

OFFLINE SHOPPING BEHAVIOUR OF CUSTOMERS – A CASE STUDY OF BIG BAZAAR

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Abstract:

In marketing consumer behavior is an important area which each and every one should focus, because the success and failure of their business depends on the behavior of the buyers. Hence the present study has focused on the offline shopping behavior of customers with reference to Vijayawada City. The present study has examined the perception of the customers those who visited the mall and their intention of offline purchase. 300 respondents have been investigated for the purpose of the study. Statistical tools like percentage analysis and tabulation has been used to analyze the responses given by the sample respondents.

Key Words: Big Bazaar, Customers, Offline Shopping, Perception & Vijayawada

Introduction:

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- ✓ The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- ✓ The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- ✓ The behavior of consumers while shopping or making other marketing decisions;
- ✓ Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- ✓ How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- ✓ How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:

- ✓ Behavior occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- ✓ Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- ✓ Consumer behavior involves services and ideas as well as tangible products.
- ✓ The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

Need for the Study:

Marketing today is a dynamic field and its parameters are the entire economic structure. The fundamental strategies of the business are conceived and accomplished on the basis of market needs, forces and opportunities. Now consumer has become the king maker, if he does not accepts/approves organization absconds from the scene. Every organization is very keen to make a study on consumer awareness and, Consumer behavior towards its product. Customer is expecting new things which can be offered by any company. Hence there arises the need for study of Consumer behavior refers to the action of consumers in the market place and the underlying motives for those actions. Markets expect that by understanding what causes consumers to buy particular goods and services they will be able to determine

which products are needed in the market place. Hence the present study has been undertaken to examine the behavioral pattern of customers at Big Bazaar – Vijayawada.

Scope of the Study:

The scope of the study is to identify the consumer behavior towards big bazaar. It is aimed at enlightening the company about different steps to be taken up to increase the share of big bazaar with regard other competitors and also to make the company to provide better customer services

The scope of the study is only confined to the area in Vijayawada and only confined in studying about the customers behavior at retailing outlet i.e., big bazaar.

Consumer attitudes are a composite of a consumer's (1) beliefs about, (2) feelings about, (3) and behavioral intentions toward some object within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object

In today's world purchases made by a consumer is to satisfy his or her needs all the behavioral activities carried by a consumer during and after the purchase of a product is termed so as "buyer behavior". In this article we will come across the origin of buying ideas, what is buyer behavior, how consumer buy, why consumer buy, types, decision process and what motives the purchases are made to satisfy the needs of the consumers.

Objectives of the Study:

The main objective is to determine the current consumer behavior levels of the customers with regards to big bazaar

- ✓ To study the behavioral pattern of customers towards the offline shopping behavior at big bazaar.
- ✓ To assess the behavior level of different types of consumers shopping at Big Bazaar.
- ✓ To identify the strategies those are suitable for Big Bazaar to reach the targeted customers.
- ✓ To find out the factors which influence the consumption of the products in Big bazaar
- ✓ To find out how the consumers spent their income & time on the purchasing of the products, at Big Bazaar.

Research Methodology:

The survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. Data has been gathered by asking questions from persons who are believed to have desired information.

Reasons for Wide Use of this Method:

- ✓ It can secure both quantitative and qualitative information directly from the respondents.
- ✓ It is the only method of directly measuring attitudes and motivations.
- ✓ It is quite flexible in terms of the types of data to be assembled, the method of collection or the timing of research

Meaning of Research:

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Types of Research:

- ✓ Exploratory research
- ✓ Descriptive research

Exploratory Research:

Exploratory research studies are also termed as formulate research studies. The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypothesis forms an operational point of view.

Descriptive Research:

Descriptive research studies determine the frequency with something occurs or its association with something else.

In this project, information pertaining to consumer needs satisfaction and their demographic profile was collected; hence it is a descriptive research

Primary Data:

Primary sources of data are the data which needs the personal efforts to collect it and which are not readily available, primary source of data are the other type of source through which the data was collected by the researcher for the purpose of his study.

