A STUDY ON CONSUMER'S PERCEPTION TOWARDS BIG BAZAAR IN COIMBATORE CITY

by

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DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE

A Project Report

Submitted to the

FACULTY OF MANAGEMENT STUDIES

in partial fulfillment of the requirements

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

MAY - '08

DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled **'CONSUMER PERCEPTION TOWARDS BIG BAZAAR IN COIMBATORE CITY'** is the bonafide work of **Mr.DINAKARAN.N (Reg No: 71206631012)** who carried out the research under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Faculty guide

Director

Evaluated and viva-voce conducted on 2-7-08

2/7/2008

INTERNAL EXAMINER

EXTERNAL EXAMINER

BIG BAZAAR

Nobody sells cheaper & bett

A Div of Pantaloon Retail India Ltd. (**future g**

29 Mar 08

<u>TO WHOMSOEVER IT MAY CONCERN</u>

This is to certify that Mr.N.Dinakaran [Reg No. 71206631012], final year MBA (HR & Marketing) student of Kumaraguru College of Technology, Coimbatore has done his final year project on "A Study on the Consumers Perception towards Big Bazaar in Coimbatore City" from 21 st January 2008 to 29 th March 2008.

L. Nandhakumar

Authorized Signatory

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Declaration

I, **N.Dinakaran (Reg. No.71206631012),** final year MBA student of Department of Management Studies, Kumaraguru College of Technology, hereby declare that the project entitled **"Consumer's Perception Towards Big Bazaar In Coimbatore City"** has done by me under the guidance of Prof. V.S. Elamurugan", submitted in partial fulfillment for the award of the degree of Master of Business Administration of Anna University, during the academic year 2006-2008.

I, also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

Place: Coimbatore

Date: 2-07-08

Signature of the Candidate

(N.Dinakaran)

EXECUTIVE SUMMARY

Retail sector in India has witnessed an immense growth in the last few years. The key factors responsible for the retail boom have been the change in consumer profile and demographics, increase in the number of international brands available in the Indian market, economic implications of the government, increasing urbanization, credit availability, improvement in the infrastructure, increasing investments in technology and real estate building a world class shopping environment for the consumers.

If numbers are to be believed, India's retail industry is estimated at about USD 350 billion and forecast to be double by 2015. After agriculture, retail is the largest source of employment and has deep penetration into rural India. Retailing contributes to 10% of GDP and 8% of employment.

Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail.

The trends that are driving the growth of the retail sector in India are:

- Low share of organized retailing
- Falling real estate prices
- Increase in disposable income and customer aspiration
- Increase in expenditure for luxury items

Against this background the study was conducted to understand the consumer's perception towards Big Bazaar in Coimbatore city. It also analyses the key factors that influence shopping and aims to understand the brand awareness of consumer's towards Big Bazaar. Further the study attempts to identify the influence of demographic variables on the consumer's perception towards Big Bazaar.

The study assumes the characteristic of descriptive research. A sample of hundred and twenty five consumer's in Coimbatore city was selected on convenience basis and data was collected with the help of questionnaires. The data was analyzed by using appropriate statistical tools and conclusions were drawn. The data collected from the

respondents were converted into readable form by the process of classification and arrangements. The data was tabulated and analyzed for logical statement using simple statistical methods like simple percentage analysis and chi-Square test.

The study reveals that most of the consumers are satisfied with the price of the products and discounts offered in Big Bazaar while many of them are dissatisfied about customer care and parking facilities. It was also found that the demographic variables Gender and Educational Qualification have a significant influence over the perceptional factors.

ACKNOWLEDGEMENT

It is inevitable that thoughts and ideas of other people tend to drift into subconscious when one feels to acknowledge helping derived from others. I acknowledge to all those who helped me in the preparation of this project work.

I wish to express my deep gratitude to **Dr. Joseph. V. Thanikal,** Principal, Kumaraguru College of Technology for his encouragement in my project work.

I wish to express my sincere thanks to **Prof. S.V.Devanathan** – Director, KCT Business School, for his continuous encouragement throughout my project.

I owe my hearty gratitude to **Prof. V.S.Elamurugan**, Lecturer KCT Business School, for her help and guidance given to me throughout my project.

I express my sincere thanks to **Mr. A.Sunil,** Marketing Manager, Big Bazaar Coimbatore for granting permission to do my project work. I am deeply indebted to him, whose assistance and encouragement made this work possible towards the end.

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CHAPTER 1
INTRODUCTION

1.1 Background of the Study:

According to this year's Global Retail Development Index India is positioned as the leading destination for retail investment. This followed from the saturation in western retail markets and we find big western retailers like Wal-mart and Tesco entering into Indian market. India's retail industry accounts for 10 percent of its GDP and 8 percent of the employment to reach $17 billion by 2010. There are about 300 new malls, 1,500 supermarkets and 325 departmental stores being built in the cities very soon.

A shopping revolution is ushering in India where, a large population between 20-34 age groups in the urban regions is boosting demand by 11.1 percent in 2006-07 to an Rs 23,308 purchasing power. This has resulted in huge international retail investment and a more liberal FDI.

The key factors responsible for the retail boom have been the change in consumer profile and demographics, increase in the number of international brands available in the Indian market, economic implications of the government, increasing urbanization, credit availability, improvement in the infrastructure, increasing investments in technology and real estate building a world class shopping environment for the consumers.

If numbers are to be believed, India's retail industry is estimated at about USD 350 billion and forecast to be double by 2015. After agriculture, retail is the largest source of employment and has deep penetration into rural India.

As per Associated Chambers of Commerce and Industry of India (ASSOCHAM), the overall retail market is expected to grow by 36%. The organized sector is expected to register growth amounting to Rs 150 billion by 2008. The total size of the market is also expected to increase to Rs 14,790 billion from the current level of Rs 5,880 billion.

Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail.

The study mainly deals with the consumer's perception towards Big Bazaar which is a retail store. Retailing is one of the important factors in buying and selling of the products. There are different types of retail outlets through which the store can have very intimate relationship with transactions made on a face-to-face, first name basis. At the other end of the scale, goods may be retailed across the globe, with no physical contact being made at all. The different types of retail stores are as follows,

- Hypermarket
- Large supermarkets, typically (3,500 - 5,000 sq. ft)
- Mini supermarkets, typically (1,000 - 2,000 sq. ft)
- Convenience store, typically (7,50 - 1,000 sq. ft)
- Discount/shopping list grocer
- Traditional retailers trying to reinvent by introducing self-service formats as well as value-added services such as credit, free home delivery etc.

Until the introduction of the self service stores, the customers were buying goods by simply asking the shopkeeper for their goods. There was a personal one-to-one relationship between the customer and the shop keeper. The first self service store was started in the year 1915 by Albert Gerard in Los Angeles. In these stores the groceries were stacked on shelves allowing the customers to walk around and browse, collecting their requirements by themselves and the shop keeper would only need to calculate the final bill at the end of the process and receive payment. This new type of shopping was more efficient and many customers preferred it. There has been a steady rise in the global amount of self service stores ever since it started. Even though India has well over 5 million retail outlets of all sizes and styles, the country sorely lacks anything that can resemble a retailing industry in the modern sense of the term. This presents international retailing specialists with the great opportunity. Retailing in India is thoroughly unorganized. There is no supply chain management perspective.

According to a survey by AT Kearney, an overwhelming proportion of the Rs.400000 crore retail markets are unorganized. In fact, only an Rs.20000 crore segment of the market is organized. Just over 8 per cent of India's population is engaged in retailing. The first challenge facing the organized retail industry in India is competition from the unorganized sector. Traditional retailing has established in India for some centuries. It is a low cost structure mostly own operated and it runs for generations. In contrast, players in the organized sector have big expenses to meet and yet have to keep prices to low enough to be able to compete with the traditional sector. High cost for the organized sector arises from higher labor cost, social security to employees, high quality and other comfort facilities.

