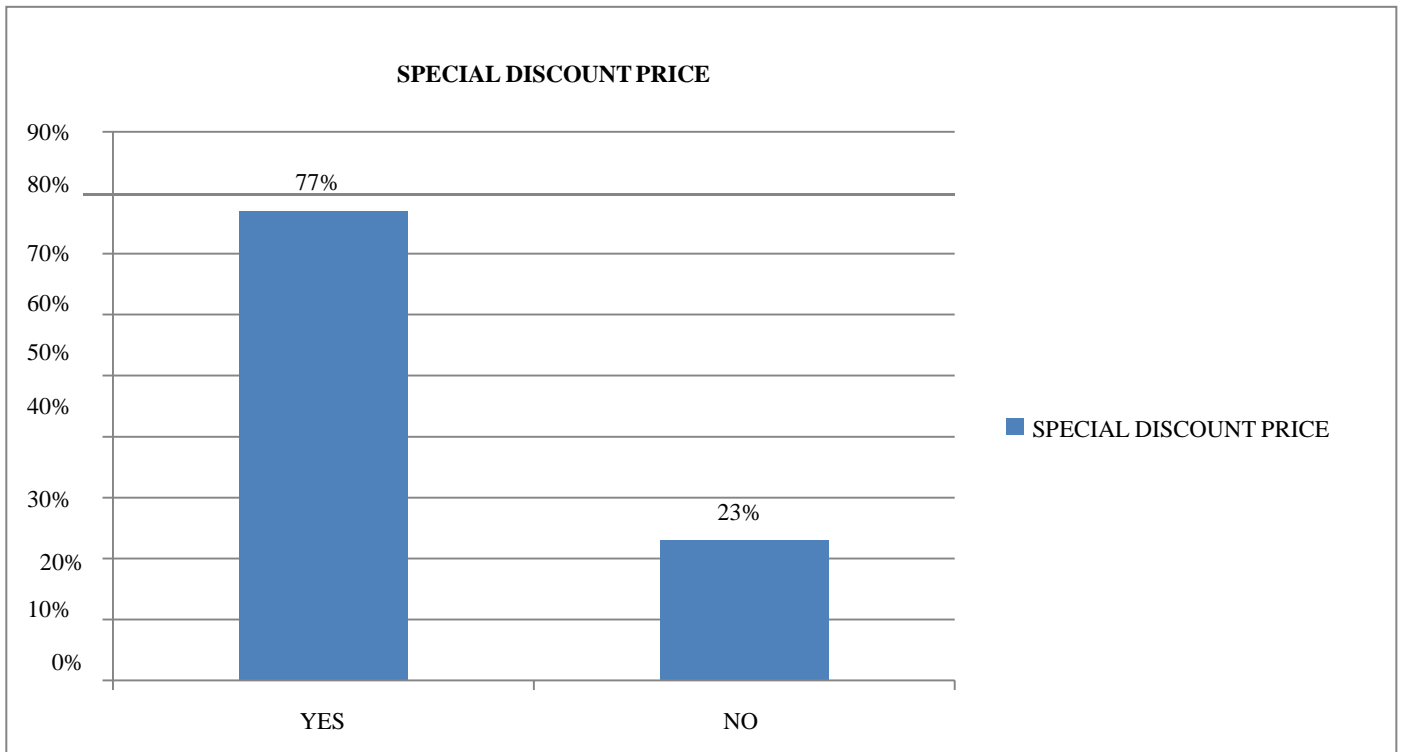
TABLE SHOWING RESPONSE OF CUSTOMER TOWARDS SPECIAL DISCOUNT PRICES OFFERED BY BIG BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	77	77
NO	23	23
TOTAL	100	100

DATA ANALYSIS-

As can be seen from the poll results above, the majority of consumers (77%) believe that Big Bazaar will provide promotional pricing, while a sizable minority (23%), disagree.