Secondary Data:

Secondary data sources are the other important sources through which the data was collected. These are the readily available sources of the data where one had need not put much effort to collect, because it is already been collected and part in an orderly manner by some researcher, experts and special. The secondary sources helpful for the study were text books like marketing management research methodology advertisement and the sales promotion etc.

- ✓ Internet was made use for the collection of the data.
- ✓ News papers were also referred.

✓ Business magazines were referred.

Research Approach:

The survey method was adopted for collected the primary data. Survey research is systematic gathering of data from respondent through questionnaire.

Research Instrument:

The data for this research study was collected by survey technique using interview method through a well structured questionnaire.

Research Design:

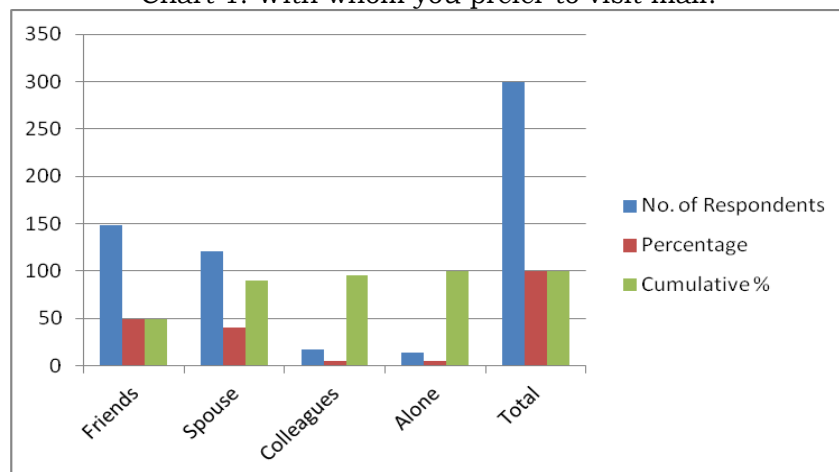
Type of Research	Exploratory
Sampling Unit	Big Bazaar
Sampling Area	Vijayawada
No. of Samples	300

Data Analysis and Interpretation:

Table 1: With whom you prefer to visit malls?

Prefer to visit malls	No. of Respondents	Percentage	Cumulative %
Friends	148	49.33	49.33
Spouse	121	40.33	89.66
Colleagues	17	5.66	95.32
Alone	14	4.68	100.00
Total	300	100.00	100.00

Chart 1: With whom you prefer to visit mall?



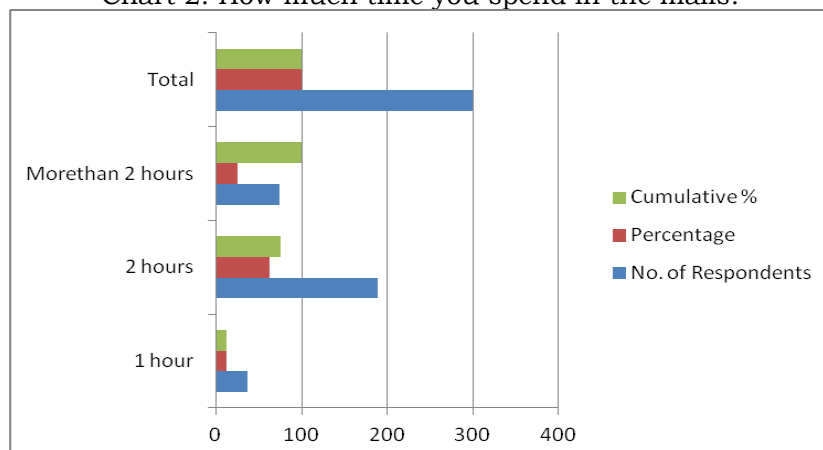
Interpretation:

49.33% of the respondents opined that they prefer to visit the mall with their friends. 40.33% of the sample said that they would visit the mall with their wife's, 5.66% said that they would visit with their colleagues and the rest of the customers opined that they would visit the malls alone. From the above analysis it is clear that majority of the respondents visit the malls with their friends. The following table-2 highlights how much time that the respondents are spending in the malls to purchase the goods.

Table 2: How much time you spend in the mall?

