CONSUMER BUYING BEHAVIOUR IN BIG-BAZAAR DURGAPUR.

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Abstract

Consumer's behaviour is often studied because certain decisions are significantly affected by their behaviour or expected actions. For this reason consumer behaviour is said to be applied discipline. In a general sense, the most important reason for studying consumer behaviour 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. These general concerns alone are enough to justify our study of consumer behaviour. However, many seek to understand the behaviour of consumers for what are thought to be more immediate and tangible reasons. The main reason behind this project was to find out the buying behaviour of the consumer while shopping at big bazaar because most of the population surveyed preferred to shop at malls and how day by day the consumers demands are increasing and through this project I came to know that what are the various behaviour of a typical customer who shops at big bazaar.

Keywords: Consumer, significant, buying behaviour, products and services

INTRODUCTION

Big Bazaar, the flagship retail chain of the future group, is on the verge of achieving a unique milestone in the history of world retail –by being the first hypermarket format in the globe to rollout fastest 101 stores in a short span of seven years.

Big-Bazaar's journey began in October 2001, when the young, first generation entrepreneur "Kishore Biyani" opened the country's first hypermarket retail outlet in Kolkata(then Calcutta). In the same month two more stores were added-one each in Hyderabad & Mumbai, thus starting one successful sojourn which began the chapter of organized retailing in India.

Speaking on this momentous occasion & remembering the days of conceptualizing the hypermarket idea Mr.Kishore Biyani said,"we initially decided to name the format as "Bazaar" because we had designed the store keeping the Indian Mandi style in mind. Since the size of the hypermarket was big than an average Mandis, the thought came to name it as "Big Bazaar".

Though, Big Bazaar was started purely as a fashion format including apparel, cosmetics, accessory and general merchandise, the first food Bazaar format was added as shop-in-shop within Big Bazaar in year 2002. Today Big Bazaar, with its wide range of products and since offering, reflects the aspirations of millions of Indians.

The journey of Big Bazaar can be divided into two phases-one pre and the other post, january 26th, 2005, when the company rewrote the retail chapter in India, with the introduction of a never – before sales campaign"sabse sasta din". In just one day, almost the whole of India descended at various Big Bazaar stores in the country to shop at their favorite shopping destination,. Further what followed was the time and again rewriting of the Indian retail experience, where in understanding of the Indian consumers reflected in the products and services offered, creating innovative deals, expanding in the tier II and tier III towns, trying up with branded merchandise to offer exclusive products and services to its customer.

OBJECTIVE OF THE STUDY

a) To study the factors which affect the buying behaviour of Customers in Big Bazaar Durgapur.

b) To study the buying behaviour of Customers of purchasing Cloth in Big Bazaar Durgapur.

METHODOLOGY

Study design: This study is about to know the buying behaviour of consumer of Cloth in Big-Bazaar Durgapur. This Survey is based on two types of data: -i) Primary data & ii) Secondary data.

The study has adopted primary data:-

Primary data is the data that are collected by the researcher for the first time. The researcher through interviews, observation, market questionnaire etc generally collects these data. Collection of these data is expensive & time consuming but these data are most reliable.

For the primary data collection the surveyor himself formally interviewed different dealer, retailer & consumers. The researcher used pre-structured questionnaire (see appendix for questionnaire) for formal interviews. The survey sample was selected in a random way & it constituted major as well as minor consumer in sector.

Secondary data are those data that are readily available & collected by others than the solutions of the problem at hand. The gathering of these data is for easier & less time consuming.

Locale of the study: Customers & branch in Durgapur of Big Bazaar has been selected for the locale of the study.

Sample selection: For this study, A number of **30** customers have taken & Convenient sampling method has been used. In this type of sampling the researcher according to his convenience selects various sampling units. Often those elements are selected in the sample, which happen to be in right place & at right time. e.g.:

Mall intercepts interviews without qualifying the respondents. Use of Students or members of some social organization in research.

Techniques & tools of data collection: There are several techniques of collecting primary data, particularly in surveys & descriptive research. For this present study "Questionnaire" has been used as a tool for data collection. This method of data collection is quite popular. It is being adopted by private individuals, researchers, private & public organizations & even by government. A Questionnaire consists of a number of questions printed or typed in a definite order on a form or a set of forms. In such cases the respondents have to answer the questions on their known. The Statistical tool that we have used is Chi-Square as a Non-parametric test.

Methods of data collection: Basically survey methods has been used for this study .Survey methods can be classified as follows:-

Personal interviews, Telephone interviews, Mail interviews & Electronic interviews.

Among these survey methods, we have used Personal interviews methods. In this type of methods the respondents are interviewed face-to-face. For eg: Conducting interview at the residence of the respondent (Personal in-home interview), Conducting interview at some shopping place (Mall intercept personal interview) etc.