These drawbacks present opportunity to International and/or professionally managed Indian Corporations to pioneer a modern retailing industry in India and benefit from it.

1.2 Review of literature:

This section deals with the review of literature collected from different sources; Rankin et al Ken (2005)[1] has undertaken a study on Impact of sales tax on retailers; it deals on the impact of proposed national sales taxes on the retailing sector and potential impact on product prices and consumer behavior.

Illia et al Tony (2007)[2] has undertaken a study on the status of the retail sector in Las Vegas, Nevada with vendors, shops and stores clamoring for space in the second quarter. According to data compiled by Applied Analysis, the market posted a low 2.8 percent vacancy rate through Dec 2007. Brian Gordon of Applied Analysis claims that the retail sector is responding to the continued population growth and housing market shift in the area.

The article reports on the efforts of retailer Wal-Mart Stores Inc. (2007)[3] to invest in data analysis technology. According to analysts, they have to learn how to share their data and learn how to seek outside input and understand how to use that information to make calculated business decisions. In June 2007, Wal-Mart CEO H. Lee Scott Jr. announced that plans and new systems are in place to improve merchandising particularly in apparel.

Reynolds Jonathan et alia Howard, Elizabeth, Cuthbertson, Christine, Hristov and Latchezar (2008)[4] has undertaken a study on Perspectives on retail format innovation. The paper provides a brief summary of our existing understanding of the retail innovation process and of the longer term retail format lifecycle. It explores four features of recent format change that provide the basis for distinctive business models.

Design/methodology/approach The paper concludes that whilst existing models of retail format change can risk oversimplifying and formalising what are often experimental, incremental and often accidental processes, they can complement our understanding of longer term trends in retail formats. The evolution of retail formats,

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[1] DSN Retailing Today, November 2005, Vol.44 Issue 7, p10-10,2/5p;
[2] Las Vegas Business Press, July 2007, Vol.24 Issue 31, p10-11,2p;
[3] Women's Wear Daily, August 2007, Vol.194 Issue 334, p9-9,2/3p;
[4] International Journal of Retail & Distribution Management, 2008, Vol.35 Issue 8, p647-660, 14p;

together with the retail business models of which they are an expression, has been a continuing source of interest amongst stakeholders ranging from consumers, developers and investors.

Findings demonstrate that innovation is seen as providing an important source of diversity and renewal for urban and suburban spaces.

Howard Elizabeth (2008)[5] have undertaken a study on the new shopping centers: is it leisure? Consumers are spending more on leisure, and retailers and shopping centre developers are seeking ways to make shopping more of a leisure pursuit. This paper deals with the questions: what is leisure shopping, who are leisure shoppers, what is leisure retailing, and how are shopping centers providing for them?

Design/methodology/approach - Brief reviews of key research domains establish various meanings for leisure shopping and give some indications of which leisure shoppers are.

Recent developments in shopping centers are considered. The last section discusses conceptual models, building on earlier empirical work on the functioning of shopping centers which incorporate leisure activities. Leisure shopping is not best conceptualized as part of a continuum from purposive to leisure oriented. Rather, it may exist in a variety of circumstances, dependent on individual characteristics, trip motivations, the social setting of the trip and the nature of the destination. Leisure centers are not a separate category of centre, but the classification of shopping centers should be modified to incorporate consideration of leisure. The best unit of analysis may be the trip, rather than other forms of customer segmentation. Synergistic benefits for retailers from some forms of adjoining leisure activity may be small. The paper provides two models which may be used to analyze both shopping activity and shopping centers from the leisure point of view.

[5] International Journal of Retail & Distribution Management, 2008, Vol.35 Issue 8, p661-672, 12p;

1.3 Statement of the problem:

Indian retail sector is undergoing a buoyant transition from unorganized to organized retailing. This has given raise to severe competition among the organized retail sector. Understanding the co`nsumer's in terms of their profile, buying behavior, perception and satisfaction is important. This is identified as the problem area and the study has attempted to address the above said issues with respect to Big Bazaar.

1.4 Objectives:

Primary objective:

- To identify the consumers perception towards Big Bazaar

Secondary Objectives:

- To identify brand awareness of consumers towards Big Bazaar.
- To identify the competitors of Big Bazaar in Coimbatore city.
- To analyze the influence of demographic variables over consumer perception towards Big Bazaar.
- To identify the profile and buying behavior of the respondents.

1.5 Scope of the study:

This research gives a broad frame work about the consumers of Big Bazaar and an analysis about their attitude and perceptions towards big Bazaar. This research will help to identify the consumer's current view about Big Bazaar and help in making any changes in certain areas which may need more emphasis.

This study has been conducted in Coimbatore city with a sample size of 125 respondents. All classes of consumers were met and their views were analyzed.

1.6 Research Methodology:

a) Type of Study:

The type of the study is descriptive in nature since it describes the perception of the consumers of Big Bazaar.

b) Sampling Design:

The sampling design consists of sampling method and sample size. The sampling method to be used is convenient method of sampling since the population is infinite. The sample size is 125 respondents from the consumers of Big Bazaar in Coimbatore city.

c) Method of Data Collection:

The method used to collect primary data is through questionnaires. Secondary data is collected through company manuals, records, magazines and web sites.

d) Tools for Analysis:

- Percentage analysis
- Chi – square test

Percentage analysis:

Percentage analysis is used to describe the profile of respondents and buying behavior of the consumer's of Big Bazaar.

Chi – square test:

Chi-square test is one of the simplest and most widely used non parametric tests. Chi-square test is applied in statistics to test to goodness of fit to verify distribution of observed data with assumed theoretical distribution. In this study it is used to identify the influence of demographic variables over consumer's perception.

1.7 Limitations:

- The study is limited to the area of Coimbatore city

- Due to time constraint only 125 respondents have been covered
- As convenient method of sampling is used the findings cannot be generalized

1.8 Chapter scheme:

This project is divided into 5 chapters,

Chapter one deals with background of the study, review of literature, objectives and scope of the study, methodology and limitations.

Chapter two deals with history of the organization, management, organization structure , etc.,

Chapter three covers macro micro analysis of the study.

Chapter four includes data analysis and interpretation through representation of various tables and graphs.

Chapter five deals with results, discussion and recommendations provided for the study.

CHAPTER 2

ORGANISATION PROFILE

2.1 History of the Organization:

Pantaloon Retail India Limited is a leading retailer with a turnover of Rs 2019 cores. Headquartered in Mumbai, the company operates through primarily the 'Lifestyle' and 'Value' formats through multiple delivery mechanisms and lines of business – some of them being fashion, food, general merchandise, home, leisure and entertainment, financial services, communications and wellness.

The company has about 331 stores in over 40 cities across the country, constituting 5 million square feet of retail space. The company caters to the 'Lifestyle' segment through its Pantaloons Stores and Centre Malls, as well as its other concepts. In 'Value' retailing it is present through Big Bazaar hypermarkets, Food Bazaars, and Fashion Stations, and other delivery formats.

Over the years, the company has accelerated growth through its ability to lead change. A number of its pioneering concepts have now emerged as industry standards. For instance, the company integrated backwards into garment manufacturing even as it expanded its retail presence at the front end, well before any other Indian retail company attempted this. It was the first to introduce the concept of the retail departmental store for the entire family through Pantaloons in 1997. The company was the first to launch a hypermarket in India with Big Bazaar, a large discount store that it commissioned in Kolkata in October 2001. And the company introduced the country to the Food bazaar, a unique 'Bazaar' within a hypermarket, which was launched in July 2002 in Mumbai. Enhancing our leadership value, the company launched all in July 2005 in Mumbai, making us the first retailer in India to open a fashion store for plus size men and women.

