

A STUDY ON CUSTOMER AWARENESS AND PREFERENCES TOWARDS HYPERMARKETS WITH SPECIAL REFERENCE TO BIG BAZAAR, PALAKKAD

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INTRODUCTION

Retailing is the set of activities that markets products or services to final consumers for their own personal or household use. It does this by organizing their availability on a relatively large scale and supplying them to consumers on a relatively small scale. Retailing makes products and services available in large quantities. Retailers produce or order the products /services in bulk so they can take advantage of economy of scale and thus they can formulate competitive pricing strategies. Products and services are generally sold through the store or on the internet.

Organized retailing refers to trading activities undertaken by licensed retailers those who are registered for sales tax. Income tax and it includes the retail chains, corporate backed hyper market and directly owned large retail business. Organized retailing comprises of shopping malls multi-store mall and huge complexes that offers a large veracity of products in terms of quality and value and money

India is rated the 5th most attractive emerging retail market: a potential gold mine, estimate to be the 200 billion of which organized retailing (i.e. modern trade) makes up 3% on rupees 60 billion. As per a report by KPMG the annual growth of department stores is estimated a 24% ranked 2nd in a Global Retail Development Index of 30 developed countries drawn up by A.T.Kearney

In commerce, a “hypermarket” is a superstore combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof, including full groceries lines and general merchandise. In theory, hypermarkets allow customers to satisfy all their routine shopping needs in one trip.

SCOPE OF THE STUDY

The study is exclusively conducting to gather information about customer awareness and preferences towards hypermarkets with special reference to Big Bazaar. The study is confined with Palakkad city. It is growing city in Kerala. The respondents were chosen in mix of age, gender, education, occupation, marital status from various parts of city.

The researcher will provide valuable information about customer preference towards Hypermarkets. The research will highlight the consumer responses in the form of awareness.

STATEMENT OF PROBLEM

Retail sectors now a day's do all the activities to attract the customers and increase their share in the market by providing gift, offers, discounts, after sales service etc., are some of the technique adopted to retain the existing customer base. It is matter for study as to why people come and buy from retail store. So these are a need o find out the customer's awareness and preference towards big bazaar in Palakkad.

OBJECTIVES OF THE STUDY

- To study the level of awareness of customers towards Big bazaar.
- To analyses the customer's preferences towards Big bazaar.
- To study the problem faced by customers in Big Bazaar.
- To find out the various factors influencing in purchasing from Big bazaar.

RESEARCH METHODOLOGY

Methods of Sampling

It is quit impossible to meet one and all or to collect information from the whole population. Therefore the researcher has adopted the convenience sampling method. Under this method the sampling units are selected according to the researcher's convenience.

Sample Size

This refers to the number of item to be selected from the universe to constitute a sample. A sample of 120 respondent was selected to this study.

Source of Data

Primary Data

Primary data has been collected from the Big Bazaar customer in Palakkad city through a well-designed questionnaire.

Secondary Data

Secondary data has been collected from the books, journals, internet, market source and magazine published in the related topics.

AREA OF STUDY

The area of the study is confined to Palakkad city only.

SAMPLING DESIGN

The researcher has used convenience sampling method in the study.

TOOLS OF THE STUDY

The data collected from the respondents were analyzed using various statistical tools, Such as

1. Simple percentage method
2. Chi-square analysis

LIMITATIONS OF THE STUDY

This study is subject to the following limitations

- This study is confined to Palakkad city.
- Due to time constrains, 120 respondents were selected for the purpose of the study.
- There is chance for biased respondents, which may affect the result of the study.
- Result cannot justified for other location

REVIEW OF LITRERATURE

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**ANAYSIS AND INERPRETATION
PERCENTAGE ANALYSIS
DEMOGRAPHIC FACTORS OF RESPONDENTS**

