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Research Paper Management

A Study on Consumer Attitude Towards at Big Bazaar

C. Dilip Kumar — Research scholar , Department of Commerce, PSG College of Arts & Science, Coimbatore.

Dr. S. M Yamuna — Assistant Professor, Department of Commerce, PSG College of Arts & Science, Coimbatore.

ABSTRACT

The objective of the study is to evaluate the impact of shopping mall and their developments in urban areas. Local and international research indicated that shopping mall and its developments in low-income communities result in several benefits for consumers, such as convenient location, a larger variety of goods offered, lower prices than small retailers in the area and better quality of goods among people. Studies also indicated that the choice of the preferred supermarket and shopping mall is not a rational decision based only on pricing, but on a compromise of satisfying economic, social and psychological needs.

A two part mixed methodology, which employed both qualitative and quantitative methods, was adopted. This study includes structured interviews with retail experts and interview-administered questionnaires with the primary retail shopper in the household prefer to shop from the closest shopping mall instead of small retailers/Spaza Shops because of the lower prices and a larger variety of goods offered. However, evidence suggested that consumers prefer to shop at a shopping mall that represents their desired lifestyle, therefore shopping mall developments in township areas, do not fulfill the social and aspirational needs of low-income consumers.

KEYWORDS : Communities, Aspirational, Satisfying, Psychological

1. INTRODUCTION:

A shopping mall, shopping center/centre, shopping arcade, shopping precinct, or simply mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit, along with a parking area - a modern, indoor version of the traditional marketplaces.

As traders moved into more spacious shops in the early 19th century high streets developed, but wealthier people (who could afford to travel to city centers for pleasure) started wanting shelter from rain, so shopping arcades were developed. With new innovations like escalators these evolved into shopping centers and with the rise of the automobile these evolved into shopping malls.

2. EMERGENCE OF SHOPPING MALLS

Panoramic View of the SM mall of Asia in Pasay, Philippines amusement park at the center of the mall of America in Bloomington, Minnesota, the largest shopping mall in the United States. The largest mall in the world is the new south china mall in Dongguan, china with a gross floor area of 892,000 m2 (9,600,000 sq ft). The world's second-largest shopping mall is the golden resources mall in Beijing, china with a gross floor area of 680,000 m2 (7,300,000 sq ft). The SM city north Edsa in the Philippines, which opened in November 1985, is the world's third-largest at 482,878 m2 (5,197,660 sq ft) of gross floor area, and 1 Utama in Malaysia, is the world's fourth largest at 465,000 m2 (5,010,000 sq ft) of gross floor area. Previously, the title of the largest enclosed shopping mall was with the west Edmonton mall in Edmonton, Alberta, Canada from 1986–2004. It is now the fifth largest mall. One of the world's largest shopping complexes in one location is the two-mall agglomeration of the plaza at king of Prussia and the court at king of Prussia in the Philadelphia suburb of king of Prussia, Pennsylvania, united states. The King of Prussia mall has the most shopping per square foot in the US.

3. GROWTH AND PRESENT STATUS OF BIGBAZZAR IN INDIA

According to the Icrier report, the retail business in India is estimated to grow at 13% from $322 billion in 2006-07 to $590 billion in 2011-12. The unorganized retail sector is expected to grow at about 10% per annum with sales expected to rise from $ 309 billion in 2006-07 to $ 496 billion in 2011-12.

4. REVIEW OF LITERATURE

GUILLET, JAIME (1994)1 The article reports on the influence of convenience on the **shopping** habits and behavior of consumers during the holiday season in New Orleans, Louisiana. One resident, Jonellel Fulton shopped at Metairie's Clear view **Mall**, a **shopping** center she does not normally visit, because of traffic concerns and general convenience. When connivance is secondary, store preference is the next drawing factor for holiday shoppers. INSET: Malls evolve to meet customer demands.

KRIPALANI, MANJEET (2005)[2]In this Article Offers a look at retail and chain store BigBazaar in India. Comments made by Kishore Biyani, the founder and chief executive of Pantaloon Retail (India) Limited, which owns BigBazaar; Report that Indian retail is still mostly closed to foreign companies; Increase of retail stores and malls in India; Discussion of India's market potential for retail industries; Preparation of Indian retail stores for competition it will face from foreign investment in the future.

UPADHYAY, RITU (2006)3The article discusses the growth and expansion of shopping malls and the consumer class in India as of March 2006. The burgeoning middle class of India is driving a retail revolution that involves the rise of new malls and the demise of mom-and-pop shops. This new consumer class is more brand conscious and this presents expansion opportunities for fashion retailers like Benetton and Hugo Boss.

5. OBJECTIVES OF STUDY

- To study the overall growth of Big Bazaar in Coimbatore city.
- To analyses the effectiveness of existing retail mix at big bazaar.
- To identify the factors that influence the purchase decision at a Big Bazaar.
- To offer suggestions based on the findings of the study.

6. METHODOLOGY USED IN THE STUDY

For purpose of the research, the following methodology is used in this study.

6.1Area of the study

Area of the study refers to Coimbatore district which is known for textiles, foundries, wet grinders, pumps manufacturing etc. It is also becoming a hub of schools, colleges and other educational institutions.

6.2 Sources of data

The study has used primary data only. Primary data were collected using interview schedule method. The interview schedules have been prepared in a simple manner to facilitate the customers to respond without any difficulty. Interview schedules have been pretested and validated.

6.3 Sampling Design
100 customers were selected using convenient random sampling technique.

6.4 Tools for analysis
For purpose of detailed analysis of the study, the following statistical tools have been used in the study.

