

## **CONSUMER BUYING BEHAVIOUR: A COMPARATIVE ANALYSIS OF ORGANISED RETAIL STORES”**

**(With Special Reference to Big Bazaar, Vishal Mega Mart, Reliance Fresh, Easy Day and More)**

**Dr. Ruchi Jain<sup>1</sup>,**

**Sr. Asst. Prof.,**

**Department of Business Studies,**

**The IIS University, Jaipur, Rajasthan, India**

**Arshdeep Kaur<sup>2</sup>**

**Research Scholar,**

**Department of Commerce,**

**The IIS University, Jaipur, Rajasthan, India**

### **ABSTRACT**

After years of unorganized retailing and fragmented ‘kirana’ stores, the Indian retail industry has finally begun to move towards modernization. New marketing formats like departmental stores, hypermarkets, supermarkets and specialty stores are spearheading the modernization drive. In Jaipur, Rajasthan, Retailing concept is fast catching up the minds of the consumers and organized retail sector is expected to rise in the next five years. But the consumer retailing needs differ from region to region and across different cities. The consumer decision processes depend on the consumer behavior

The purpose of this paper is to investigate the level of satisfaction of the customers about facilities being provided by different organised retail stores like Big Bazaar ,Reliance fresh,

More, Easy Day, Vishal Mega Mart . Both primary and secondary methods have been used for collecting the data. Structured questionnaire has been administered for the purpose of collecting primary data. The questionnaire was distributed amongst 150 respondents. The simple random sampling method is used.

Results concluded that a. Among all the respondents most customers prefer to go to Big Bazaar, a little lesser ones like going to Reliance super, while rest prefer “More”, Easy Day and Vishal Mega Mart. most of the respondents said the that Big Bazaar, offers maximum number of high quality products and offers a wide range of products to customers.

KEYWORDS : Organised Retail stores , Consumer Behavior, Rajasthan, Retail Industry, Customer Satisfaction.

## **INTRODUCTION**

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. The word retail is derived from the French word retailer, meaning to cut a piece off or to break bulk. In simple terms, it implies a first – hand transaction with the customer. Retailing can be defines as the buying and selling of goods and services. It can also be defined as the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable.

In 2004, The High Court of Delhi defined the term ‘Retail’ as a sale for final consumption in contrast to a sale for further sale or processing (i.e. wholesale), a sale to the ultimate consumer.

Thus retailing can be said to be the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturers and institutional buyers such as the government and other bulk customers. Retailing is the last link that connects the individual consumers with the manufacturing and distribution chain. A retailer is involved in the act of selling goods to the individual consumer at a margin of profit.

## ORGANIZED RETAILING IN INDIA

Organized retailing comprises mainly of modern retailing with busy shopping malls, multi-stored malls and huge complexes that offer a large variety of products in terms of quality, value for money and makes shopping a memorable experience. The retail sector is presently undergoing a transition in India. Previously, customers used to go to kirana Stores to purchase their necessities. This later changed to bigger shops run by one man with a few employees. Here all the work was done manually. Gradually more sophistication seeped into this sector and department stores came into being. Beginning in the mid-1990s, however, there was an explosion of shopping malls and plazas where customers interacted with professional and not with just one single person – the owner. An important point here is that customers' requirements are catered to by trained staff. Today, organized retailing has become an experience characterized by comfort, style and speed. It is something that offers a customer more control, convenience and choice along with an experience. Organized retailing is on continuous increase of its market share from the past. Retailing can be categorized as of different sectors like food and grocery, clothing and textiles, consumer durables, footwear, furniture and furnishing, catering services, jewellery and watches, books, music and gifts, mobile handsets and others.

## REVIEW OF LITERATURE

Kerfoot, S., Davis, B., Ward, p.( 2003). This study focused on the visual merchandizing and consumer store choice decisions. The main objective of this study was to examine the influence emerged from visual merchandizing for consumer's store choice decisions. The finding shows that influence emerged from visual merchandising on consumer's store choice decisions is strong.

*SHUN YIN LAM (2001)* .This paper reviews previous studies about the store environmental effects on shopping behavior, Individual environmental elements or factors can have

multiple effects on shopping behavior and these elements vary from one factor to another. A store layout can affect shoppers behavior inside a store without a significant impact on their emotions or physiological state. Lightning conditions of a store can effect shoppers emotions, attention towards and evaluation of the store's merchandise and hence their behavior inside the store.