Table 1: Demographic factors

S.NO	DEMOGRAPHIC FACTOR	NUMBER OF RESPONDENTS	PERCENTAGE
GENDER			
1	Male	60	50
2	Female	60	50
AGE			
1	Below 25	78	65
2	25-35 years	13	10.8
3	36-45 years	13	10.8
4	46 and above	16	13.3
EDUCATIONAL QUALIFICATION			
1	Illiterate	2	1.7
2	School level	19	15.8
3	College level	89	74.2
4	Professionals	10	8.3
OCCUPATIONAL STATUS			
1	Student	68	56.7
2	Employed	26	21.7
3	Business	6	5
4	Professionals	10	8.3
5	House wife	10	8.3
MARITAL STATUS			
1	Married	49	40.8
2	Unmarried	71	59.2
TYPE OF FAMILY			
1	Joint family	24	20
2	Nuclear family	96	80
SIZE OF FAMILY			
1	2	3	2.5
2	3-4	82	68.3
3	5-6	26	21.7
4	6 and above	9	7.5
EARNING MEMBERS			
1	1	41	34.2
2	2	47	39.2
3	3	25	20.8
4	4 and above	7	5.8
MONTHLY INCOME			
1	Less than 10000	34	28.3
2	10001-20000	32	26.7
3	20001-30000	36	30
4	30001 and above	18	15

How long are you aware of Big Bazaar

Table 2: How long are you aware of Big Bazaar?

Period	Number of respondents	Percentage
Less than 1 year	13	10.8
1 - 3 years	31	25.8
3 - 5 years	50	41.7

5years and above	26	21.7
Total	120	100

Source of awareness of Big Bazaar

Table 3: Source of awareness of Big Bazaar

Source	Number of Respondents	Percentage
Advertisements	95	79.2
Friends and relatives	24	20
Representatives	51	.8
Total	120	100

Frequency of visiting Big Bazaar

Table 4: Frequency of visiting Big Bazaar distribution of the respondents

Frequency visiting Big Bazaar	Number of respondents	Percentage
Weekly	22	18.3
Fortnightly	8	6.7
Monthly	48	40
Quarterly	6	5
On unplanned basis	36	30
Total	120	100

Purpose of visiting Big Bazaar

Table 5: Purpose of visiting Big Bazaar distribution of respondents.

Purpose of visit	Number of respondents	Percentage
Shopping	89	74.2
Outing	7	5.8
Entertainment	24	20
Total	120	100

Product mostly purchase from Big Bazaar

Table 6: Distribution of products mostly purchase from Big Bazaar.

Products	Number of respondents	Percentage
Groceries	15	12.5
Cloths	24	20
Food items	13	10.8
Electronic items	6	5.4
Gift items	8	6.3
Cosmetics	11	8.1
All the above products	43	39.6
Total	120	100

There are any problems in Big Bazaar?

Table 7: Is there any problems in Big Bazaar?

Problems	Number of respondents	Percentage
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Yes	33	27.5
No	87	72.5
Total	120	100

If yes, state the nature of problem

Table 8: State the nature of problem in Big Bazaar

Nature of problem	Number of respondents	percentage
High price	10	30.30
Less quality	8	24.24
Non availability of goods	4	12.12
Unclean	1	3.03
Poor after sales services	3	9.10
Lack of customer relations	7	21.21

Reaction towards problem

Table 9: Reaction towards problem in Big Bazaar.

Reaction towards problem	Number of respondents	Percentage
Reporting	39	32.5
Ignoring	67	55.8
Stop buying	12	10
Inform others not to purchase	2	1.6
Total	120	100

CHI-SQUARE ANALYSIS

Personal factors and the period of awareness about Big Bazaar

Hypothesis: The personal factors have more significance on the period awareness about Big Bazaar.

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Table 10: Chi-square-personal factors and period of awareness about Big Bazaar.

Personal factors	Chi-square values	p values	Significant/Not significant
Gender	6.185	0.103	NS
Age	6.055	0.734	NS
Educational qualification	11.039	0.273	NS
Occupational status	11.080	0.522	NS
Marital status	2.036	0.565	NS
Type of family	1.803	0.614	NS
Size of family	9.167	0.422	NS
Earning members	9.826	0.365	NS
Monthly income	20.618	0.014	S

Personal factors and sources of awareness about Big Bazaar

Hypothesis: The personal factors have more significance on the sources awareness about Big Bazaar.

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Table 11: Chi-square-personal factors and sources of awareness about Big Bazaar

Personal factor	Chi-square values	p values	Significant/Not significant
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Gender	3.077	0.215	NS
Age	6.332	0.387	NS
Educational qualification	8.194	0.178	NS
Occupational status	7.824	0.451	NS
Marital status	0.849	0.654	NS
Type of family	0.743	0.690	NS
Size of family	3.397	0.758	NS
Earning members	8.929	0.178	NS
Monthly income	4.798	0.570	NS

Personal factors and frequently visiting Big Bazaar

Hypothesis: The personal factors have more significance on the frequently visiting Big Bazaar.