4.12.GRAPH SHOWS RESPONSE OF CUSTOMER TOWARDS SPECIALDISCOUNT PRICES OFFERED BY BIG BAZAAR



INTERPRETATION-

Many consumers are delighted with discount and deal that is supplied by Big-Bazaar. While 23% of consumers are unaware of price reductions and special deals. Big-Bazaar has to do more to get the word out about sales and deals to its customers.

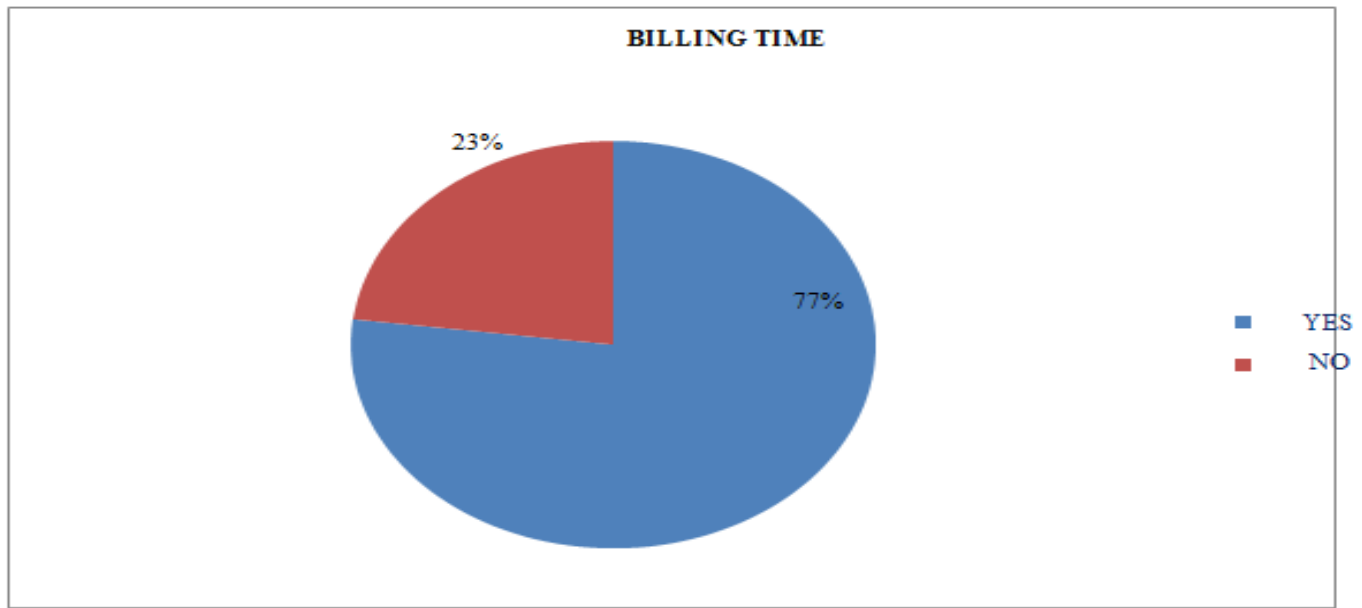
TABLE SHOWING THE TIME THAT CUSTOMER NEED TO WAIT AT THEBILLING SECTION AT BIG-BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	78	78
NO	22	22
TOTAL	100	100

DATA ANALYSIS-

The data in the table above shows that 78% of customers find the billing process to be time-consuming, while only 22% find it to be quick and easy.

4.13.GRAPH SHOWING THE TIME THAT CUSTOMER NEED TO WAIT AT THEBILLING SECTION AT BIG-BAZAAR



INTERPETATIONS-

According to the aforementioned statistics, most clients feel the charging procedure is sluggish, suggesting that Big Bazaar add more counters to the store in order to appease its clientele.