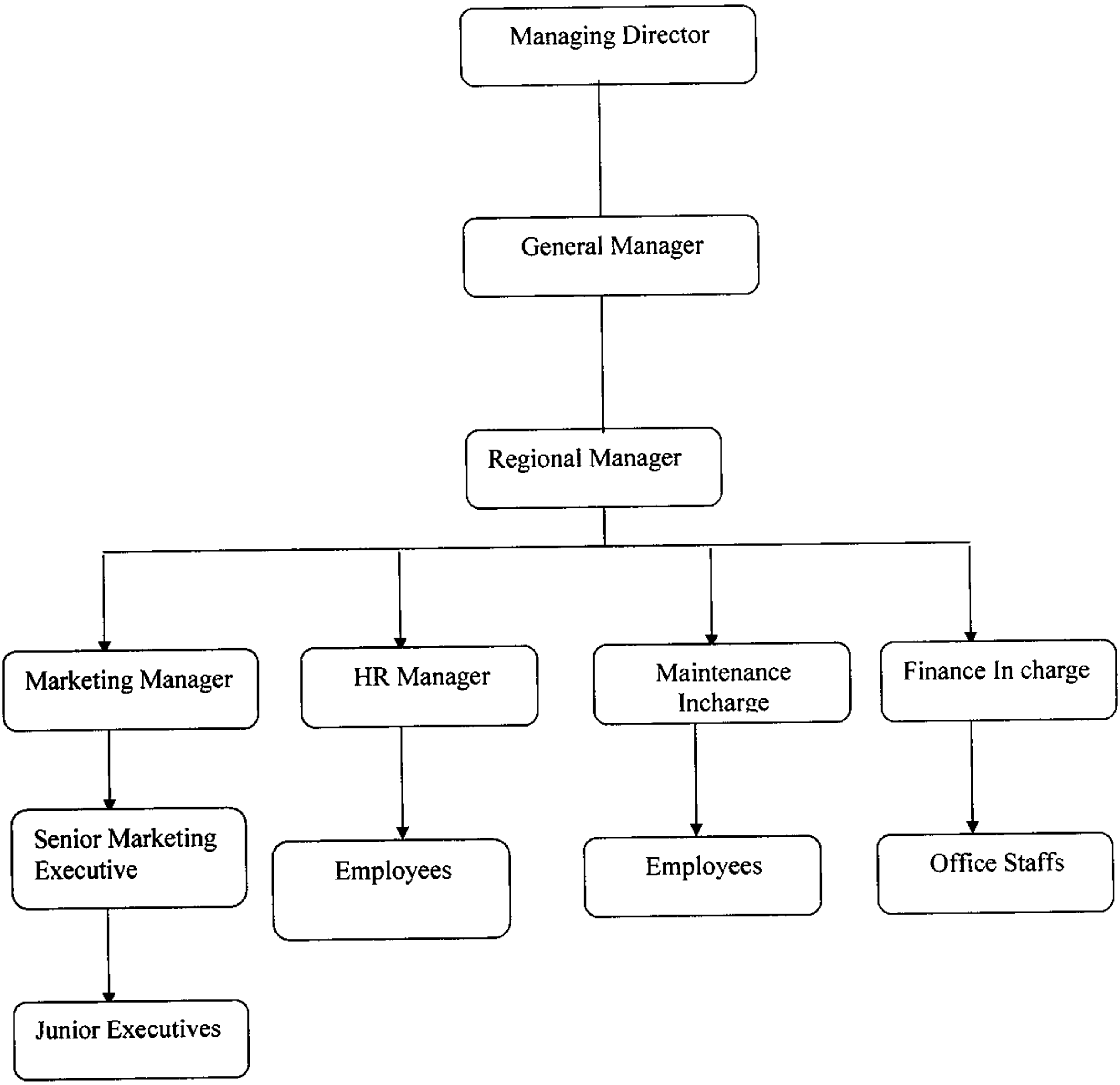
2.2 Management:

Future Group is one of the country's leading business groups present in retail, asset management, consumer finance, insurance, retail media, retail spaces and logistics. The group's flagship company, Pantaloon Retail (India) Limited operates over 7 million square feet of retail space, has over 1000 stores across 53 cities in India and employs over 25,000 people. Some of its leading retail formats include, Pantaloons, Big Bazaar, Central, Food Bazaar, Home Town, eZone, Depot, Future Money and online retail format, futurebazaar.com.

Future Group companies includes, Future Capital Holdings, Future Generali India Indus League Clothing and Galaxy Entertainment that manages Sports Bar, Brew Bar and Bowling Co. Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over $1 billion that are being invested in developing retail real estate and consumer-related brands and hotels.
The group's joint venture partners include Italian insurance major, Generali, French retailer ETAM group, US-based stationary products retailer, Staples Inc and UK-based Lee Cooper and India-based Talwalkar's, Blue Foods and Liberty Shoes.

Kishore Biyani, is the Chief Executive officer of the Future Group and managing director, Pantaloon Retail India Limited. He started of this entrepreneurial career with manufacturing and distribution of branded men's wear products.

2.3 ORGANISATION STRUCTURE



2.4 Product Profile:

The hypermarket Big Bazaar provides the following products to the consumers in their retail stores.

- ✓ Medical products
- ✓ Groceries
- ✓ Food items
- ✓ Vegetables and fruits
- ✓ Cosmetic products
- ✓ Watches
- ✓ Mobiles
- ✓ Sun glasses
- ✓ Beauty products
- ✓ Books and music CD's and DVD's
- ✓ Utensils
- ✓ Gifts items
- ✓ Gold items
- ✓ Plastics and Crockery
- ✓ Ready made wears
- ✓ House hold dresses
- ✓ Electronic bazaar
- ✓ Furniture
- ✓ Electronic durables etc

2.5 Competitive Strength of the Company:

The competitive strength of the company is the consistent high quality service which has been their constant effort because of which the people still have the same trust. The competitive strength also includes quality products at huge discount rates.

2.6 Description of various functional areas:

The main functional area concentrated in Big Bazaar, taken for the study is marketing. They market the products of different brands, catering to the day to day needs of the consumers. They also offer a wide range of quality products at high discount rates.

CHAPTER 3
MACRO – MICRO ANALYSIS

3.1 INDIAN RETAIL SECTOR

India represents an economic opportunity on a massive scale, both as a global base and as a domestic market. Indian Retail sector consists of small family-owned stores, located in residential areas, with a shop floor of less than 500 square feet. At present the organized sector accounts for only 2 to 4% of the total market although this is expected to rise by 20 to 25% on YOY basis.

Retail growth in the coming five years is expected to be stronger than GDP growth, driven by changing lifestyles and by strong income growth, which in turn will be supported by favorable demographic patterns and the extent to which organized retailers succeed in reaching lower down the income scale to reach potential consumers towards the bottom of the consumer pyramid. Growing consumer credit will also help in boosting consumer demand.

Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery, are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. Indian retailers need to advantage of this growth and aiming to grow, diversify and introduce new formats have to pay more attention to the brand building process. The emphasis here is on retail as a brand rather than retailers selling brands.

The focus should be on branding the retail business itself. In their preparation to face fierce competitive pressure, Indian retailers must come to recognize the value of building their own stores as brands to reinforce their marketing positioning, to communicate quality as well as value for money. Sustainable competitive advantage will be dependent on translating core values combining products, image and reputation into a coherent retail brand strategy. Indian retail scene is booming.

A number of large corporate houses — Tata's, Raheja's, Piramals's, Goenka's — have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new age book stores, every-day-low-price stores, computers and peripherals stores, office equipment stores and home/building construction stores.

Today, the organized players have attacked every retail category. The Indian retail scene has witnessed too many players in too short a time, crowding several categories without looking at their core competencies, or having a well thought out branding strategy.