Yalch, Richard F. and Eric Spangenberg. This paper builds on the concept of atmospherics introduced by Kotler (1973) and studies the effects of different types of music to in-store shoppers of different age and shopping purpose in different time of day.

ANUSHREE AGNIHOTRI MISHRA, ANIKET AGNIHOTRI (2012)

From the results, we can articulate that in the Indian organized grocery setup today's consumer knows what they has come for in a store and don't bother much about the entrance, signage and illumination inside a store but is very much fascinated by the display design dimension and shelf appearances, they get delighted with the color schemes and patterns but at the same time troubled by the product pricing.

### **OBJECTIVE OF THE STUDY**

- To investigate the satisfaction of customers about facilities being provided by Big Bazaar, Reliance fresh, More, Easy Day, Vishal Mega Mart.
- To Find the changes that customers want in these organised retail stores.

### **RESEARCH METHODOLOGY**

Sampling method: Simple Random Sampling

Sampling Unit : Customers who purchases goods from local kiranas as well as from shopping malls

Sampling Universe : City Jaipur, Rajasthan

Sample size : 150 Customers

Primary as well as Secondary Data Data Source : Survey through questionnaire

## SCOPE OF THE STUDY

Retail sector occupies an important place in the lives of human beings, organisation & entire economy, so its study becomes important. Customer are facing lots of problem regarding their satisfaction and employers are facing problem regarding customer buying behaviour. The study is conducted with special reference to Rajasthan. Jaipur city undertaken for the study in the state of Rajasthan. For this purpose with the help of questionnaires results are drawn. Aim of study is to investigate the level of satisfaction of the customers about facilities being provided by different organised retail stores like Big Bazaar ,Reliance fresh, More, Easy Day, Vishal Mega Mart the study is to The result which comes from the study would benefit for the Retail stores. This would ultimately help to improve the Retail sector scenario in Rajasthan.

## DATA ANALYSIS

**Table 1.1**

<b>High Quality Products</b>		
	Frequency	Percent
<b>Big Bazaar</b>	73	49.0
<b>More</b>	22	14.8
<b>Easy Day</b>	14	9.4
<b>Vishal Mega Mart</b>	8	5.4
<b>Reliance super</b>	32	21.5
<b>Total</b>	149	100.0

Chart 2.1

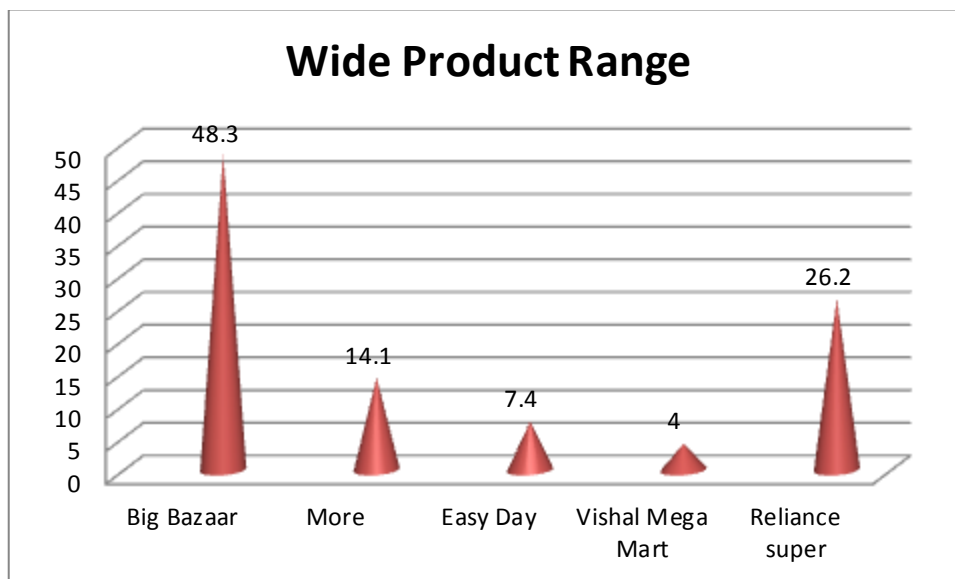


**Inference:** This table 1.1 is an aggressive attitude about customers views that which store according to them harbors maximum number of high quality products. Out of the total consumers, 49% say that Big Bazaar, 14.8% assume that it is More, according to 9.4% Easy day tops the charts, 5.4% they think Vishal Mega Mart is reliable while 21.5% say that Reliance Super excels in this field.

