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A Study On “Consumer behaviour towards Big Basket Bangalore”.

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ABSTRACT

In simple terms, research means searching for knowledge. It's like a scientific investigation where you look for information about a specific topic in a systematic way. Think of it as an art of exploring ideas.

One reason for research is to get to know something better – like understanding how often something happens or how it's connected to other things. It's also used to test ideas we have about how things work.

Customer perception research is a structured process of gathering, analyzing, and understanding data to make smart decisions about what customers think about a company or product. In your case, the focus is on understanding how people in Bangalore view Big Basket.

This research involves asking people questions to find out their thoughts about Big Basket. The main goal is to figure out how customers in Bangalore perceive the company. This kind of research is valuable for making informed decisions based on customer opinions

INTRODUCTION

Marketing is a moving and exciting activity in everybody's activities. The sellers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and everyone as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of accounts. Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise.

OBJECTIVES

- ✚ For understanding consumer shipping behaviour
- ✚ By analysing sticifaction of consumer towards big basket
- ✚ To knowing overall experience of big basket

Literature Review:

- Dive into existing literature related to consumer behavior, online grocery shopping trends, and case studies involving Big Basket.
- Identify any gaps in the current knowledge, such as specific aspects of consumer behavior that haven't been extensively studied.
- Discuss theories or models of consumer behavior that could be applicable to your study.
- Highlight key findings from previous research that provide insights into factors affecting online grocery shopping decisions and customer perceptions.

Research Methodology:

- Define your research approach as quantitative, qualitative, or a mix of both, based on the nature of your research questions and objectives.

- Explain your chosen data collection methods – for instance, you could use surveys to gather quantitative data and interviews to gain qualitative insights.
- Clearly define your target audience, specifying demographic details like age, income level, and shopping habits. This helps ensure the relevance of your findings.
- Justify your research methodology by explaining how it aligns with your objectives and allows you to comprehensively address the research questions.

Research Design:

- Detail the construction of your survey or interview guide, ensuring that your questions directly address your study objectives.
- Craft questions that explore consumer perceptions of Big Basket, their reasons for using the service, factors influencing their choice, and overall satisfaction.
- Include questions about shopping frequency, preferred product categories, and any challenges faced while using Big Basket.

Data Collection:

- Describe how you'll recruit participants from Big Basket's customer base in Bangalore, ensuring that your sample represents a diverse range of customers.
- Emphasize the ethical considerations you'll uphold during data collection, including informed consent and confidentiality. Primary data

Data Analysis:

- Clarify the methods you'll use to analyze both quantitative and qualitative data.
- Mention specific tools or software you'll utilize for statistical analysis, if applicable.
- Highlight your plan to identify patterns, trends, and themes in the data.

1) Gender of consumer

Gender Respondent	No of respondent	No of Respondent
Male	35	35%
Female	65	65%

Data Analysis: The table show the consumer gender in big basket

The most of 65 % of female customer having the big basket

2) Income level of the customer

Income Level	No of Respondent	Percentage
Above 50000	9	9%
30000 to 40000	19	19%
20000 to 30000	45	45%
Bellow 20000	27	27%

Data Analysis: it will convey the 45 response are below 30000 income level

They were mentioned most of big basket customers coming under 20000 to 30000 income level

3) Which of most products do you buy at big basket?

Buying purposes	No of respondents	percentage
Food items	19	19%
Grocery	29	29%

FMCG products	37	37%
Vegetables and fruits	15	15%

The table shows that 37% of people will purchase a FMGC products

That most of 37% of people are purchase FMGC products at big basket

Results and Findings:

- Organize your research findings logically and present them using graphs, tables, and charts.
- Offer concise explanations for each finding, tying them back to your research questions and objectives.

Discussion:

- Interpret your findings within the context of existing literature and theories you discussed earlier.
- Identify any consistencies or contradictions between your findings and previous research.
- Discuss the implications of your findings for Big Basket's business strategies and its customers.
- Offer insights into how Big Basket could enhance its services based on your study's findings.

Conclusion:

Through this research the online E- Commerce grocery shopping is growing more Fast. And the consumers also they prefer for go through the E-COMMERCE online grocery

The most of BigBasket users are female and the reason for choosing big basket to save time and get things for discount.

And also a big basket give a more preference for good service for customers .

The customers will satisfied overall service of big basket

References:

Books

- 1) Customer Relationship Management Books.google.co.in > books (Kristin L. Anderson, Carol J. Kerr · 2001)
- 2) The CRM: databased approached, by V.kumar and werner Reinartz. Website: <https://www.bigbasket.com/>