3.2 RETAIL SECTOR GROWTH IN INDIA

The contemporary retail sector in India is reflected in sprawling shopping centers, multiplex- malls and huge complexes offer shopping, entertainment and food all under one roof, the concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. This has also contributed to large scale investments in the real estate sector with major national and global players investing in developing the infrastructure and construction of the retailing business. The trends that are driving the growth of the retail sector in India are

- Low share of organized retailing
- Falling real estate prices
- Increase in disposable income and customer aspiration
- Increase in expenditure for luxury items

The retailing configuration in India is fast developing as shopping malls are increasingly becoming familiar in large cities. When it comes to development of retail space specially the malls, the Tier II cities are no longer behind in the race. If development plans till 2007 is studied it shows the projection of 220 shopping malls, with 139 malls in metros and the remaining 81 in the Tier II cities. The government of states like Delhi and National Capital Region (NCR) are very upbeat about permitting the use of land for commercial development thus increasing the availability of land for retail space; thus making NCR render to 50% of the malls in India.

Organized retail will form 10% of total retailing by the end of this decade (2010). From 2006 to 2010, the organized sector will grow at the CAGR of around 49.53% per annum. Cultural and regional differences in India are the biggest challenges in front of retailers. This factor deters the retailers in India from adopting a single retail format.

Hypermarket is emerging as the most favorable format for the time being in India. The arrival of multinationals will further push the growth of hypermarket format, as it is the best way to compete with unorganized retailing in India.

3.3 CURRENT SCENARIO

India is rated the fifth most attractive emerging retail market: a potential goldmine. Estimated to be US$ 200 billion, of which organized retailing (i.e. modern trade) makes up 3 percent or US$ 6.4 billion As per a report by KPMG the annual growth of department stores is estimated at 24% Ranked second in a Global Retail Development Index of 30 developing countries drawn up by AT Kearney.

Multiple drivers leading to a consumption boom:

- Favorable demographics
- Growth in income
- Increasing population of women
- Raising aspirations: Value added goods sales

. Food and apparel retailing key drivers of growth

Organized retailing in India has been largely an urban Phenomenon with affluent classes and growing number of double-income households.

More successful in cities in the south and west of India. Reasons range from differences in consumer buying behavior to cost of real estate and taxation laws.

Rural markets emerging as a huge opportunity for retailers reflected in the share of the rural market across most categories of consumption ITC is experimenting with retailing through its e-Choupal and Choupal Sagar – rural hypermarkets. HLL is using its Project Shakti initiative – leveraging women self-help groups – to explore the rural market.

Mahamaza is leveraging technology and network marketing concepts to act as an aggregator and serve the rural markets., IT is a tool that has been used by retailers ranging from Amazon.com to eBay to radically change buying behavior across the globe., 'E-tailing' slowly making its presence felt.

3.4 CHALLENGES IN RETAIL SECTOR

Distribution continues to improve, but it still remains a major inefficiency. Poor quality of infrastructure, coupled with poor quality of the distribution sector, results in logistics costs that are very high as a proportion of GDP, and inventories, which have to be maintained at an unusually high level. Distribution and marketing is a huge cost in Indian consumer markets. It's a lot easier to cut manufacturing costs than it is to cut distribution and marketing costs.

Also, government has relaxed regulatory controls on foreign direct investment (FDI) considerably in recent years, while retailing currently remains closed to FDI. However, the Indian government has indicated in 2005 that liberalization of direct investment in retailing is under active consideration. It has allowed 51% FDI in "single brand" retail.

The next cycle of change in Indian consumer markets will be the arrival of foreign players in consumer retailing. Although FDI remains highly restricted in retailing, most companies believe that will not be for long. Indian companies know Indian markets better, but foreign players will come in and challenge the locals by sheer cash power, the power to drive down prices. That will be the coming struggle. Also, manufacturers and service providers face an exploding rural market yet only marginally tapped due to difficulties in rural retailing.

Only innovative concepts and models may survive the test of time and investments.

However, manufacturers and service providers will also increasingly face a host of specialist retailers, who are characterized by use of modern management techniques, backed with seemingly unlimited financial resources. Organized retail appears inevitable. Retailing in India is currently estimated to be a US$ 200 billion industry, of which organized retailing makes up a paltry 3 percent or US$ 6.4 billion. By 2010, organized retail is projected to reach US$ 23 billion. For retail industry in India, things have never looked better and brighter. Challenges to the manufacturers and service providers would abound when market power shifts to organized retail.

The retail sector has played a phenomenal role throughout the world in increasing productivity of consumer goods and services. It is also the second largest industry in US in terms of numbers of employees and establishments. There is no denying the fact that most of the developed economies are very much relying on their retail sector as a locomotive of growth. The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country's 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 India Retail Industry is gradually inching its way towards becoming the next boom industry.

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

4.1 PROFILE OF THE RESPONDENTS:

The following tables and respective interpretations describes about the profile of respondents considered for the study.

TABLE -1

AGE OF THE RESPONDENT

Age	No. of respondents	Percent
Below 20	17	13.6
21-30	33	26.4
31-40	44	35.2
Above 40	31	24.8
Total	125	100.0

INFERENCE:

From the above table we can understand that (35.2 %) of the consumers are "between" the age of 31 -40, (26.4%) are "between" 21-30, (24.8%) are above the age of 40 and (13.6%) are below the age of 20.

CHART -1

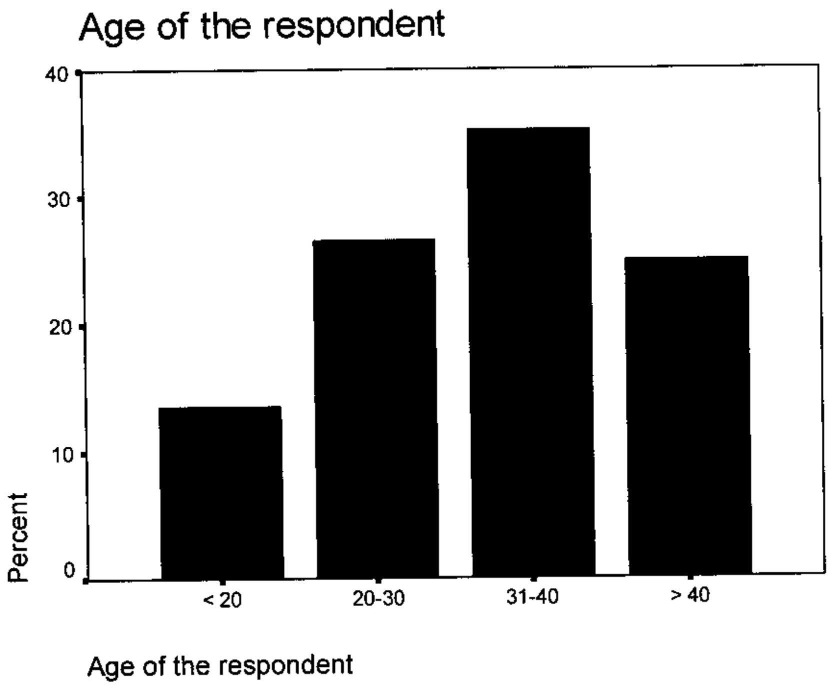

Age of the respondent
40
30
20
10
0
Percent
< 20
20-30
31-40
> 40
Age of the respondent

TABLE -2

GENDER OF THE RESPONDENT

Gender	No. of respondents	Percent
Male	84	67.2
Female	41	32.8
Total	125	100.0

INFERENCE:

The above table infers that (67.2%) of consumers are male and (32.8%) of consumers are female.