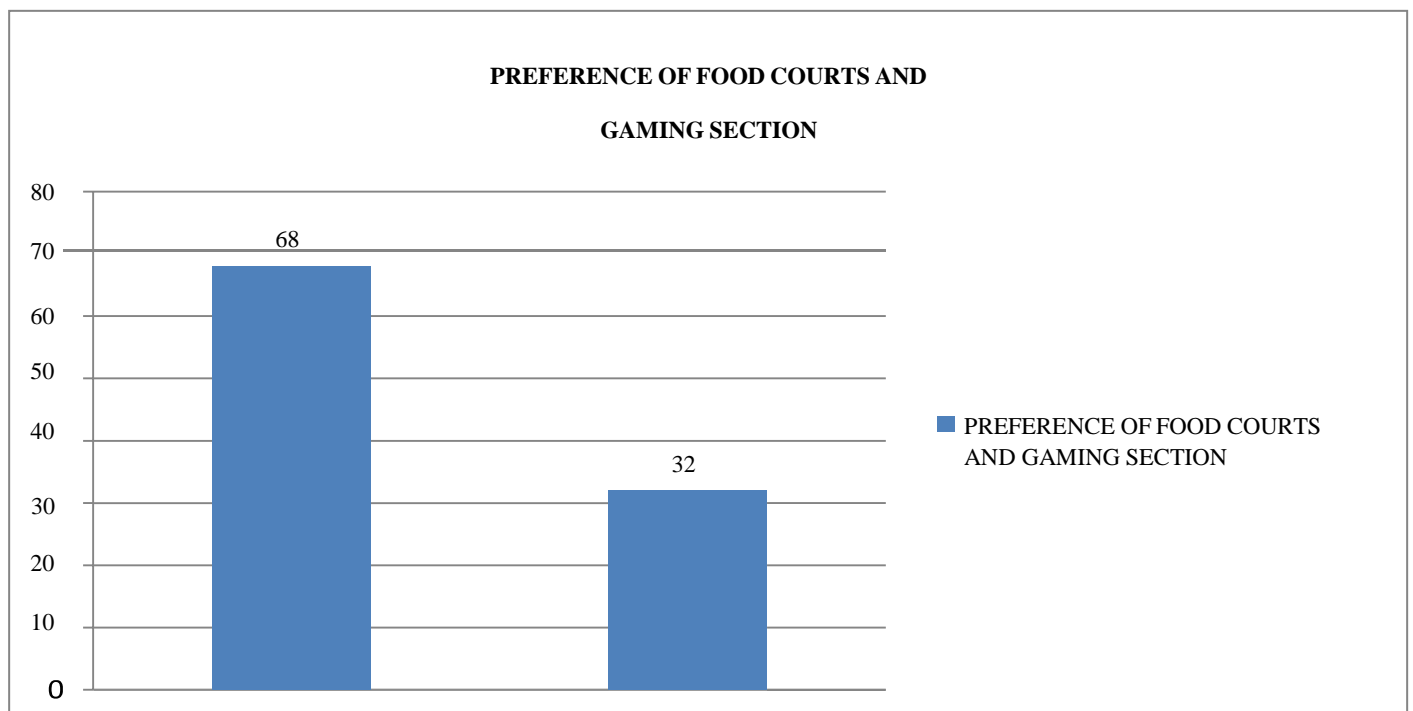
TABLE SHOWING CUSTOMER PREFERENCE TOWARDS FOODCOURTS & GAMING SECTION AT BIG-BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	68	68%
NO	32	32%
TOTAL	100	100

DATA ANALYSIS

The aforementioned statistics reveal that while 68% of Big Bazaar's customers enjoy the foodcourts and gaming sections, 32% do not.

4.14.GRAPH SHOWING CUSTOMER PREFERENCE TOWARDS FOOD COURTST & GAMING SECTION AT BIG-BAZAAR



INTERPRETATION

Data shows that the food courts and arcades are the two most popular places in Big Bazaar. To attract shoppers and their children, Big Bazaar ought to put more effort into its food courts and gaming sections.

