

International Multidisciplinary
Research Journal

Golden Research
Thoughts

Chief Editor
Dr.Tukaram Narayan Shinde

Publisher
Mrs.Laxmi Ashok Yakkaldevi

Associate Editor
Dr.Rajani Dalvi

Honorary
Mr.Ashok Yakkaldevi

Welcome to GRT

RNI MAHMUL/2011/38595

ISSN No.2231-5063

Golden Research Thoughts Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

International Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Mohammad Hailat Dept. of Mathematical Sciences, University of South Carolina Aiken	Hasan Baktir English Language and Literature Department, Kayseri
Kamani Perera Regional Center For Strategic Studies, Sri Lanka	Abdullah Sabbagh Engineering Studies, Sydney	Ghayoor Abbas Chotana Dept of Chemistry, Lahore University of Management Sciences[PK]
Janaki Sinnasamy Librarian, University of Malaya	Ecaterina Patrascu Spiru Haret University, Bucharest	Anna Maria Constantinovici AL. I. Cuza University, Romania
Romona Mihaila Spiru Haret University, Romania	Loredana Bosca Spiru Haret University, Romania	Ilie Pinteau, Spiru Haret University, Romania
Delia Serbescu Spiru Haret University, Bucharest, Romania	Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Xiaohua Yang PhD, USA
Anurag Misra DBS College, Kanpur	George - Calin SERITAN Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, IasiMore
Titus PopPhD, Partium Christian University, Oradea,Romania		

Editorial Board

Pratap Vyamktrao Naikwade ASP College Devrukh,Ratnagiri,MS India	Iresh Swami Ex - VC. Solapur University, Solapur	Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur
R. R. Patil Head Geology Department Solapur University,Solapur	N.S. Dhaygude Ex. Prin. Dayanand College, Solapur	R. R. Yalikal Director Managment Institute, Solapur
Rama Bhosale Prin. and Jt. Director Higher Education, Panvel	Narendra Kadu Jt. Director Higher Education, Pune	Umesh Rajderkar Head Humanities & Social Science YCMOU,Nashik
Salve R. N. Department of Sociology, Shivaji University,Kolhapur	K. M. Bhandarkar Praful Patel College of Education, Gondia	S. R. Pandya Head Education Dept. Mumbai University, Mumbai
Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai	G. P. Patankar S. D. M. Degree College, Honavar, Karnataka	Alka Darshan Shrivastava Shaskiya Snatkottar Mahavidyalaya, Dhar
Chakane Sanjay Dnyaneshwar Arts, Science & Commerce College, Indapur, Pune	Maj. S. Bakhtiar Choudhary Director,Hyderabad AP India.	Rahul Shriram Sudke Devi Ahilya Vishwavidyalaya, Indore
Awadhesh Kumar Shirotriya Secretary,Play India Play,Meerut(U.P.)	S.Parvathi Devi Ph.D.-University of Allahabad	S.KANNAN Annamalai University,TN
	Sonal Singh, Vikram University, Ujjain	Satish Kumar Kalhotra Maulana Azad National Urdu University

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.aygrt.isrj.org

A STUDY ON CUSTOMER PREFERENCE TOWARDS BIG BAZAAR IN COIMBATORE CITY



K. Brindha
HOD, Department of B.COM (PA) AND B.COM (FINANCE)
Dr.S.N.S Rajalakshmi College of Arts And Science

Co - Author Details :

P. Sathya

Research Scholar Dr.S.N.S Rajalakshmi College of Arts And Science.



ABSTRACT

This study focuses on the Customer preference towards Big Bazaar in Coimbatore city,. The phenomenal growth of retail in India is reflected in the rapid increase in number of supermarkets, departmental stores and hypermarkets in the country. With the help of consumer preference, the retail outlets increase their sale and provide total customer satisfaction. The term consumer preference refers to the preference that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they will expect will satisfy their needs. The study is based on the primary data collected from Big Bazaar in

Coimbatore City with the help of a structured questionnaire. The findings of the study states that customer preference is linked with various factors like product features, price, quality, variety, and services etc., Recommendations to improve customer satisfaction are suggested. It is concluded that customer preference of retail outlets play a significant role to enhance the preference with consumers and provide total consumer satisfaction.

KEYWORDS : *Customer , Customer preference , satisfaction , Big Bazaar*

1.INTRODUCTION :

Big Bazaar is Indian personification of retail. It's like an Indian bazaar or mandi or mela, the environment created by traders to give shoppers a sense of moment. Its personality is of being an entity away from fancy or pretty and being authentically "no-frills". Kishore Biyani never hired any foreign consultant for Big Bazaar which is evident from Indian-specific personality of the brand. The brand's personality is self-explanatory by its tag-line only. This statement places Big Bazaar at the top of customer's mind. It reflects that entrepreneurship and simplicity are the essence of character of Big Bazaar. To use predatory pricing is not in the personality of Big Bazaar, they never sell goods below the price they have purchased it. Big Bazaar, the "Indian Wal-Mart", is the modern Indian family's favorite store. Big Bazaar symbolizes modern retail, the business which isn't looked up to in our country, is now in the eyes of many multi-national biggies. Big Bazaar has shown a robust growth in recent years.