CHART -2

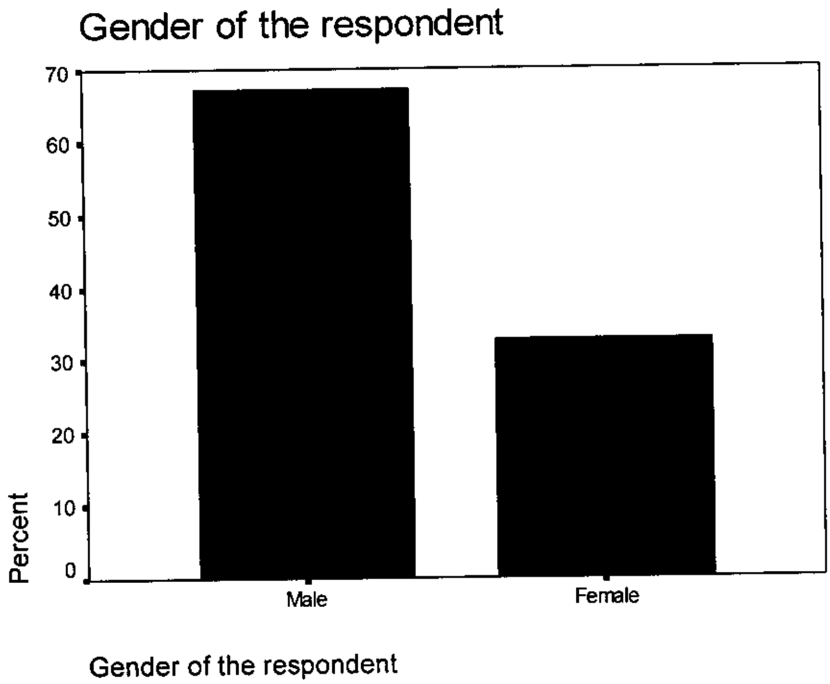

Gender of the respondent
70
60
50
40
30
20
10
0
Percent
Male
Female
Gender of the respondent

TABLE -3

EDUCATIONAL QUALIFICATION OF THE RESPONDENT

Educational qualification	No. of respondents	Percent
Schooling	28	22.4
Graduate	46	36.8
Post graduate	36	28.8
Others	15	12.0
Total	125	100.0

INFERENCE:

From the above table we can see that a majority of the consumers (36.8%) are graduates, (28.8%) are post graduates and (22.4%) are people of school level education.

CHART -3

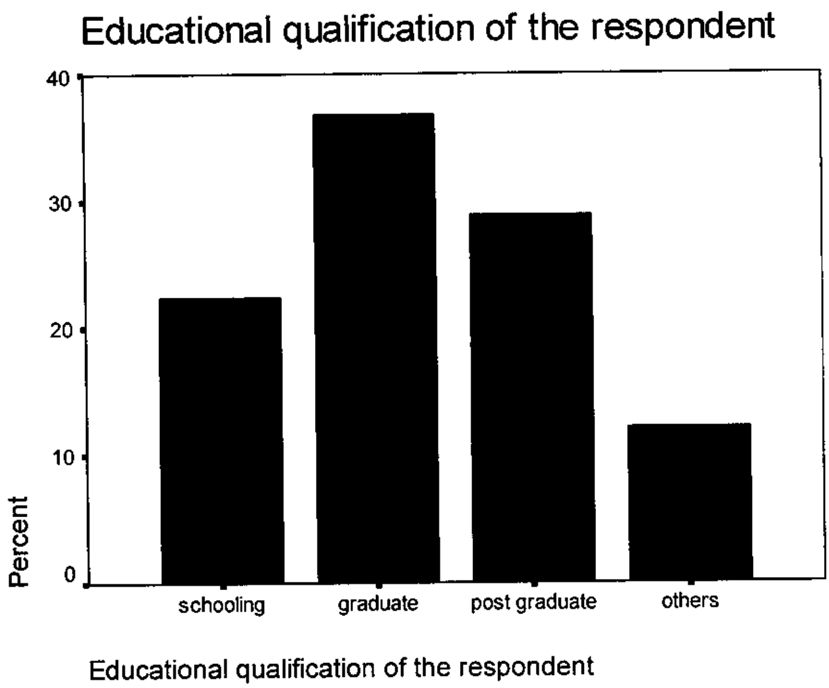

Educational qualification of the respondent
40
30
20
10
0
Percent
schooling
graduate
post graduate
others
Educational qualification of the respondent

TABLE -4

OCCUPATION OF THE RESPONDENT

Occupation	No. of respondents	Percent
Student	40	32.0
Professional	35	28.0
Business	22	17.6
Others	28	16.8
Total	125	100.0

INFERENCE:

The above table infers that (32.0%) of consumers are students, (28.0%) are professionals and (17.6%) are business people.

CHART -4

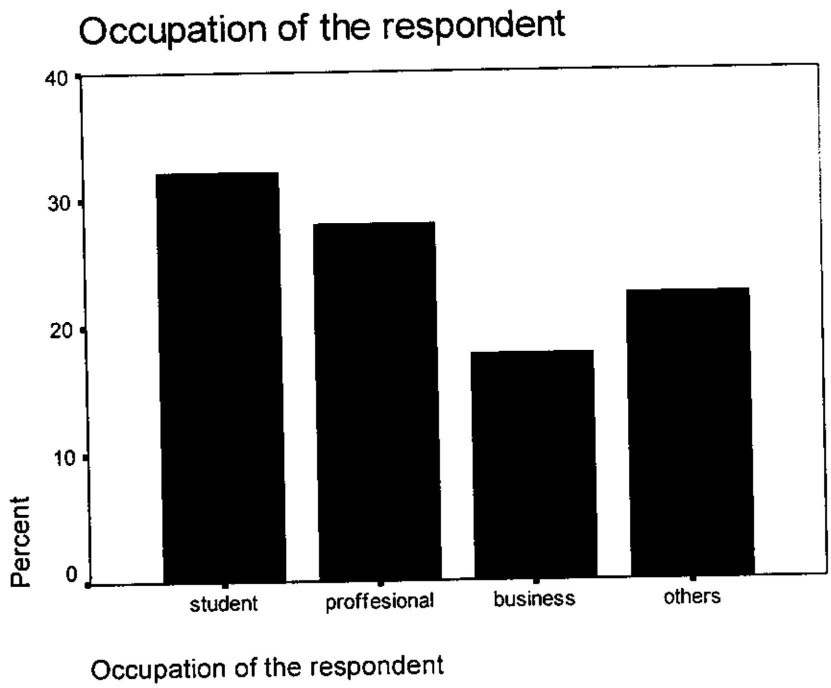

Occupation of the respondent
40
30
20
10
0
Percent
student
proffesional
business
others
Occupation of the respondent

TABLE -5

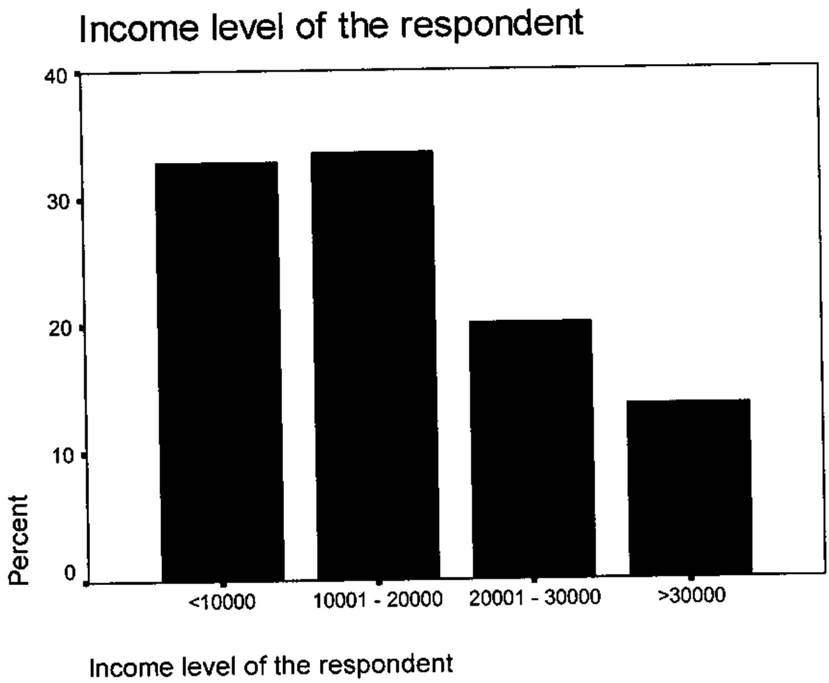
INCOME LEVEL OF THE RESPONDENT

Income	No. of respondents	Percent
Below 10000	41	32.8
10001 - 20000	42	33.6
20001 - 30000	25	20.0
Above 30000	17	13.6
Total	125	100.0

INFERENCE:

From the above table we can see that a majority of the consumers, almost (32.8%) earn "between" 10001-20000 and (33.6%) earn "between" 1001-20000.