Problems faced during data collection:

The Questionnaire has been carried out to the customer of Big Bazaar Durgapur & every customer who is interested to provide information based on the questionnaire. Lack of the time was the major constraints for collecting the data. It has also been observed that some customers were not co-operative or not willing in providing the answer of the questionnaire, since they kept questioning the researcher that what benefit they will get after helping them by providing information according to their questionnaire & many times it has also been found that most of the customers sometimes not able to understand some questions, at that time we used to make him understand the meaning of that particular question to get proper information from the respondents.

RESULT ANALYSIS & DISCUSSION

Chi-Square as a Non-parametric Test: For analyzing the data we have used Chi-Square as a Non-parametric test as a statistical tool. As a non-parametric test, chi-square can be used I) as a test of goodness of fit & ii) as a test of independence. Among two type of chi-square we have used the 2^{nd} one as a test of independence; χ^2 test enables us to explain whether or not two attributes are associated. For calculating the value of chi-square formulae is as follows:-

$$\chi^2 = \sum (\underline{\mathbf{O}_{ij}} - \underline{\mathbf{E}_{ij}})^2$$
$$\mathbf{E}_{ii}$$

Where,

O_{ij} =observed frequency of the cell in ith row & jth column.

 E_{ij} =expected frequency of the cell in ith row & jth column.

E_{ij}= <u>(Row total for the row of that cell)*(Column total for the column of that cell)</u> (Grand total)

we want to test chi-square test of independence taking two attributes i) Age of people & ii)No. of time(Monthly) visited (people) in Big Bazzar Durgapur as follows:-

Here, we have to check that whether the No. of time visited of people in Big Bazaar Durgapur is dependent on Age of people or not. The collected data on which we are going to test χ^2 independence as follows (in tabular form): -

Age/ No.of time(Monthly) visited(people)	Once(1)	Twice(2)	Thrice(3)	More than that(4)	Total
1	4	5	4	4	17
2	0	1	5	2	8
3	0	1	1	3	5
4	0	0	0	0	0
Total	4	7	10	9	30

Table 1 Customers visits in the Big Bazar Durgapur

Source: data collected by Author

Let us take hypothesis that No. of times (Monthly) visited of people in Big Bazaar is not dependent on Age of people.i.e.

Null Hypothesis (H_0) =No. of time (Monthly) visited of people in Big Bazaar is not dependent on Age of people.

Alternative Hypothesis $(H_1) = No.$ of time (Monthly) visited of people in Big Bazaar is dependent on Age of people.

Now, using this formula we can calculate all groups' expectation & make a table as follows:-Table-2 Frequency Table

Groups	O _{ij} (observed frequency)	E _{ij} (expected frequency)	(O _{ij} -E _{ij})	$(\mathbf{O}_{ij}\mathbf{-}\mathbf{E}_{ij})^2$	(O _{ij} -E _{ij}) ² /E _{ij}
(1,1)	4	2.26	1.74	3.02	3.02/2.26=1.33
(1,2)	5	3.96	1.04	1.08	1.08/3.96=0.27
(1,3)	4	5.66	-1.66	2.75	2.75/5.66=0.48
(1,4)	4	5.1	-1.1	1.21	1.21/5.1=0.23
(2,1)	0	1.06	-1.06	1.12	1.12/1.06=1.05
(2,2)	1	1.86	-0.86	0.73	0.73/1.86=0.39
(2,3)	5	2.66	2.34	5.47	5.47/2.66=2.05
(2,4)	2	2.4	-0.4	0.16	0.16/2.4=0.06

(3,1)	0	0.66	-0.66	0.43	0.43/0.66=0.65
(3,2)	1	1.16	-0.16	0.02	0.02/1.16=0.01
(3,3)	1	1.66	-0.66	0.43	0.43/1.66=0.25
(3,4)	3	1.5	1.5	2.25	2.25/1.5=1.5
(4,1)	0	0	0	0	0/0=0
(4,2)	0	0	0	0	0/0=0
(4,3)	0	0	0	0	0/0=0
(4,4)	0	0	0	0	0/0=0

We know that $\chi 2 = \sum (O_{ij}-E_{ij})^2/E_{ij}$ =8.27

Degree of freedom=(C-1) (R-1)

= (4-1) (4-1) =3*3=9.

The table value of χ^2 for 9 degree of freedom at 5% level of significance is 16.919. The calculated value of χ^2 is much lower than this table value & hence the result of the experiment support the hypothesis means:

Null Hypothesis (H₀) is Accepted & Alternative Hypothesis (H₁) is rejected.