STATEMENT OF THE PROBLEM

The study is being conducted for the Big Bazaar store based in COIMBATORE city, to find out the customer preferences in choosing Big Bazaar. It is required to find out the preferences based on certain aspects like price, Income levels selection of products satisfaction level of customers .Based on the product selection and special preference towards the product available In big bazaar, the intentions to re-enter the big bazaar and to solve the problem based on the suggestion to improve the sale of big bazaar in Coimbatore city this research is conducted.

OBJECTIVES OF THE STUDY

- + To study about the customer preference towards big bazaar
- + To know about the factors influencing the customer to buy the product.
- + To study about the various products available in big bazaar
- + To know about the product frequency sale in big bazaar

SCOPE OF THE STUDY

The scope of the study is to find out preference of the big bazaar

LIMITATIONS OF THE STUDY

- The study is conducted in and around Coimbatore area only. Hence the results may not be applicable to other geographical areas.
- The size of the sample is low when compared to the total Population.
- The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.

STATISTICAL TOOLS

The following tools were used for the purpose of analyzing the data.

- Percentage analysis
- Chi-square test
- Ranking method

REVIEW OF LITERATURES

Kumar and Sarkar (2006)¹ in their research pointed out that emerging organized retailing will face stiff challenges from traditional retailing or unorganized retailing – a sector which is deep rooted in India. Traditional retailing has got relatively low cost structures, mostly owner operated, has negligible real estate and labour costs and little or no taxes. According to them distributors will no longer be rewarded just on the basis of how much they sell. Instead, their compensation will depend on the width of the merchandise stocked and more importantly their prominence on the supermarket / hypermarket shelves.

Bhattacharjee (2009)² highlighted the attraction points of shopping food and groceries in hypermarkets. He identified seven attraction points to visit a store and a retail format: price, promotions, hangout place, product range, product mix, ease of travel and parking comfort. He further said that the tolerance to commute is lowering. The people are willing to go 4 km or even more for hypermarkets /shopping malls, while for small format modern stores not more than half a kilometre. Expectation for a kirana store is less than 500 metres.

1. Kumar, Sanjay and Sarkar, Anita (2006)1. "An Analysis of Changing Dynamics of Indian Retailing", ICFAI Journal of Services Marketing, Vol IV (3), pp 69–79.
2. Bhattacharjee, Chittaranjan (2009)2. "Preferences of Different Formats of Retailing for Food and Grocery Shopping", presented at the 3rd IIMA Conference on Marketing Paradigms for Emerging Economies, Ahmedabad, January.

ANALYSIS AND INTERPRETATION AGE OF THE RESPONDENTS

Particulars	Number of respondents	Percentage
below 20 years	18	15
21 to 30 years	57	47
31 to 40 years	24	20
Above 41 years	21	18
Total	120	100

INFERENCE

The above table indicates that 15 % of the respondents are in the age group of below 20 years, 47 % of the respondents are in the age group of 21-30 years, 20% of the respondents are in the age group of 31-40 years, 18% of the respondents are in the age group of above 45 years.

Majority of the respondents (47%) are belonging to the age group-21-30 years.

GENDER OF THE RESPONDENTS

Gender	Number of respondents	Percentage
Male	38	31
Female	82	69
Total	120	100

INFERENCE

The above table observed that 69 % of the respondents are female and 31 % of the respondents are male.

Majority of the respondents (69%) are female.

EDUCATIONAL QUALIFICATION

Particulars	Number of Respondents	Percentage
School level	13	11
Diploma	20	16
Under graduate	34	29
Post graduate	38	32
Professional	15	12
Total	120	100

INFERENCE

The above table implies that 32% of the respondents are post graduate, 29% of the respondents

are under graduate, 16%of the respondents are diploma, 12% of the respondents are professional, and 11% of the respondents are school level.

Majority of the respondents (32%) are post graduate.

OCCUPATIONAL STATUS

Occupational status	Number of Respondents	Percentage
Student	23	20
Housewife	38	32
Employee	32	26
Business	20	16
Others	7	6
Total	120	100

INFERENCE

The above table states that 32% of the respondents are housewife, 26% of the respondents are employee, 20% of the respondents are student, 16% of the respondents are businessman, 6% of the respondents are others.

Majority of the respondents (32%) are housewife.