Table 12: Chi-square-personal factors and frequently visiting Big Bazaar

Personal factors	Chi-square value	p value	Significant/Not significant
Gender	9.795	0.044	S
Age	15.529	0.214	NS
Educational qualification	16.444	0.172	NS
Occupational status	13.741	0.618	NS
Marital status	9.495	0.050	S
Type of family	6.194	0.185	NS
Size of family	12.261	0.425	NS
Earning members	18.159	0.111	NS
Monthly income	13.302	0.347	NS

Personal factors and purpose of visiting Big Bazaar

Hypothesis: The personal factors have more significance on the purpose of visiting Big Bazaar.

Table 13: Chi-square-personal factors and purpose of visiting Big Bazaar.

Personal factors	Chi-square value	p value	Significant/Not significant
Gender	1.868	.393	NS
Age	4.284	.638	NS
Educational qualification	13.600	.034	S
Occupational status	6.678	.572	NS
Marital status	3.626	.163	NS
Type of family	.899	.638	NS
Size of family	2.770	.837	NS
Earning members	9.435	.151	NS
Monthly income	10.286	.113	NS

Personal factors and prefer to visit Big Bazaar

Hypothesis: The personal factors have more significance on the prefer to visit Big Bazaar

Table 14: Chi-square-personal factors and prefers to visit Big Bazaar

Personal factors	Chi-square value	p value	Significant/Not significant
Gender	0.063	0.803	NS
Age	3.353	0.340	NS
Educational qualification	3.825	0.281	NS
Occupational status	9.236	0.055	NS
Marital status	1.969	0.161	NS

Type of family	0.563	0.453	NS
Size of family	0.940	0.816	NS
Earning members	2.028	0.567	NS
Monthly income	8.669	0.034	S

FINDINGS

- Majority (50%) of the total respondents are male and female.
- Majority (65%) are in the age group of below 25 years
- Majority (74.2%) have college level education.
- Majority (56.7%) occupational statuses are students.
- Majority (59.2%) of the respondents are unmarried.
- Majority (80%) of the respondents are from nuclear family.
- Majority (68.3%) of the respondents are 3-4 family members.
- Most (39.2%) of the respondents earning 2 members in a family.
- Most (30%) of the respondents monthly family income of Rs20001-30000.
- Most (41.7%) of the total respondents have 3 - 5 years of awareness about Big Bazaar.
- Majority (79.2%) of the respondents have advertisements as their source of awareness.
- Most (40%) of the respondents visiting Big Bazaar monthly.
- Majority (74.2%) of the respondents are visiting Big Bazaar for shopping.
- Most (35.8%) of the respondents are purchasing all the above products.
- Majority (72.5%) of the respondents are not facing problems in Big Bazaar.
- Most (30.30%) of the respondents are facing the problem of high price in Big Bazaar.
- Majority (55.8%) of the respondents are ignoring the Big Bazaar.

Chi-square

- That the gender, age, educational qualification, occupational status, marital status, type of family, size of family and earning members have no significance influence on the period of awareness about Big Bazaar.
- That the gender, age, educational qualification, occupational status, marital status, type of family, size of family, earning members and monthly income have significant influence on the sources of awareness about Big Bazaar.
- That the age, educational qualification, occupational status, type of family, size of family, earning members and monthly income have significant influence on the frequently visiting of Big Bazaar.
- That the age, gender, marital status, occupational status, type of family, size of family, earning members and monthly income have significant influence on the purpose of visiting of Big Bazaar.
- That the age, gender, marital status, occupational status, type of family, size of family, earning members and educational qualification have significant influence on prefer to Big Bazaar.

SUGESSTION

Big bazaar has been maintaining good reputation due to the factors such as quality and cost effective. They should take continuous effort to maintain this in present growing competition scenario.

CONCLUSTION

The present study confirms to know the awareness and preference of the customers towards big bazaar. The result of the study reveals the brand preference of big bazaar. The customers have good opinion on the factors such as price, supply, quality and brand image. However, the customers feel the quality has to be improved and price had to be cut down the good and well. As per current situation big bazaar is growing well and the expectations of the customers also developing a lot.

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