Table 1.2

Wide Product Range		
	Frequency	Percent
<b>Big Bazaar</b>	72	48.3
<b>More</b>	21	14.1
<b>Easy Day</b>	11	7.4
<b>Vishal Mega Mart</b>	6	4.0
<b>Reliance super</b>	39	26.2
<b>Total</b>	149	100.0

Chart 2.2



**Inference:** This axiomatic table 1.2 tells us about the wide range of products available in all these kinds of stores. Research volunteers say that 48.3% say that Big Bazaar, 14.1% assume that it is More, according to 7.4% Easy day tops the charts, 4% they think Vishal Mega Mart is reliable while 26.2% say that Reliance Super out rightly lives to the expectations of living with the widest range of products available.

Table 1.3

Reasonable Prices		
	Frequency	Percent
<b>Big Bazaar</b>	57	38.3
<b>More</b>	7	4.7
<b>Easy Day</b>	16	10.7
<b>Vishal Mega Mart</b>	27	18.1
<b>Reliance super</b>	42	28.2
<b>Total</b>	149	100.0

Chart 2.3



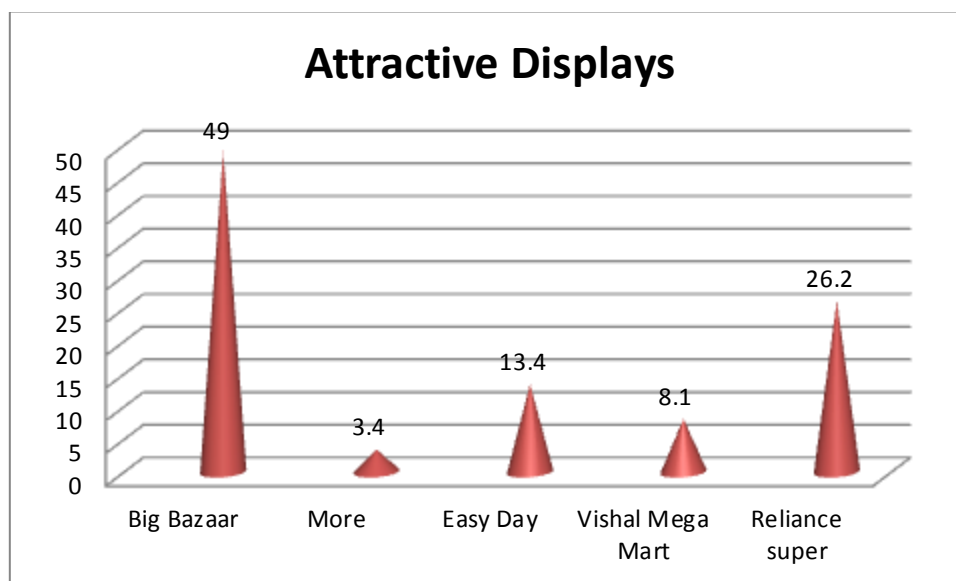
**Inference:** This table 1.3 officially approves the names of stores having most reasonable prices. According to 38.3% clients it is Big Bazaar, 4.7% assume that it is More, 10.7% believes that in this regard Easy day is their friend, 18.1% they think Vishal Mega Mart is pocket friendly while 28.2% say that Reliance Super is most economical.