MONTHLY INCOME

Monthly income	Number of Respondents	Percentage
Up to rs.5001	13	11
Rs.5001 to 10001	18	15
Rs.10001 to 20000	57	47
Above rs.20000	32	27
Total	120	100

INFERENCE

The above table indicates that 47% of the respondents income level is between rs.10001 to rs.20000, 27% of the respondents income level is above rs.20000, 15% of the respondents income level is between rs.5001 to rs.10001, 11% of the respondents income level is up to rs.5001.

Majority of the respondents (47%) are belong to monthly income rs.10001/- to 20000/-.

RELATIONSHIP BETWEEN MONTHLY INCOME AND OFTEN YOU PURCHASE FROM THE BIG BAZAAR

NULL HYPOTHESIS

There is no significant relationship between monthly income and often you purchase from the big bazaar.

Calculate value	Degree of freedom	Table value	Accepted/Rejected	Level of significance
12.8428	9	16.919	Accepted	5%

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is accepted. Hence there is a relationship between monthly income and often you

purchase from the big bazaar.

RELATIONSHIP BETWEEN GENDER AND PURCHASE OF PRODUCT FROM THE BIG BAZAAR

NULL HYPOTHESIS

There is a significant relationship between gender and purchase of products from the big bazaar.

Calculate value	Degree of freedom	Table value	Accepted/Rejected	Level of significance
25.122	4	9.488	Rejected	5%

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between gender and purchase of products from the big bazaar.

RELATIONSHIP BETWEEN GENDER AND AFTER SHOPPING FEEL ON CUSTOMER

NULL HYPOTHESIS

There is a significant relationship between gender and after shopping feel on customer.

Calculate value	Degree of freedom	Table value	Accepted/Rejected	Level of significance
11.36	4	9.488	Rejected	5%

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between gender and after shopping feel on customer.

RANKING PREFERENCE

S.no	Attributes	Mean square	Rank
1	Price	50.33	III
2	Service	50.07	IV
3	Quality&Quantity	60.62	I
4	Ambience	49.03	VI
5	Door delivery	48.55	VII
6	Acceptance of Credit /Debit card	49.11	V
7	Discounts	54.08	II

That table shows that the reason for prefer attributes.

Quality and quantity was ranked first with the mean square is 60.62.

Discount was ranked second with the mean square is 54.08.

Price was ranked third with the mean square is 50.33.

Service was ranked fourth with the mean square is 50.07.

Acceptance of credit/debit card was ranked fifth with the mean square is 49.11.

Ambience was ranked sixth with the mean square is 49.03.

Door delivery was ranked seventh with the mean square is 48.55.

It concluded that Quality and quantity as ranked first.

SUMMARY OF FINDINGS SUGGESSTION AND CONCLUSION

- + Majority of the respondents (47%) are belonging to the age group-21-30 years.
- + Majority of the respondents (69%) are female.
- + Majority of the respondents (32%) are post graduate.
- + Majority of the respondents (32%) are housewife.
- + Majority of the respondents (47%) are belong to monthly income rs.10001/- to 20000/-.

CHI-SQUARE TEST

1. There is no significant relationship between monthly income and often you purchase from the big bazaar.
2. There is a significant relationship between gender and purchase of products from the big bazaar.
3. There is a significant relationship between gender and after shopping feel on customer.

RANK PREFERENCE

- Quality and quantity was ranked first with the mean square is 60.62.

SUGGESTION

- + To attract more customers, big bazaar needs to offer more brands of products
- + Advertising through television and F.M radio needs to be improved
- + Sign boards which show restrooms and trail rooms should be visible to the customers, and also trial rooms are to be increased.
- + Increase the customer billing section transactions in store. (for fast transactions)
- + Increase the food court and game's section at big bazaar to increase the customer shopping duration.
- + Big bazaar can improve their customer satisfaction level, by providing better service like home delivery etc.

CONCLUSION

The study concludes that majority of the customers prefer shopping at big-bazaar, because of product variety, quality, service facility, reasonable prices which make the customers feel more comfortable in visiting the store again & again.

Customers feel that Big Bazaar has variety of products available in various departments

Considering the fact that there are a lot middle class families in India, Big bazaar has had a huge impact on the middle class section of India, the prices, quality and sales strategy has helped in getting the middle income groups getting attracted towards Big Bazaar.

BIBLIOGRAPHY

BOOKS:

- 1). PHILIP KOTLER, "The principles of marketing", Tata Mc Grew-Hill Publishing.
- 2). Willian.D.perreault, Jr. "Basic Marketing" E.J.erom.e.mccarthy.
- 3). C.R.KOTHARI, "Research Methodology" New age international publication, 2nd revised edition.

WEBSITES

- Future Brands (www.futurebrands.co.in)
- Future Group (www.futuregroup.in)

- www.inflipt.net
- www.wikipedia.com
- www.marketingprofs.com
- www.bigbazaar.com

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- ★ International Scientific Journal Consortium
- ★ OPEN J-GATE

Associated and Indexed, USA

- EBSCO
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Golden Research Thoughts
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.aygrt.isrj.org