CHART -5



Income level of the respondent
40
30
20
10
0
Percent
<10000
10001 - 20000
20001 - 30000
>30000
Income level of the respondent

TABLE -6

METHOD OF AWARENESS TOWARDS BIG BAZAAR

Media	No. of respondents	Percent
Magazines, Newspaper	47	37.6
Friends, Relatives	24	19.2
Advertisement	35	28.0
Others	19	15.2
Total	125	100.0

INFERENCE:

The above table shows that (37.6%) of the consumers were aware of Big bazaar through magazines & newspapers, (28%) through advertisements & (19.2%) through friends & relatives.

CHART -6

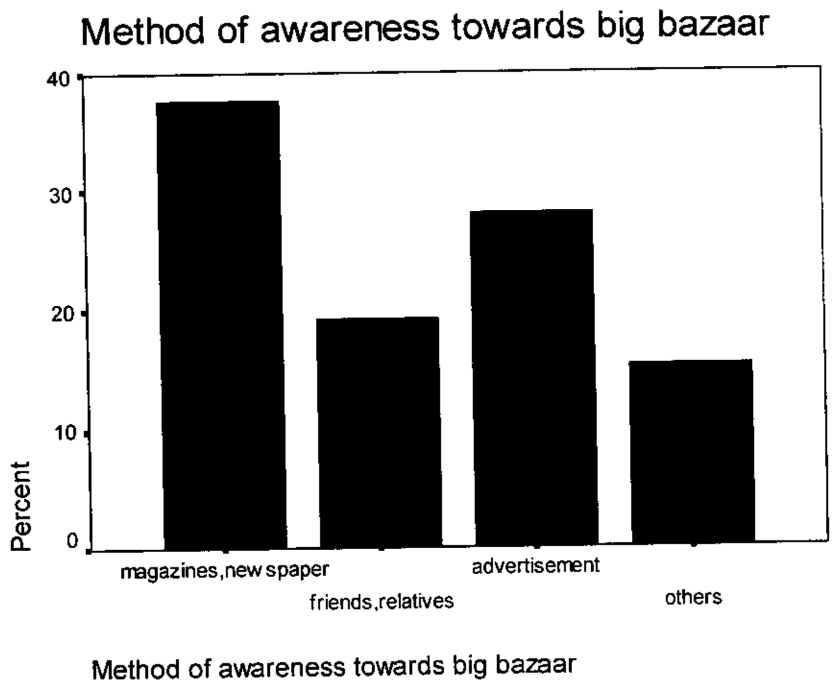

Method of awareness towards big bazaar
40
30
20
10
0
Percent
magazines,new spaper
friends,relatives
advertisement
others
Method of awareness towards big bazaar

TABLE -7

NO. OF RESPONDENTS OF VISITS TO THE STORE

No : of visits	No. of respondents	Percent
Once in 15 days	21	16.8
15 - 30 days	38	30.4
31 - 45 days	38	30.4
Above 45 days	28	22.4
Total	125	100.0

INFERENCE:

The above table shows that a majority of the consumers (30.4%) visit the store "between" 15-30 days & "between" 31-45 days. (16.8%) visit once in 15 days.

CHART -7

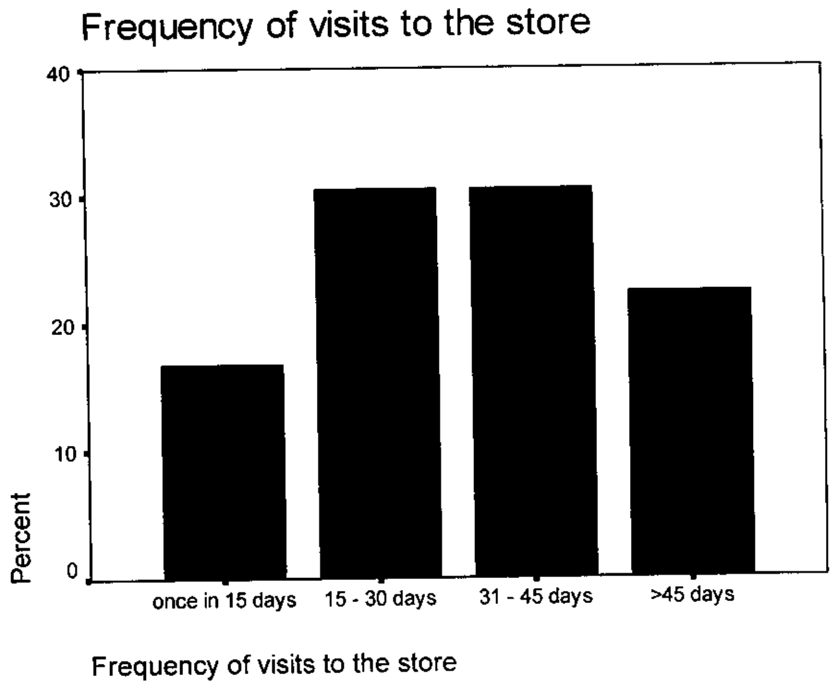

Frequency of visits to the store
40
30
20
10
0
Percent
once in 15 days
15 - 30 days
31 - 45 days
>45 days
Frequency of visits to the store

TABLE -8

AMOUNT SPENT DURING EACH PURCHASE

Amount	No. of respondents	Percent
Less than 1000	69	55.2
1001 - 3000	31	24.8
3001 - 4000	19	15.2
Above 4000	6	4.8
Total	125	100.0

INFERENCE:

The above table shows that a majority of the consumers (55.2%) spend less than 1000, (24.8%) spend “between” 1001-3000, (15.2%) spend “between” 3001-4000 & only (4.8%) spend above 4000.

CHART -8

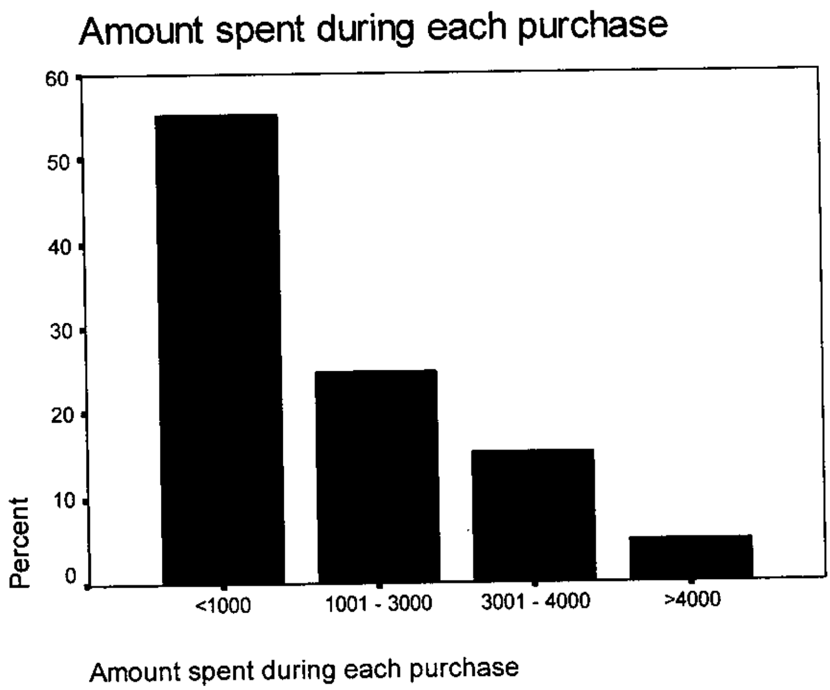

Amount spent during each purchase
60
50
40
30
20
10
0
Percent
<1000
1001 - 3000
3001 - 4000
>4000
Amount spent during each purchase

TABLE -9

TYPE OF PRODUCTS PURCHASED

Products	No. of respondents	Percent
Groceries	22	17.6
Electronic goods	29	23.2
Medical products	4	3.2
Household articles	46	36.8
All the above	24	19.2
Total	125	100.0

INFERENCE:

The above table shows that (36.8%) of consumers purchased house hold articles (23.2%) purchased electronic goods, (17.6%) purchased groceries.

