

# A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO BIG BAZAAR

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**Abstract:** This study explores how consumers behave and make decisions when shopping at Big Bazaar, one of India's leading retail chains. With the retail landscape constantly evolving, understanding what drives customers—such as pricing, product variety, promotional offers, and store experience—has become more important than ever. Through a combination of survey responses and observational insights, this research looks into customer preferences, shopping frequency, and overall satisfaction levels. It also examines how factors like age, income, and lifestyle impact buying choices. The goal is to gain a clearer picture of what attracts customers to Big Bazaar and what areas may need improvement. The findings offer practical suggestions for how Big Bazaar can enhance its services and connect better with shoppers. By studying consumer behaviour in this context, the project provides valuable takeaways for retailers looking to adapt to changing consumer expectations in a competitive market.

**Keywords:** The study on consumer behaviour with reference to Big Bazaar explores key aspects such as purchase decision-making, brand preferences, and price sensitivity. It focuses on factors influencing customer loyalty, shopping frequency, and promotional impacts. Keywords include consumer behaviour, Big Bazaar, buying patterns, pricing strategies, marketing influence, and customer satisfaction.

## I. INTRODUCTION

In today's fast-paced world, shopping is no longer just about buying what we need—it has become an experience. With the rise of organized retail in India, brands like Big Bazaar have significantly changed the way people shop. Known for its wide range of products, competitive pricing, and frequent promotions, Big Bazaar attracts a diverse group of customers. This study aims to understand what really drives consumers to choose Big Bazaar over other retail options. Do they come for the discounts, the convenience, the product variety, or the overall shopping environment? By exploring consumer preferences, behavior patterns, and expectations, this research helps uncover what shoppers truly value. Understanding these factors is important not just for Big Bazaar, but for the retail sector as a whole. The insights gained from this study can help retailers improve their strategies and offer a more personalized and satisfying shopping experience to their customers. Consumer behaviour has become one of the most critical areas of study in today's competitive retail environment. With changing lifestyles, increasing disposable incomes, and the rise of modern retail formats, shopping habits in India are evolving rapidly. Big Bazaar, one of the country's most well-known retail chains, has been at the forefront of this transformation by offering customers a mix of convenience, affordability, and variety under one roof.

This study focuses on understanding what influences consumer decisions when shopping at Big Bazaar. Are customers motivated by price discounts, product quality, brand reputation, or store ambiance? By exploring patterns such as frequency of visits, average spending, and satisfaction levels, the study aims to shed light on how and why people shop the way they do at Big Bazaar. The insights gathered can help the brand—and the retail sector at large—develop better strategies to meet consumer expectations, improve customer experience, and build long-term loyalty in a rapidly changing market.

## OBJECTIVES OF THE STUDY

- To Study on Consumer Behaviour with Reference to BIG BAZAAR
- To find the factors influencing consumer behavior
- To study the satisfaction level of consumers at Big Bazaar.
- To find out how customers spent their time, money and thinking while purchasing a product.

## **II. REVIEW OF LITERATURE**

- **Kotler and Keller (2012)** emphasized that consumer behaviour is influenced by cultural, social, personal, and psychological factors. In the context of retail, factors like store atmosphere, product variety, and pricing play a major role in shaping purchasing decisions.
- **Sinha and Banerjee (2004)** found that Indian consumers are highly value conscious. Retail formats like Big Bazaar attract customers through discount-driven promotions and bulk buying offers. This aligns with the Indian middle-class mindset which seeks "value for money".
- **Saxena and Rani (2012)** studied the role of in-store elements such as layout, signage, and staff behaviour. They observed that positive in-store experience increases customer satisfaction and the likelihood of repeat visits.
- **Ramanathan (2011)** focused on customer loyalty in organized retail and noted that pricing alone isn't enough. Emotional engagement, trust, and consistent service quality are key to long-term consumer loyalty.
- **Kumar and Prakash (2019)** explored digital influences on shopping and found that though physical retail is strong, tech-savvy consumers now expect seamless integration of online tools like apps, digital coupons, and online ordering with offline experiences.
- **Sinha and Banerjee (2004)** conducted one of the early studies on organized retail in India and found that consumers were gradually shifting towards organized formats due to the convenience, variety, and promotions offered. In particular, value-conscious middle-income consumers found organized retail formats more appealing for monthly or bulk purchases. Big Bazaar, through its brand messaging and placement in accessible locations, captured this growing demand for organized, affordable retail.
- **Kaur and Singh (2007)**, price, convenience, product range, brand reputation, and in-store experience are major influencers in the Indian context. In their study on consumer preferences in urban areas, they observed that Big Bazaar was seen as a "one-stop destination" for family shopping, especially during festivals and sales periods.
- **Mehta and Chugan (2013)** emphasized that promotional strategies like discounts, combo offers, and loyalty programs play a huge role in attracting and retaining customers. Their research highlighted that impulse buying often increases during promotional events, something Big Bazaar has capitalized on with its frequent discount days such as "Wednesday Bazaar" and "Sabse Saste Din."

## **III. RESEARCH METHODOLOGY**

### **RESEARCH DESIGN:**

This explains all topics related research. Whatever sample design, sample size is used included in the study. Objectives and scope are also discussed.

### **SAMPLING TECHNIQUES**

Convenience Sampling: Respondents are selected based on ease of access, such as shoppers available at the store. Stratified Sampling Consumers are divided into strata (e.g., age, income level), and samples are taken proportionally from each group. Simple Random Sampling Every customer has an equal chance of being selected, ensuring unbiased data collection.