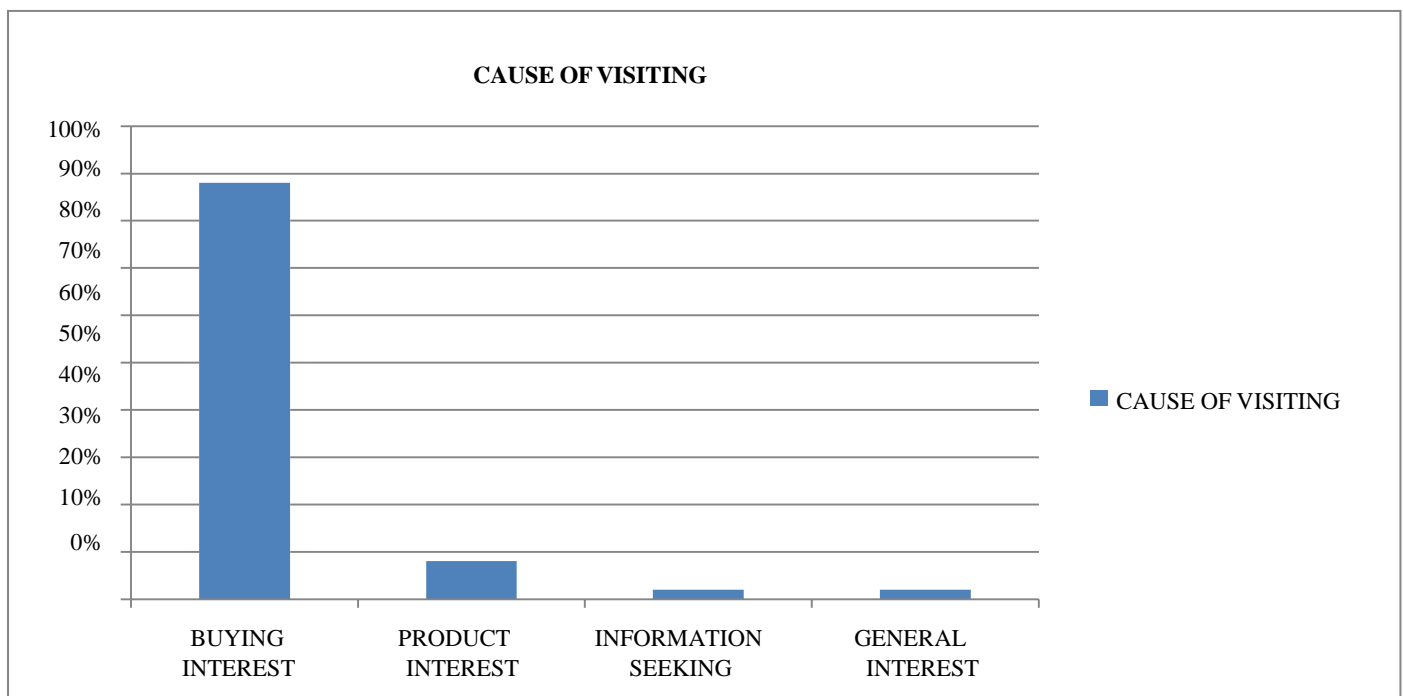
TABLE SHOWING REASONS FOR VISITING RETAIL STORES

CAUSE OF VISITING	RESPONDENTS	PERCENTAGE
BUYING INTEREST	88	88%
PRODUCT INTEREST	8	8%
INFORMATIONSEEKING	2	2%
GENERAL INTEREST	2	2%
TOTAL	100	100%

DATA ANALYSIS

According to the data in the table above, the majority of visitors to Big Bazaar are interested in making a purchase, while only 8% are interested in a particular product and 2% are interested in learning more about the store generally.

4.15. GRAPH SHOWS REASONS FOR VISITING RETAIL STORES



INTERPRETATION

The data in the preceding graph suggest that shoppers go to Big Bazaar in search of specific products.

