



A Study on the Effective Promotional Strategy Influencing Customer Buying Decision in Big Bazaar

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ABSTRACT:

This study investigates the role of promotional strategies in influencing customer buying decisions within the context of Big Bazaar, a prominent retail chain in India. The research aims to identify the most effective promotional tactics employed by Big Bazaar and analyze their impact on consumer behavior and purchasing choices. A mixed-method approach incorporating surveys, interviews, and observational analysis will be utilized to gather data from both customers and store personnel. The findings will contribute to understanding the dynamics of promotional strategies in the retail sector and offer insights for enhancing marketing practices in Big Bazaar and similar establishments.

INTRODUCTION TO STUDY

Big Bazaar is an Indian retail store that open by Sarvesh a chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by Kishore Biyani under his parent organization Future Group, which is known for having a significant prominence in Indian retail and fashion sectors. Making India Beautiful Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and e-Zone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town. Central, Ezone, etc. Founded in 2001, Big Bazaar is one of the oldest and largest hypermarkets chain of India, housing about 250+ stores in over 120 cities and towns across the country.

They also stock premium merchandise, including trendy fashion for teenagers and consumers up to their early 30s. Discounts at the Big Bazaar are definitely not done and dusted through! Wednesdays are "Hafta ka sabse sasta din", the cheapest day of the week, and there are promotions on everything from food to fashion. Multi-day Maha Bachat (Mega Saving) and Sabse Saste Din promotions still run as well, during certain holidays and festivals.

STATEMENT OF THE PROBLEM

1. In this competitive world lot of multi-level marketing companies are there in market and they have variety of products and services line up as well.
2. Some of them are going successful and few of them are not doing well.
3. This work is an attempt to study about a store Big-Bazaar which is a really successful branch of future group.

SCOPE OF THE STUDY

The scope of this research is to identify the buying behaviour of customers of Big Bazaar. This research is based on primary data and secondary data. This study only focuses on urban buying behaviour of customers. The study does not say anything about rural buying behaviour of customer because rural norms/status/attitude & acceptance of the rural customers differs with urban customers. It provides help to further the research for organized retail sector. It aims to understand the skill of the company in the area like technological advancement, competition in management. The research is aimed at understanding the following aspects related to consumer perception towards the apparel brands of Big Bazaar and the extent to which they have awareness relating to that,

- Impression of branding
- Brand awareness
- Factors influencing the purchase decisions
- Satisfaction level of customers

- Expectations of the customers

OBJECTIVE TO STUDY

- To know customer buying behaviour.
- To know the promotional strategy of Big-Bazaar.
- To know the relation between promotional strategy and buying decision.
- To determine the level of customer satisfaction at Big-bazaar.
- To know about the growth prospective with respect to demand analysis.

RESEARCH METHODOLOGY

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products. The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes,

LIMITATION OF THE STUDY

1. This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customer available in the store that time.
2. The study was restricted to only the customers of Big-Bazaar.
3. The time constrain was a limiting factor, as more time was required to carry out study on other aspects of the topic.
4. The result and analysis based on the customer survey method and small sample size has taken only 100.
5. Findings are related to particular areas.

6.This was one of the most important limitations faced, as it was difficult to analyse and come at a right conclusion.

REVIEW OF LITERATURE

1.Gupta (2019) conducted an empirical study to investigate the impact of promotional strategies on consumer buying behaviour in Big Bazaar. The study analysed the influence of different promotional tools such as price discounts, free samples, and contests on consumer behaviour.

2.Aggarwal and Kumar (2017) examined the influence of promotional strategies on consumer purchase decisions in Big Bazaar. The study analysed the effectiveness of different promotional tools such as price discounts, free gifts, and loyalty programs on consumer behaviour.

3.Singh (2018) conducted a study to investigate the impact of promotional strategies on consumer buying behaviour in Big Bazaar. The study analysed the role of various promotional tools such as advertising, personal selling, and sales promotion in influencing consumer behaviour.