Time	No. of Respondents	Percentage	Cumulative %
1 hour	37	12.33	12.33
2 hours	189	63.00	75.33
Morethan 2 hours	74	24.67	100.00
Total	300	100.00	100.00

Chart 2: How much time you spend in the malls?



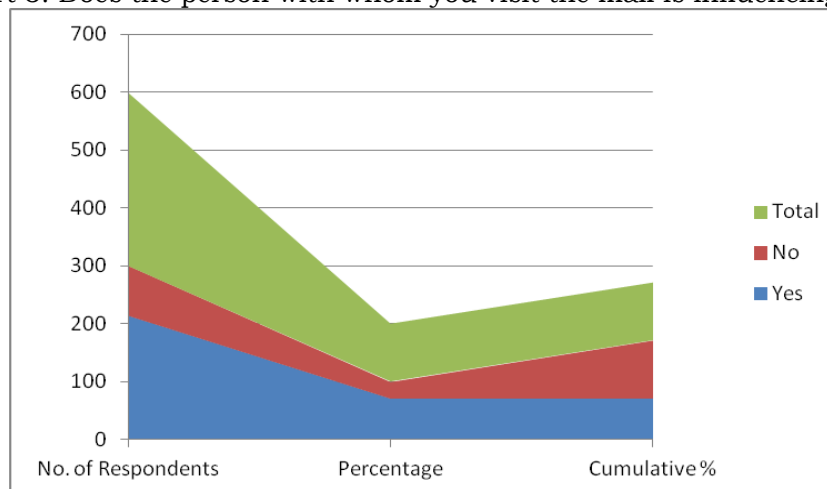
Interpretation:

From the above table it is evident that 63% of the respondents are spending around 2 hours time in the shopping malls, 12.33% opined that they are spending 1 hour and the remaining 24.67% of the sample respondents are spending morethan 2 hours of time in the shopping malls inorder to purchase the goods. The above analysis projects that most of the sample respondents are spending around 2 hours of time whenever they visit the shopping malls. Table-3 projects the opinions of the respondents regarding whether they are influenced by other persons while purchasing the goods in the shopping malls or not.

Table 3: Does the person with whom you visit the mall is influencing you?

Opinions	No. of Respondents	Percentage	Cumulative %
Yes	214	71.33	71.33
No	86	28.67	100.00
Total	300	100.00	100.00

Chart 3: Does the person with whom you visit the mall is influencing you?

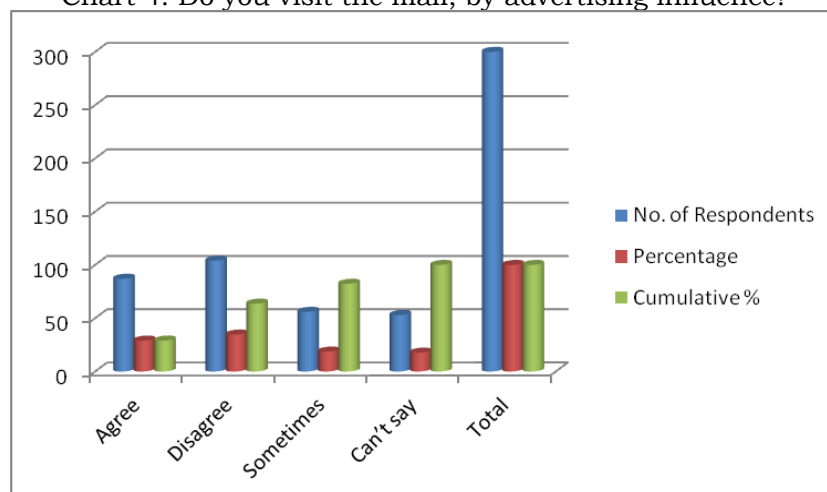
**Interpretation:**

The above figure presents that 71.33% of the respondents are influenced by the other persons with whom they visit the shopping malls and the rest of the 28.67% of the sample customers opined that they are not influenced by the other persons with whom they visit the malls. From the above table it is evident that most of the sample respondents are influenced by the other persons with whom they visit the shopping malls with regard to purchase of goods. The following table-4 indicates the respondents opinion whether they are influenced by the advertisements to visit the malls and vice-versa.

