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A Detailed Study on Customer Buying Behavior with Special Reference to Big Bazaar in India

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Abstract---Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the hearts of customer who is ‘God’ said by the business tycoons. There is always a ‘first mover advantage’ in an upcoming sector. Here, that advantage goes to “Big Bazaar”. It has brought about many changes in the buying habits of people. It has created formats, which provides all items under one roof at low rates, or so it claims! In this project, we have studied its marketing strategies and promotional activities.

Keywords---big bazaar, customer, marketing activities, retail sector.

Introduction

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation Future Group, which is known for having a significant prominence in Indian retail and fashion sectors ([Rauyruen & Miller, 2007](#)). Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and eZone 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 hypermarket chains of India ([Ulaga, 2003](#); [Campbell, 2003](#)).

As a part of our study of BMS programme, we are given capstone project work to develop our analytical faculties as professional students. In relation to the aforementioned objective the project undertaken by us covers marketing analysis of national ([Zablah et al., 2004](#); [Kim et al., 2004](#)). The study converges on major giants in global market Big Bazaar. Why has this industry/topic been selected?

- Ones a customer get inside the store he will find all kinds of products available that may be Food item, Cosmetic, Electronic, Garments, Furniture etc.

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- Because of these features it has a very good reputation in that area and customers who are residing far away and in other areas they also visit the store.
- This department is responsible for the product arrangement at the store with respect to their nature.
- This department is responsible for the maintenance of the systems of the stores.



Figure 1. Big bazaar

Introduction of big bazar super mart

Big Bazaar offer products to satisfy the entire family's needs. Merchandise offered at Big Bazaar is always at lower prices ([Guenzi & Troilo, 2007](#); [Wallace et al., 2004](#)). Stores are designed with customer convenience in mind. Big Bazaar respects your intelligence by offering a wide choice of brand and pack sizes, couple with easy-to-understand communications and information ([Cretu & Brodie, 2007](#)).

Product offerings

Big Bazaar offers a wide selections of products in the following categories:

- Foods
- Toiletries
- Beauty products
- Garments
- Kitchenware
- Bed and Bath linen
- Toys & Games
- Stationery
- Home Appliances
- Footwear

Definition of marketing mix

Marketing mix is the combinations of elements that you will use to market your product ([Brown & Russell, 2007](#); [Chitra & Maheswari, 2018](#)). There are four elements: Product, Place, Price and Promotion. They are called the four Ps of the marketing mix. Some people think that the four Ps are old fashionable and

propose a new paradigm: The four Cs!* Product becomes customer needs; Place becomes convenience, price is replaced by cost to the user, promotion becomes communication. It looks like a joke but the Cs is more customer-oriented (Shane & Delmar, 2004; Keh et al., 2006).

Objectives of the study

To study the promotional marketing strategy of Big Bazaar.

Research Methodology

The research paper based on secondary data collected.

Data Collection

Data has collected from newspaper, books, magazines, reports, and websites.

Findings

- Most of the customers buy their requirement in Big Bazaar on the basis of Weekly and monthly basis. Customers realized that Big Bazaar stores provide qualitative products/service with reasonable price.
- At present time Big Bazaar provide different types of product assortments to the customers.
- 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 throughout the year.
- Big Bazaar mainly deal with middle income group people who want qualitative product with reasonable cost.

Suggestions

- Big Bazaar should provide large parking space for its customers so that they can easily park their vehicles.
- This Infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to Big Bazaar during those days.
- 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.

Conclusion

Big Bazaar is a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Big Bazaar has 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 behavior of customers comes in to play most of the times in Big Bazaar (Gama et al., 2018).

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