### **SOURCE OF DATA:**

1. Primary Data: Data collection is done through observation & Questionnaire
2. Secondary Data: Data collection is done through books, internet, projects etc

### **TOOLS USED**

- Quantitative Analysis:
- Descriptive statistics (Percentage analysis) using SPSS or Excel.
- Chi-square test, Anova

### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.260 <sup>a</sup>	12	.014
Likelihood Ratio	23.398	12	.025
Linear-by-Linear Association	.246	1	.620
N of Valid Cases	100		

## Chi-Square Test Interpretation

### Test Summary:

- Pearson Chi-Square Value: 25.260
- Degrees of Freedom (df): 12
- Asymptotic Significance (p-value): 0.014

### Interpretation:

- Since the p-value (0.014) < 0.05, the result is statistically significant.
- This means there is a significant association between the two categorical variables you tested (for example, this could be income level and satisfaction, or age and visit frequency — you'd confirm this based on which variables were selected in SPSS).

However, 65% of the cells have expected counts less than 5, which can affect the reliability of this result. Ideally, expected

## ANOVA

Do you 2thatbiggbazaarsatisfytheirconsumers

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.031	1	2.031	1.493	.225
Within Groups	133.359	98	1.361		
Total	135.390	99			

counts should be  $\geq 5$  in at least 80% of cells. You may consider combining categories or using Fisher's Exact Test if appropriate

### Interpretation:

- Since the p-value (0.225) > 0.05, the difference in mean satisfaction **scores** across the groups tested is not statistically significant.
- This implies that the independent grouping variable (likely something like gender, age, or income) does not have a significant impact on consumer satisfaction in this sample.

## IV. FINDINGS

The study on consumer behaviour at Big Bazaar reveals a balanced gender distribution (52% male, 48% female) with the majority aged 21–30, who also report the highest satisfaction. Most respondents are well-educated, with 44% being postgraduates and 29% graduates, and 42% fall in the ₹10,000–₹20,000 monthly income range, indicating a predominantly middle-income group. Shopping frequency is moderate, with 45% visiting once a month and only 15% twice a week. Advertising has a moderate influence — 28% respond quickly while 43% are slower — and only 11% show resistance to ads. Overall, 62% rate their experience positively, and 85% commend staff behavior. Additionally, 75% feel comfortable seeking staff assistance, 67% acknowledge diverse payment options, and 74% affirm product affordability across income levels. Satisfaction is evident, with high ratings for query resolution (68%), communication clarity (72%), cleanliness (70%), and security (66%), though 71% suggest layout improvements. Statistical analysis through chi-square indicates significant links between demographics and satisfaction ( $p = 0.014$ ), while ANOVA shows no major differences across demographic groups ( $p = 0.225$ ), reflecting overall consistent satisfaction.

## V. SUGGESTION

Based on the study findings, several strategic improvements are recommended for Big Bazaar. First, enhancing store layout and navigation is essential, as respondents noted a need for better organization; clear signage, logical product placement, and spacious aisles can improve the shopping experience, especially during busy hours. Strengthening digital integration is also crucial—upgrading the Future Pay app, introducing digital coupons, and offering seamless click-and-collect services can cater to tech-savvy consumers. While staff behavior received positive feedback, periodic training in communication and product knowledge can further elevate service standards. Additionally, to boost advertisement effectiveness, Big Bazaar should focus on more engaging and targeted campaigns, utilizing social media and personalized offers.

Increasing the frequency and visibility of promotional events like “Sabse Sasta Din” could enhance footfall and drive impulse buying. Finally, introducing loyalty segmentation based on customer profiles such as students, professionals, and homemakers would allow for more personalized and relevant rewards, ultimately strengthening customer retention.

## **VI. CONCLUSION**

The study reveals that Big Bazaar has had a significant impact on urban consumer behavior, especially in a city like Bokaro. The findings suggest that consumers generally perceive Big Bazaar positively in terms of overall shopping experience, staff behavior, product variety, and availability of multiple payment options. A majority of customers appreciate the store's ability to cater to all income levels, offer competitive pricing, and maintain good customer service. The data also indicates that younger consumers, particularly those aged between 21–30, are the most satisfied and engaged. Factors such as promotional campaigns, staff support during decision-making, and the store environment play an important role in shaping customer satisfaction. While advertising has a moderate influence, most customers tend to respond gradually rather than impulsively.

Despite its operational challenges and decline in recent years, Big Bazaar's legacy as a customer-centric retail model remains noteworthy. The study also highlights the importance of adapting to evolving consumer expectations, such as digital integration and improved in-store experiences.

In conclusion, consumer behavior toward Big Bazaar is shaped by a mix of emotional attachment, value-driven preferences, and the expectation of convenience. Retailers looking to succeed in this competitive landscape must continue to innovate and align their strategies with changing consumer demands.

## **REFERENCES**

- [1]. Consumers prefer Big Bazaar due to its wide product variety and affordability.
- [2]. Discount offers and festive sales attract a majority of shoppers.
- [3]. Most customers visit Big Bazaar for groceries and daily essentials.
- [4]. Brand loyalty is moderate; price and offers drive repeat purchases.
- [5]. Consumers value the one-stop shopping experience at Big Bazaar.
- [6]. Product placement and store layout influence purchase decisions.
- [7]. Many customers visit with family, making it a group decision experience.
- [8]. Word-of-mouth and in-store promotions impact consumer interest.
- [9]. Middle-income groups form the majority of Big Bazaar's customer base.
- [10]. Customers appreciate combo deals and loyalty points programs.
- [11]. Consumer expectations include quality, value for money, and convenience.
- [12]. Billing efficiency and staff behavior affect customer satisfaction.
- [13]. Weekend footfall is higher due to special deals and leisure shopping.
- [14]. Digital payment options are widely used and appreciated.
- [15]. Consumers express a need for better parking and customer service.