Table 4: Do you visit the mall, by advertising influence?

Opinions	No. of Respondents	Percentage	Cumulative %
Agree	87	29.00	29.00
Disagree	104	34.66	63.66
Sometimes	56	18.66	82.32
Can't say	53	17.68	100.00
Total	300	100.00	100.00

Chart 4: Do you visit the mall, by advertising influence?

**Interpretation:**

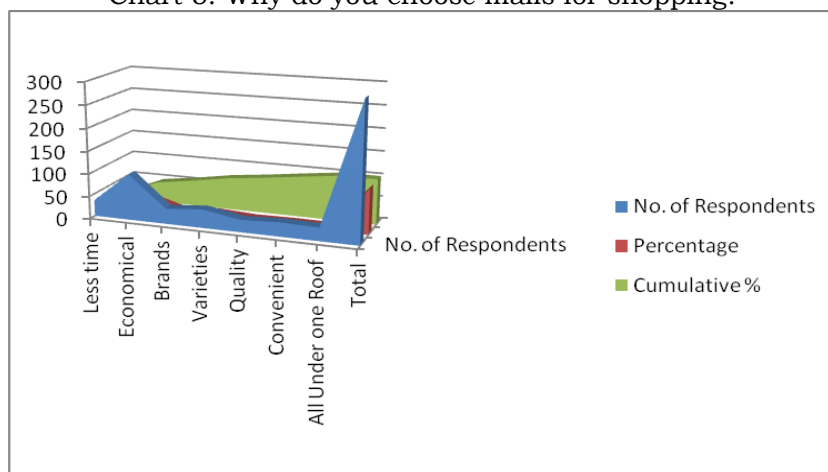
29% of the respondents said that they are influenced by the advertisements to visit the shopping malls, 34.66% opined that they are not influenced by the advertisements, 18.66% of the sample respondents said that they are influenced sometimes to visit the shopping malls and the rest of the sample customers i.e. 17.68% said that they are unable to respond whether they are influenced by the

advertisements or not. Table-5 depicts the responses of the sample customers regarding their preference for visiting the shopping malls.

Table 5: Why do you choose malls for shopping?

Variables	No. of Respondents	Percentage	Cumulative %
Less time	36	12.00	12.00
Economical	102	34.00	46.00
Brands	34	11.33	57.33
Varieties	41	13.66	70.99
Quality	27	9.00	79.99
Convenient	31	10.33	90.32
All Under One Roof	29	9.68	100.00
Total	300	100.00	100.00

Chart 5: Why do you choose malls for shopping?



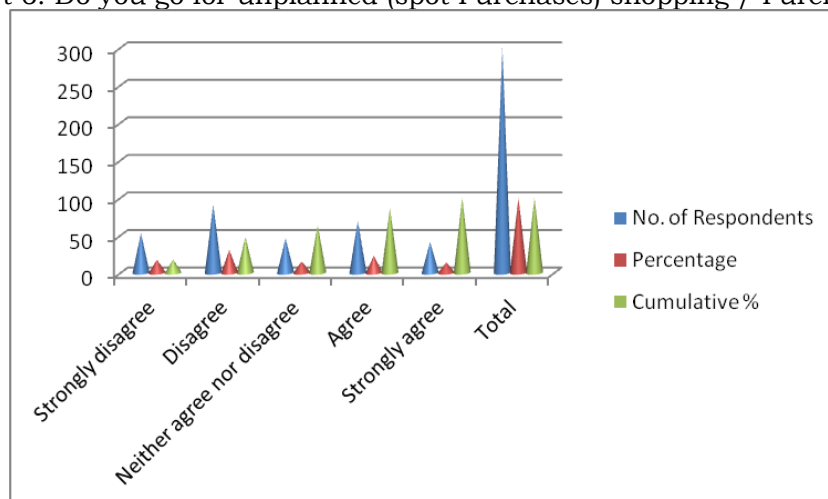
Interpretation:

From the above graph it is evident that 12% of the sample customers are preferring the shopping malls due to because of less time, 34% said that it is economical, 11.33% of the respondents are giving priority for the shopping malls due to the availability of various brands, 13.66% of the respondents said that more varieties of products are available in the shopping malls, 9% opined that they can get qualitative products in the malls, 10.33% said that shopping malls are convenient for them to purchase their required goods, and the remaining 9.68% said that they can avail all varieties of products under one roof. The following table-6 projects the responses of the sample respondents whether they are making any unplanned visits and vice-versa.