· Chi square analysis
· Weighted average method

6.5 Limitations of the study
The study is restricted to Coimbatore district of Tamilnadu state only.

7. DATA ANALYSIS AND INTERETATIONS

Table 1 Demographic and socioeconomic characteristic of respondents GENDER

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	MALE	53	53
2	FEMALE	47	47
	TOTAL	100	100

AGE

1	BELOW 20 YEARS	13	13
2	21-40 YEARS	53	53
3	41-60 YEARS	30	30
4	ABOVE 60 YEARS	4	4
	TOTAL	100	100

MARITAL STATUS

1	MARRIED	55	55
2	UNMARRIED	45	45
	TOTAL	100	100

EDUCATION

1	SCHOOL LEVEL	19	19
2	GRADUATE	55	55
3	POST GRADUATE	26	26
	TOTAL	100	100

OCCUPATION

1	AGRICCULTURIST	4	4
2	BUSINESS PEOPLE	13	13
3	EMPLOYEE	26	26
4	PROFESSIONAL	36	36
5	STUDENT	16	16
6	HOME MAKER	7	7
	TOTAL	100	100

FAMILY MONTHLY INCOME

1	UPTO RS.10000	33	33
2	10001-20000	47	47
3	40001-60000	17	17
4	ABOVE 60000	3	3
		100	100

Table 2 Showing The Frequency Of Visit

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	FREQUENCY	24	24
2	WEEKLY ONCE	18	18
3	MONTHY ONCE	29	29
4	RANDOMLY	29	29
	TOTAL	100	100

Table 3 Showing The Attractive Features

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	PRODUCTS	30	30
2	PRICE	22	22
3	SPECIAL OFFERS	41	41
4	CUSTOMER SERVICE	7	7
	TOTAL	100	100

Table 4 Showing The Preference Of Pricing Method

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	DISCOUNT PRICING	52	52
2	FREE PRODUCTS	31	31
3	BUNDKE PRCING	14	14
4	OTHERS	3	3
	TOTAL	100	100

Table 5 Showing The Opinion Regarding Quality Of Services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	6	6
2	GOOD	67	67
3	SATISFACTORY	22	22
4	NOT SATISFIED	5	5
	TOTAL	100	100

Table 6 Showing The Service Usage

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	RESTAURANT	37	37
2	BEAUTY PARLOR	28	28
3	KIDS ENTERTAINMENT	21	21
4	NONE	14	14
	TOTAL	100	100

Table 7 Showing The Opinion Regarding Quality Of Services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	10	10
2	GOOD	56	56
3	SATISFIED	28	28
4	NOT SATISFIED	6	6
	TOTAL	100	100

CHI- SQUARE ANALYSIS

Table 8 Showing Comparison Between Personal Factors V.S Factor That Made To Visit Big Bazaar

S.NO	PERSONAL FACTORS	CHI-SQUARE VALUE	SIGNIFICANT VALUE	S/NS
1	GENDER	5.125	0.163	NS
2	AGE	19.374	0.022	S
3	MARITAL STATUS	12.834	0.005	S
4	EDUCATIONAL QUALIFICATION	4.001	0.676	NS
5	OCCUPATIONAL	33.661	0.004	S
6	FAMILY MONTHLY INCOME	12.178	0,203	NS

WEIGHTED AVERAGE SCORE

Table 9 showing opinion regarding various products available in big bazaar

S.NO	FACTORS	HS	S	NEUTRAL	DS	HDS	SCORE	RANK
1	QUALITY	47	48	5	0	0	4.42	1
2	AVAILABILTY	17	64	19	0	0	3.98	3
3	PRICING	26	50	22	1	1	3.99	2
4	VARIETIES	21	41	29	9	0	3.74	5
5	PACKAGING	23	51	23	3	0	3.94	4

Source: Primary data

8. FINDINGS

1. Majority of the respondents are male (53%).
2. Majority of the respondents are under the age group of 21 to 40 years (53%)
3. Majority of the respondents are married (55%)
4. Majority of the respondents are graduates (55%)
5. Majority of the respondents are professional (36%)
6. Majority of the respondents have the income level of Rs.10001 to Rs. 20000 (47%)
7. Most of the respondents visit Big Bazaar monthly once and Randomly (29%)
8. Most of the respondents like special offers (41%)
9. Majority f the respondents prefer discount pricing (52%).
10. Majority of the respondents felt that the quality service are good (67%)
11. Most of the respondents are using restaurants (37%).
12. Majority of the respondents opined that the quality of services provided in Big Bazaar is Good (56%)
13. It is concluded that Age, Marital Status and Occupation have significant influence on Factor that made to visit Big Bazaar.
14. It is concluded that the Majority of the respondents are satisfied about Quality, Availability, Pricing, Varieties and Packaging about various products available in Big Bazaar.

9. SUGGESSIONS

- Create the awareness and manage home delivery service properly.
- There should be proper assortment of various product categories.
- Proper signage should be there so that customer can locate the products categories.
- Cleanliness and hygiene should be maintained regularly.
- Proper training should be provided to sales person so that they can deal with the customer efficiently.

10. CONCLUSION

Chain stores that offer the customers all under one roof are very popular now-a-days. Customers feel it to be an ease to purchase all their requirements under one roof from provisional items to customer durables. The introduction of such chain stores is specialized in selling all type of products enabling the customers to save their time and money. Big Bazaar has been inaugurated with creational ideas in Coimbatore city and also has plenty of customers. They have provided the customers with utmost best services thus retaining of customers is made possible for them.

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