CHART -9

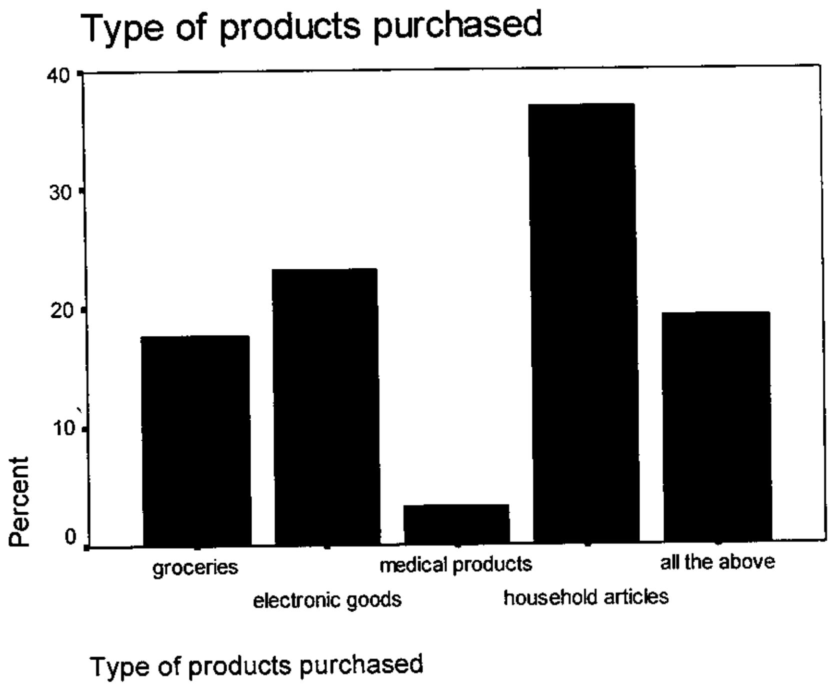

Type of products purchased
40
30
20
10
0
Percent
groceries
electronic goods
medical products
household articles
all the above
Type of products purchased

TABLE -10

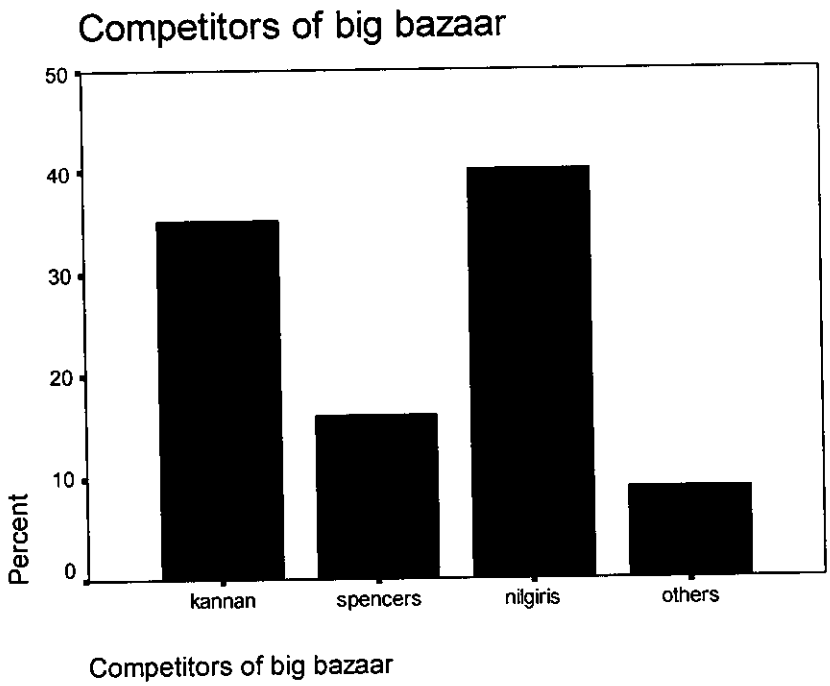
COMPETITORS OF BIG BAZAAR

Competitors	No. of respondents	Percent
Kannan	44	35.2
Spencer's	20	16.0
Nilgiri's	50	40.0
Others	11	8.8
Total	125	100.0

INFERENCE:

The above table shows that (40%) of the respondents felt that Nilgiri's was a competitor to Big Bazaar, (35.2%) felt that Kannan stores was a competitor & (16%) felt that Spencer's was a competitor.

CHART -10


Competitors of big bazaar
50
40
30
20
10
0
Percent
kannan
spencers
nilgiris
others
Competitors of big bazaar

4.2 Influence of demographic variables on Perception:

In order to understand the influence of demographic variables on the level of perception, the chi-square test is performed at 5% significant level. The demographic variables selected are age, gender, education, occupation and income level. The findings are presented below. H0: Age does not have a significant influence on the level of perception. The above hypothesis is tested and the findings are presented below.

TABLE - 11

Influence of the Age on the perceptional factors

Factors	X^2	P Value
Price	.881	.990
Quality	28.896	.001
Location	24.178	.004
Brand Image	12.916	.166
Availability	5.952	.745
Shelf Arrangement	1.470	.961
Crowd Management	7.813	.252
Customer Care	6.961	.641
Ambience	6.702	.349
Discounts	6.864	.651
Billing	2.058	.560
Parking	6.738	.346

INFERENC:

From the above table it can be seen that the demographic variable age has a significant influence on the perceptional factors quality and location.

TABLE - 12

Influence of the Gender on the perceptional factors

Factors	X^2	P Value
Price	62.879	.000
Quality	57.869	.000
Location	19.484	.000
Brand Image	37.816	.000
Availability	43.897	.000
Shelf Arrangement	.216	.898
Crowd Management	1.390	.499
Customer Care	28.040	.000
Ambience	39.185	.000
Discounts	20.030	.000
Billing	2.934	.087
Parking	2.247	.325

INFERENCE:

From the above table it can be seen that the demographic variable Gender has a significant influence on the perceptional factors price, quality, location, brand image, availability, customer care, ambience and discounts.

TABLE – 13

Influence of Educational Qualification on the perceptional factors

Factors	X^2	P Value
Price	6.651	.354
Quality	27.428	.001
Location	27.004	.001
Brand Image	7.683	.566
Availability	8.327	.502
Shelf Arrangement	2.308	.889
Crowd Management	3.946	.684
Customer Care	25.629	.002
Ambience	5.846	.441
Discounts	8.817	.454
Billing	.776	.855
Parking	4.873	.560

INFERENCE:

From the above table it can be seen that the demographic variable Educational Qualification has a significant influence on the perceptional factors price, quality, availability, customer care and ambience.

TABLE – 14

Influence of Occupation on the perceptional factors

Factors	X^2	P value
Price	88.317	.000
Quality	38.686	.000
Location	12.401	.192
Brand Image	18.366	.031
Availability	32.786	.000
Shelf Arrangement	4.895	.557
Crowd Management	2.978	.812
Customer Care	27.309	.001
Ambience	42.463	.000
Discounts	14.165	.117
Billing	.332	.954
Parking	2.632	.853

INFERENCE:

From the above table it can be seen that the demographic variable Occupation has a significant influence on the perceptional factors quality, location and customer care.