4.Sharma and Chawla (2019) conducted a study to examine the impact of promotional strategies on consumer buying behaviour in Big Bazaar. The study analysed the effectiveness of different promotional tools such as in-store displays, price discounts, and loyalty programs in influencing consumer behaviour.

HISTORY OF THE COMPANY

Big bazaar is the largest hypermarket chain in India. As of June 2, 2012 there are 214 stores across 90 cities and town in India covering around 16 million sq. of retail space. Big Bazaar is designed as an agglomeration of bazaar or Indian market with cluster offering a wide range of merchandise including fashion and apparels, food products, general merchandise, furniture, electronics, books, fast products, general merchandise, furniture, electronics, books, fast food and Entertainment sections. Big Bazaar stores are aimed at providing a local marketplace feel to the shoppers.

They offer a wide variety of household items including retail apparels, food products, general merchandise, furniture, electronic, books, fast food, etc. Started by Kishore Biyani, Big Bazaar was launched mainly as a fashion format selling apparel, cosmetics, accessories and general merchandise. Over the years, the retail chain has included in its portfolio a wide range of products and services, ranging from grocery to electronics.

ANALYSING AND INTERPRETATION OF DATA

Statistician John Turkey defines data analysis in 1961 as "procedures for analysis data techniques for interpreting the results of such producers, ways of planning the gathering of data to make its analysis easier, more precise or accurate and all the machinery and results of statistics which apply to analysing data"

Data analysis is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decisionmaking. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science and social science domains. In today's business world, data analysis plays a role in making decisions more scientific and helping businesses operate more effectively.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Majority (84%) of the Respondents are at the age of 21-30 years Majority (58%) of the Respondents are female.

Majority (91%) of the Respondents are Unmarried.

Majority (74%) of the Respondents family size is 3-4 members Majority (90%) of the Respondents are Graduate.

Majority (68%) of the Respondents Monthly income is Less than 10000.

Majority (45%) of the Respondents are from Rural area.

Majority (84%) of the Respondents visit the big bazaar frequently

Majority (74%) of the Respondents visit the store for Discount offers.

Majority (69%) of the Respondents came to know about big bazaar through Friends & Relatives.

Majority (85%) of the Respondents are Very attractive for the Advertisement

SUGGESTIONS

1. Big bazaar should provide large parking space for its customers so that they can easily park their vehicles.

2. The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to big bazaar during those days.

3. Big bazaar should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar.

4. Big bazaar should keep offers in regular intervals so that there should not be a long-term gap, because offer is the most influencing factor which is responsible for customer purchase decision.

5. They also should concentrate on TV advertisement they should show ads and promotional offers in a regular interval in languages like Hindi, English.

6. Hoarding should be placed in uncovered area.

CONCLUSION

Big Bazaar are a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big Bazaar a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The youth generation also likes shopping and moving around Big Bazaar. Volume sales always take place in Big Bazaar. Impulse buying behaviour of customers comes in to play most of the times in Big Bazaar & D- Mart.

Big Bazaar is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all throughout the year. It holds a large customer base and it seemed from the study that the customers are quite satisfied with Big Bazaar. It has emerged as a hub of shopping specially for middle class people. Even most of the people do their monthly shopping from Big Bazaar People not only visit Big Bazaar to do shopping but also visit for outing purpose as it provides a very nice ambience to its customers. As people go to malls, they just tend to move around Big Bazaar whether it is for shopping purpose or for outing purpose. Grocery, apparels and food items are the products which are demanded most by the customers of in Big Bazaar The major drawback of Big-Bazaar is that it lacks in providing enough parking space for their customers. This may discourage the customers to come to Big Bazaar and shop as they face difficulty in parking their vehicles. Even though some customers say that they don't feel problem in parking their vehicle, it is because of the parking space available to them by the mall.