Table 6: Do you go for unplanned (spot Purchases) shopping / Purchases?

Variables	No. of Respondents	Percentage	Cumulative %
Strongly disagree	53	17.66	17.66
Disagree	91	30.33	47.99
Neither agree nor disagree	46	15.33	63.32
Agree	69	23.00	86.32
Strongly agree	41	13.68	100.00
Total	300	100.00	100.00

Chart 6: Do you go for unplanned (spot Purchases) shopping / Purchases?



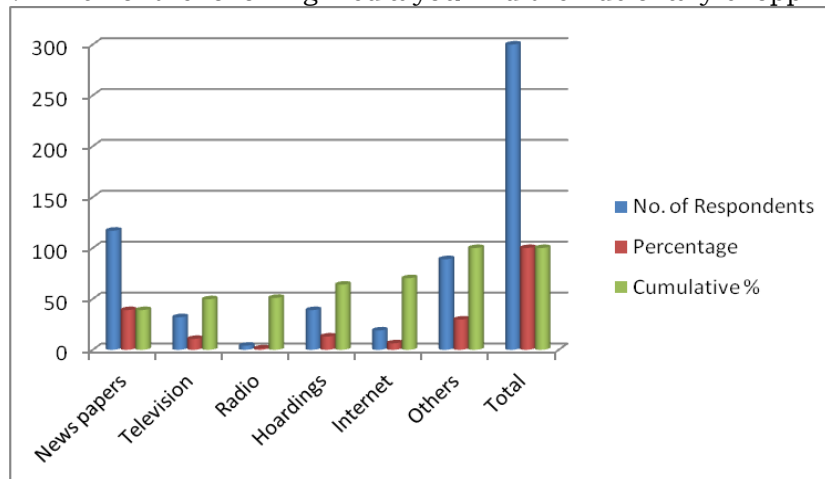
Interpretation:

17.66% of the respondents strongly disagreed regarding the unplanned visits, 30.33% disagree toward the unplanned visits to the shopping malls, 15.33% neither agreed nor disagreed to the above question, 23% agreed that sometimes they are making unplanned visits to the shopping malls and the remaining 13.68% of the sample customers strongly agreed that they are visiting the malls suddenly without any proper planning.

Table 7: Which of the following media you find the Ads of any shopping malls?

Mode of Advertisements	No. of Respondents	Percentage	Cumulative %
News papers	117	39.00	39.00
Television	32	10.66	49.66
Radio	04	1.33	50.99
Hoardings	39	13.00	63.99
Internet	19	6.33	70.32
Others	89	29.68	100.00
Total	300	100.00	100.00

Chart 7: Which of the following media you find the Ads of any shopping malls?



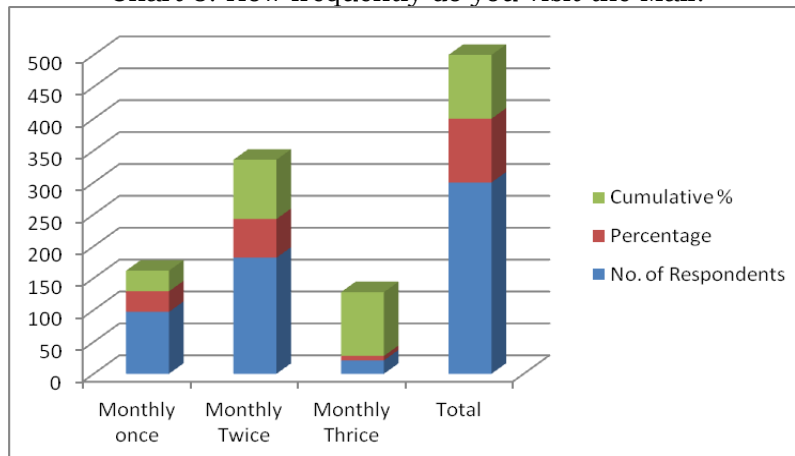
Interpretation:

From the above information it is clear that 39% of the respondents are visiting the shopping malls by looking adds in the news papers, 10.66% opined that they are finding the adds which are shown in the Television, 1.33% by Radio, 13% by hoardings, 6.33% by internet and the remaining 29.68% by other sources. From the above analysis it is clear that most of the respondents are finding the ads of the malls that are given in the news papers. The following table-8 presents that how many times that the sample respondents may visit the shopping malls in a month.

Table 8: How frequently do you visit the Mall?

Frequency of Visiting	No. of Respondents	Percentage	Cumulative %
Monthly once	97	32.33	32.33
Monthly Twice	182	60.66	92.99
Monthly Thrice	21	7.01	100.00
Total	300	100.00	100.00

Chart 8: How frequently do you visit the Mall?



Interpretation:

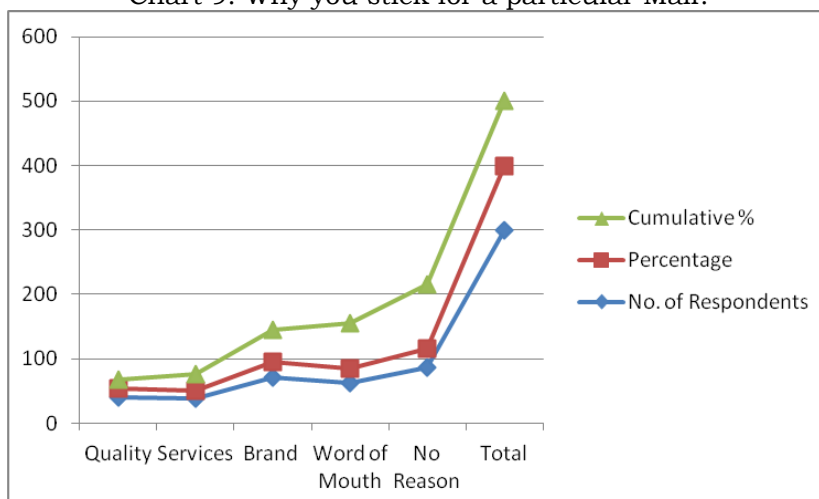
From the above chart it is evident that 32.33% of the sample customers are visiting the shopping mall only once in a month, 60.66% opined that they are visiting twice in a month and the rest of the sample respondents said that they are visiting the mall thrice in a month. The above table projects that

majority of the sample respondents are visiting the mall twice in a month. The following table-9 indicates the opinions of the respondents to visit the same mall to purchase the goods.

Table 9: Why you stick for a particular Mall?

Opinions	No. of Respondents	Percentage	Cumulative %
Quality	41	13.66	13.66
Services	38	12.66	26.32
Brand	71	23.66	49.98
Word of Mouth	63	21.00	70.98
No Reason	87	29.02	100.00
Total	300	100.00	100.00

Chart 9: Why you stick for a particular Mall?



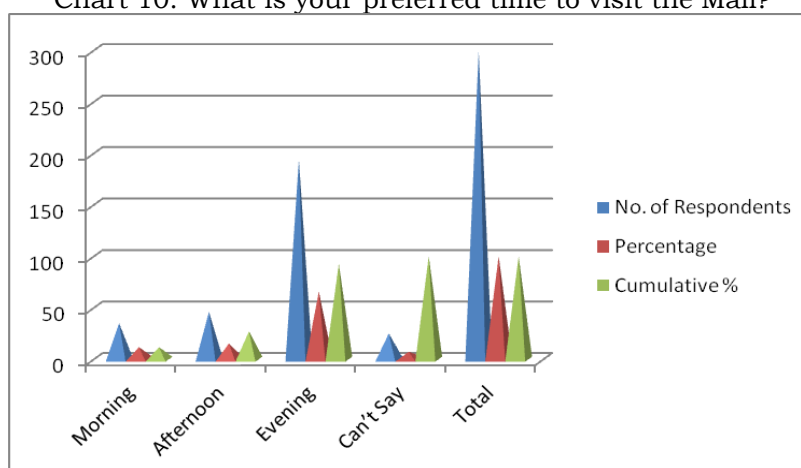
Interpretation:

13.66% of the customers are the preferring the same mall due to because of quality, 12.66% for better services, 23.66 for brands, 21% for word of mouth and the rest of the sample customers did not mention any reason for visiting the same mall to purchase the goods required by them. Table-10 projects the preferred time of the customers to visit the shopping mall.

Table 10: What is your preferred time to visit the Mall?

Time Preference	No. of Respondents	Percentage	Cumulative %
Morning	35	11.67	11.67
Afternoon	46	15.33	27.00
Evening	194	65.66	92.66
Can't Say	25	7.34	100.00
Total	300	100	100.00

Chart 10: What is your preferred time to visit the Mall?



Interpretation:

The above data clearly indicates that 11.67% of the sample customers preferred morning time to visit the mall, 15.33% said afternoon is very convenient for them, 65.66% opined evening time is the best time for them to visit the mall, and the remaining, 7.34% are unable to express their free time to visit the shopping mall. From the above chart it is clear that most of the sample respondents i.e. 65.66% are visiting the mall during evening time to purchase the goods that are required by them.

Findings:

- ✓ From the analysis it was that found out that most of the people were affected and attracted with offers and schemes.

- ✓ It has been found out that most of the people in Vijayawada city visit malls for refreshment.
- ✓ Consumers choose malls to stop because they all want variety of brands and shopping at one place consumers or economic as compared to shopping at other places.
- ✓ Advertising plays a very crucial part in the consumer decision making process.
- ✓ Most of the respondents open that quality plays a very important role because most of the respondents said that they want quality products' and that's also one reason for most of the respondents sticking to particular brands.
- ✓ Location, variety convenience and economical products are not the only things which attract the customer but there are some other factors which play a major role in attracting the customers as mentioned

Suggestions:

- ✓ During the period of the study it was observed that employees of Big Bazaar are needed counseling, in order to interact with the customers in a proper way. Because the mindset of the consumers differ from person to person. Hence, if the management of Big Bazaar counsels their employees than can interact in a fairer manner with their customers, thereby there is a chance to improve the sales which in turn leads to increase the profitability of Big Bazaar.
- ✓ It is observed that during holidays and weekends there is a big crowd for Big Bazaar. Due to insufficient stock Big Bazaar is losing its business. Some of the consumers are buying the products other than Big Bazaar. Hence it is suggested that to increase the stock during holidays and weekends to increase their turnover, profitability and retain their consumers.
- ✓ Big Bazaar is offering food facility to its consumers or customers during lunch time only. The consumers' who are visiting after post lunch session are not getting food facility from Big Bazaar. Hence it is suggested or recommended to Big Bazaar Management to provide food facility to its consumers' during the working hours of Big Bazaar in order to retain their consumers for a long time.
- ✓ The study reveals that Big Bazaar Management is not concentrating on kids section. They are not maintaining sufficient stock and variety of kids' toys. Hence the Management of Big Bazaar is suggested to concentrate on kids section by improving a wide variety of kids' toys to attract more children for the products' offered by Big Bazaar.

Conclusion:

Consumer behavior is often studied because certain decisions are significantly affected by their behavior or expected actions. For this reason consumer behavior is said to be applied discipline. In a general sense, the most important reason for studying consumer behavior is the significant role it plays in our lives. Much of our time is spent directly in the market place, eating or engaging in other activities. A large amount of additional time is spent thinking about products and services, talking to friends about them, and seeing or hearing advertisements about them. In addition, the goods people eat and the manner in which they use them significantly influence how they live their daily lives. These general concerns alone are enough to justify our study of consumer behavior. However, many seek to understand the behavior of consumers for what are thought to be more immediate and tangible reasons. If the Big Bazaar management focuses more on the requirements of the customers they can do more business and they can satisfy their customers also.

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