TABLE - 15

Influence of Income on the perceptional factors

Factors	X^2	P Value
Price	53.816	.000
Quality	26.966	.001
Location	10.545	.308
Brand Image	15.151	.087
Availability	21.919	.009
Shelf Arrangement	4.436	.618
Crowd Management	6.202	.401
Customer Care	12.342	.195
Ambience	23.959	.001
Discounts	8.570	.478
Billing	.3.297	.348
Parking	13.647	.034

INFERENCE:

From the above table it can be seen that the demographic variable Income has a significant influence on the perceptional factors price, quality, availability, ambience and parking.

TABLE – 16
4.3 Level of satisfaction:

	PERCENTAGE			
FACTOR	**HS**	**S**	**N**	**DS**
Price	31.2	55.2	13.6	0
Quality	13.6	43.2	36.0	7.2
Location	38.4	30.4	26.4	4.8
Brand Image	13.6	52.0	27.2	7.2
Availability	33.6	42.4	19.2	4.8
Shelf Arrangement	26.4	60.8	12.8	0
Crowd Management	24.0	56.0	20.0	0
Customer Care	6.4	44.8	44.8	4.0
Ambience	37.6	50.4	12.0	0
Discounts	31.2	50.4	13.6	4.8
Billing	76.0	24.0	0	0
Parking	0	17.6	35.2	47.2

HS – Highly satisfied, **S** – Satisfied, **N** – Neutral, **DS** – Dissatisfied

INFERENCE:

From the above table, it can be inferred that billing is the factor which is felt very much satisfied by the respondents followed by price, shelf arrangement, ambience, discounts, crowd management, availability, location, brand image, customer care, and quality and parking facilities.

CHAPTER 5
CONCLUSION

5.1 RESULTS AND DISCUSSIONS:

5.1.1 Profile of the respondents:

- Most of the respondents belong to the age group of 31 – 40, (35.2%), (26.4%) of the respondents are between the age group of 20-30, (24.8%) of the respondents belong to the age group of above 40, and (13.6%) of the respondents belong to the age category of less than 20.

- Majority (67.2%) of the respondents are male and (32.8 %) are female.

- Majority (32.0%) of the respondents are students, (28.0%) of the respondents are professionals, (17.6%) of the respondents are business people.

- Majority (36.8%) of the respondents are graduates, (28.8%) are post graduates, and (22.2%) of the respondents are people of school level education.

- Majority (33.6%) of the respondents have income levels between Rs. 10001 – 20000, (32.8%) of the respondents earn les than Rs. 10000 and (20%) earn between 20001 – 30000 and (13.6%) earn above Rs. 30000.

5.1.2 Buying behaviour of the respondents:

- . Majority (37.6%) of the respondents have come to know Big Bazaar through magazines & newspapers, (28.0%) through advertisements, and (19.2%) through friends & relatives.

- . Majority (30.4%) of the respondents visit the store between 15 – 30 days, (30.2%) of the respondents between 31 – 45 days, (22.4 %) above 45 days and (16.8%) once in 15 days.

- . Majority of the respondents (55.2%) spend less than Rs. 1000, (24.8%) of the respondents spend between Rs.1001 – 3000, (15.2%) of the respondents spend between Rs. 3001 - 4000 and (4.8%) of the respondents spend above Rs. 4000.

- Majority (40.0%) of the respondents feel that Nigeria's is a close competitor of Big Bazaar, (35.2%) of them feel Kannan departmental store is a close competitor and (16%) of them feel Spencer's as a close competitor.

5.1.3 Influence of demographic variables over perception:

- The demographic variable Age has a significant influence on the perceptional factors quality and location.

- The demographic variable Gender has a significant influence on the perceptional factors price, quality, location, brand image, availability, customer care, ambience and discounts.

- The demographic variable Educational qualification has a significant influence on the perceptional factors price, quality, availability, customer care and ambience.

- The demographic variable Occupation does not have a significant influence on any of the perceptional factors.

- The demographic variable income has a significant influence on the perceptional factors quality, price, availability, and ambience and parking facilities.

5.1.4 Level of Satisfaction:

- The billing factor is felt very much satisfied by the respondents followed by price, shelf arrangement, ambience, discounts, crowd management, availability, location, brand image, customer care, and quality and parking facilities.

- Majority of the respondents (76.0%) were highly satisfied with the billing system, (38.4%) were highly satisfied with the location and (37.6%) were highly satisfied with the ambience in Big Bazaar.

- Majority of the respondents (60.8%) were satisfied with the shelf arrangement, (55.2%) were satisfied with the price and (50.2%) were satisfied with the discounts.

- Majority of the respondents (44.8%) were neutral about the customer care offered in Big Bazaar and (36.0%) were neutral about the quality.

- Majority of the respondents (47.2%) were dissatisfied with the parking facilities and (7.2%) were dissatisfied with the quality.

- Majority of the respondents (44.8%) were neutral about the customer care and (4%) were dissatisfied.

5.2 RECOMMENDATIONS:

- The findings suggest that a majority of the consumer's are between the age group of 31 – 40 with an income level of Rs.10001 – 20000.Big bazaar can develop new business strategies to attract people of other age groups and income levels.

- It is found that a majority of the consumer's purchase household articles and hence other products should be positioned better to attract more customers.

- Efforts should be taken to improve the quality of products and the parking facilities as a lot of consumer's are dissatisfied with both these aspects.

- The findings suggest that a majority of the consumer's are either neutral or dissatisfied about the brand image of Big Bazaar. Efforts should be taken to promote the brand in order to attract more customers.

- Efforts should be taken improve the customer care as a lot of the respondents were neutral or dissatisfied regarding customer care.

CONCLUSION

This project was carried out to find out the perception of Consumer's towards Big Bazaar, to find out the brand awareness of Big Bazaar, to find out its competitors and to find out the demographic variables that influence the buying behavior of consumer's.

Through a questionnaire, data was collected and analyzed, and the above said were found out.

Using these findings, various suggestions such as improving the quality of products, customer care and upgrading parking facilities were suggested.

ANNEXURE

QUESTIONNAIRE

1. Name :
2. Age : [ ] < 20 [ ] 20-30 [ ] 31-40 [] >40

3. Gender : [ ] Male [ ] Female
4. Educational qualification:

   [ ] School level [ ] Graduate

   [ ] Post graduate [ ] others
5. Occupation :

   [ ] Student [ ] Business

   [ ] Professional [ ] Homemaker

   [ ] Employed [ ] others
6. Monthly income :

   [ ] <10000 [ ] 10001 – 20000

   [ ] 20001 – 30000 [ ] >30000
7. How did you come to know about Big Bazaar?

   [ ] Magazines & News papers [ ] Friends & Relatives

   [ ] Advertisements [ ] others

8. How often do you visit the store?

   [ ] once in 15 days [ ] 15 – 30 day

   [ ] 31 – 45 days [ ] >45 days
9. Amount spent during each purchase?

   [ ] < Rs.1000 [ ] Rs.1001 – 3000

   [ ] Rs.3001 – 4000 [ ] >Rs.4000
10. What type of products do you purchase in Big Bazaar?

    [ ] Groceries [ ] Electronic Goods

    [ ] Medical products [ ] Household articles

    [ ] All the above

11. Which do you think will be a close competitor to Big Bazaar?

[ ] Kannan departmental store [ ] Spencer's Daily

[ ] Nilgir's [ ] Others specify......................

12. Do you buy else where other than Big Bazaar?

[ ] Yes, specify........... [ ] No

13. What do you feel about the price factor in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

14. Are you satisfied with the quality of Big Bazaar products?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

15. How do you feel about the location of Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

16. What do you feel about the Brand Image of Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

17. What do you feel about the availability of products in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

18. Are you satisfied with the shelf arrangement?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

19. What do you feel about the crowd management?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

20. What do you feel about the customer care provided in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

21. How do you feel about the ambience in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

22. Are you satisfied with the discounts offered in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

23. Are you satisfied with the billing system in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

24. Are you satisfied with the parking facilities in Big Bazaar?

[ ] Highly satisfied [ ] Satisfied

[ ] Neutral [ ] Dissatisfied

25. Valuable suggestions for future improvement?

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