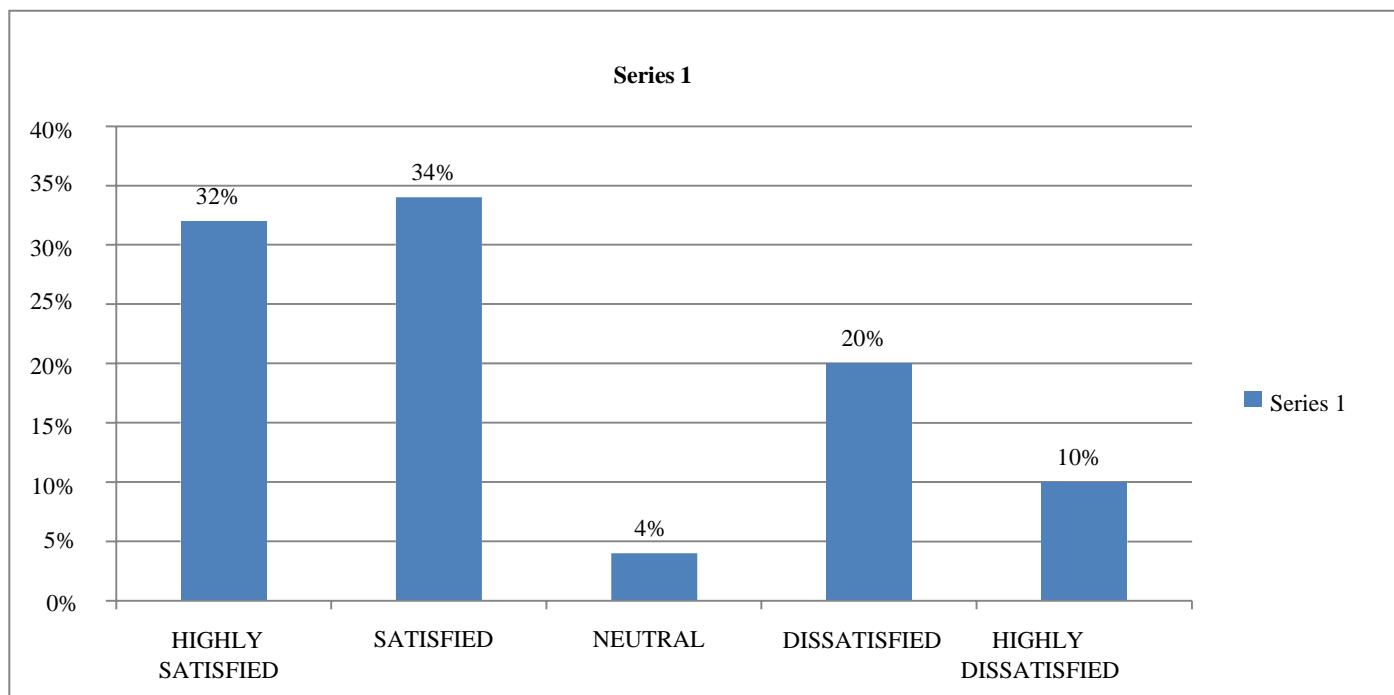
TABLE SHOWS RATINGS ON QUALITY OF PRODUCTS OFFERED BY BIGBAZAAR

SCALE	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	32	32%
SATISFIED	34	34%
NEUTRAL	4	4%
DISSATISFIED	20	20%
HIGHLY DISSATISFIED	10	10%

ANALYSIS

According to the data shown above, 32% of Big Bazaar's customers are very happy with the quality of the items the retailer provides, while 20% are unsatisfied and 10% are extremely dissatisfied.

4.16.GRAPH SHOWS RATINGS ON QUALITY OF PRODUCTS OFFERED BY BIGBAZAAR



INTERPRETATION

The majority of Big Bazaar shoppers report being pleased with the quality of the goods they have purchased.

TABLE SHOWS SATISFACTION LEVEL OF CUSTOMER TOWARDS PRODUCTS AND SERVICE SOLD BY BIG BAZAAR

SCALE	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	34	34%
SATISFIED	32	32%
NUERAL	4	4%
DISSATISFIED	20	20%
HIGHLY DISSATISFIED	10	10%

ANALYSIS

According to the data shown above, 34% of Big Bazaar's customers are very happy with the quality of the items the retailer provides, while 20% are just unsatisfied and 10% are very so.