Expectation (1,1)= 17*4/30

=2.26

Table-3	Summary	Table:
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χ² Test between	Hypothesis (H ₀)	Hypothesis (H ₁)	χ ² Calculated Value (C)	χ ² tabuled Value (T)	Decision
Domicile & Preference of Big Bazaar or Outlet.	Not dependent	Dependent	0.3266	3.841	Value of C <t,so, H₀ Accepted</t,so,
Age & No. of time(Monthly) visited(people) in Big Bazaar.	Not dependent	Dependent	8.27	16.919	Value of C <t,so, H₀ Accepted</t,so,
Occupation & No. of time(Monthly) visited(people) in Big Bazaar.	Not dependent	Dependent	11.83	12.592	Value of C <t,so, H₀ Accepted</t,so,

Annual income & No. of time(Monthly) visited(people) in Big Bazaar.	Not dependent	Dependent	12.23	12.592	Value of C <t,so, H₀ Accepted</t,so,
Annual income & Preference of Big Bazaar or Outlet.	Not dependent	Dependent	0.37	5.991	Value of C <t,so, H₀ Accepted</t,so,
Domicile & No. of time(Monthly) visited(people) in Big Bazaar.	Not dependent	Dependent	4.75	7.815	Value of C <t,so, H₀ Accepted</t,so,
Domicile & Priority between offer in price & offer in quantity.	Not dependent	Dependent	0.18	3.841	Value of C <t,so, H₀ Accepted</t,so,

GRAPHICAL REPRESENTATION OF SOME DATA

Graph-1



Graph-2



Source: data collected by Author





Graph-4



Source: data collected by Author

LIMITATIONS OF THE STUDY

Since the sample size(30) was very small, so this study cannot depict the real perception of the Customers towards purchasing the Cloth in Big Bazaar Durgapur. Data has not been collected properly due to lack of the co-operation of the Customers. Collection of data was very difficult due to the busy scheduled of the Customers. The study is limited only in Big Bazaar Durgapur. Due to the lack of time I have not been able to consider all the factors that may influence the customer's behavior towards purchasing Cloth in Big Bazaar Durgapur.

RECOMMENDATIONS

This article has clearly states the different problems & to overcome these problems. Some of the recommendations are as follows: -

We should always take big sample size.

Always choose that area for data collection where, the probability of co-operation of the customer is more.

Always go for data collection to the customer when they are free (after office time).

For good survey results & data collection we must have proper time, otherwise we can't find the proper solution of the problem.

CONCLUSION

After seeing all the above results, from χ^2 test result (Summary table) I came to this conclusion that number of times (Monthly) visited of people in Big Bazaar is not dependent on Age of people & from the graph-1 & graph-5 of pie-chart it is concluded that the percentage of monthly visit of male & Single(Unmarried) customer are more than the female & married customer in Big-Bazaar Durgapur & from graph-3 it can be concluded that percentage of satisfaction with the product(Cloth) is (57%) & percentage of dissatisfaction is (43%),it shows that consumers are satisfied with the product(Cloth) quality of Big-Bazaar Durgapur & from graph-4 it is clear that percentage of satisfaction with the behaviour of salesman is (100%),means that customer are fully satisfied with the salesman behaviour of Big-Bazaar Durgapur. So, finally in other word we can say that the behaviour of buying consumer in Big-Bazaar Durgapur or consumer behaviour towards Big-Bazaar Durgapur is positive & good. I mean to say that people like to purchase product (Cloth) from Big-Bazaar Durgapur because they get their product (Cloth) at reasonable price, good quality product & in a one building & it saves their valuable times.

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APPENDICES

QUESTIONNAIRE FOR CUSTOMERS

Name:..... Address: Age:.... Gender: Male b) Female Marital status: Single b) Married What's your occupation? Service b) Business c) Others (Specify.....) What's your annual income? Less than 1,20,000 b) 1,20,000-3,00,000 c) More than 3,00,000 What is your academic qualification? Matriculate b) Intermediate c) Graduate d) Others (Specify.....) For purchasing of branded cloth (Raymond, Siyaram, Vimal etc.) where would you like to go? Big-Bazaar (Durgapur) b) Outlet What do you think about the quality of product (cloth) of Big-Bazaar (durgapur)? Please tick the following: Excellent b) Good c) Average e) Very poor d) Poor How often you visit Big-Bazaar (Durgapur) in a month? Once b) Twice d) More than that Thrice 12. Which of the following you give priority at the time of purchasing of cloth in Big-Bazaar (Durgapur)?

a) Offer in price b) Offer in quantity 13. Are you satisfied with the product (cloth) of Big-Bazaar (Durgapur)? Yes b) No 14. Are you satisfied with the behaviour of the salesman of the Big-Bazaar (Durgapur)? a)Yes b) No