4.17.GRAPH SHOWS SATISFACTION LEVEL OF CUSTOMER TOWARDS PRODUCTS AND SERVICE SOLD BY BIG BAZAAR



INTERPRETATION

It is evident from the graph that the vast majority of buyers are pleased with the goods and services offered by Big Bazaar.

HYPOTHESIS

To refute the null hypothesis (H0) that quality of items has any bearing on consumer pleasure, The quality of items sold to consumers has an effect on their degree of contentment, supporting hypothesis

1. Variable in control: Item quality Object of study: degree of satisfaction

Correlation

Descriptive Statistics

	Mean	Std. Deviation	N
Qul_Prd	2.4200	1.38638	50
Prd_Ser	2.4000	1.39971	50

Correlations

		Qul_Prd	Prd_Ser
	Pearson Correlation	1	.995**
Qul_Prd	Sig. (2-tailed)		.000
	N	50	50
	Pearson Correlation	.995**	1
Prd_Ser	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION:

In this case, we reject the null hypothesis since the correlation is statistically meaningful and the two independent variables are linearly connected. Therefore, there is a one-to-one correspondence between product quality and consumer happiness.

5.0. Findings, Suggestions and conclusions

5.1. FINDINGS

Based on the results of the internal survey as well as further research and analysis of the data obtained during the evaluation, the following conclusions are drawn.

- Men make up the bulk of Big-clientele. Bazaar's
- Our clients tend to be highly educated and successful individuals.
- On average, clients come once a month.
- Customers are mostly interested in buying items from the food mart.
- Customers claim that they were influenced to shop at Big Bazaar by commercials they saw on television.
- Big-Bazaar is popular with customers because of the cheap prices at which its wares can be purchased.
- Customers have said that Big-Bazaar has great deals on various items.
- Customers have complained about high wait times in the billing department.
- Shopping motivation is what brings customers into shops.
- Why Shoppers report that Big-Bazaar consistently provides high-quality goods in large quantities.
- Big-Bazaar shopping leaves customers happy.
- Young people make up the bulk of Big Bazaar's clientele.
- Most Big Bazaar shoppers are married couples.
- All socioeconomic groups are well represented at Big Bazaar.
- It is widely held among Big Bazaar's clientele that the retailer would have a wider variety of items from a certain brand inside a given category.
- When shopping at Big Bazaar, you won't have to worry about crowds or cramped aisles.
- Customers gravitate toward Big Bazaar's food courts and gambling area.

5.2. SUGGESTION:

- The Big Bazaar needs to stock more name-brand products.
- Right now, Big Bazaar's visual merchandising is merely adequate, so they should work to improve it.
- To increase sales, they should gain a deeper appreciation for why customers make impulsive purchases.
- Big Bazaar should prioritise its exchange offer and Wednesday offer, as the majority of its customers are dissatisfied with these two features.
- Team leaders and executives at Big Bazaar should be offered counselling training. This may reduce tension and make them more effective council members.
- Big Bazaar should focus on painting and hoardings in busier areas because they attract the same kinds of advertisers.
- We recommend raising the tally in the customers' billing sections.
- The shop's advertising may need some work.
- Adapt your store's aesthetic and layout to customer needs.

5.3. CONCLUSION

The survey finds that most of the customer prefer to purchase at Massive because of customer satisfaction, quantities discount, specials, service facility affordable pricing which makes them pleased and more comfortable.

People tend to spend more money in the food Big-Bazaar and the men's clothing section. They also get the impression that Big-Bazaar offers a wide selection of goods.

Big-Bazaar has had a tremendous influence on India's middle class, thus the corporation should develop marketing methods to appeal to this demographic.

Big-Bazaar these days recognized for enormous discount and deals and client drawing towards sale is greater. Big-Bazaar may use this to its advantage to attract more shoppers. Though Reliance took over nearly 200 stores of future group and rebranded it as the Reliance Smart Bazaar but then the study reflected.

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