Table 1.4

Attractive Displays		
	Frequency	Percent
<b>Big Bazaar</b>	73	49.0
<b>More</b>	5	3.4
<b>Easy Day</b>	20	13.4
<b>Vishal Mega Mart</b>	12	8.1
<b>Reliance super</b>	39	26.2
<b>Total</b>	149	100.0



Chart 2.4

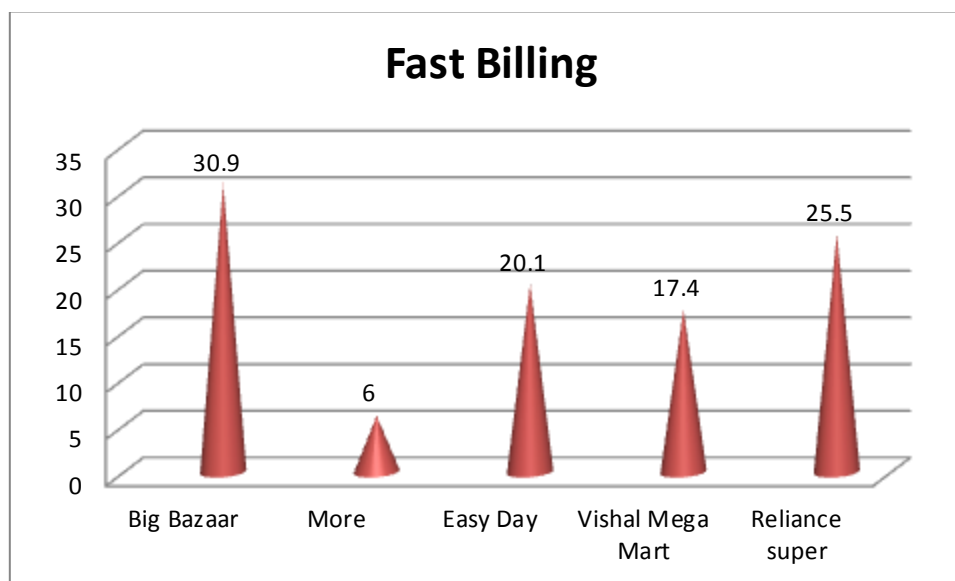


**Inference:** Above table 1.4 tells us which stores have most attractive displays. Among all customers 49% say that it is Big Bazaar, 3.4% assume that it is More, according to 13.4% Easy day tops the charts, 8.1% think Vishal Mega Mart is eye-catching while 26.2% say that Reliance Super is superbly outstanding.

Table 1.5

Fast Billing		
	Frequency	Percent
<b>Big Bazaar</b>	46	30.9
<b>More</b>	9	6.0
<b>Easy Day</b>	30	20.1
<b>Vishal Mega Mart</b>	26	17.4
<b>Reliance super</b>	38	25.5
<b>Total</b>	149	100.0

Chart 2.5

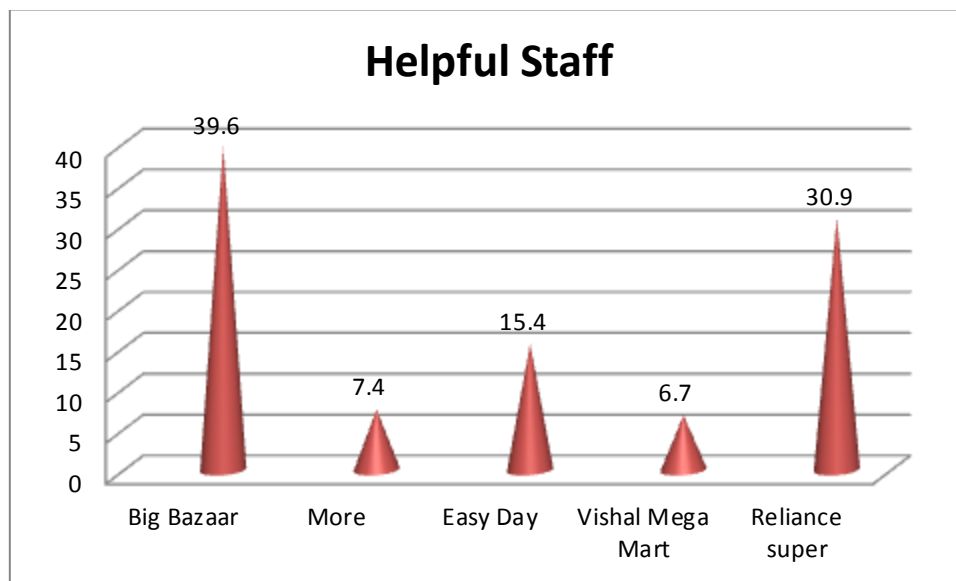


**Inference:** This decorative table 1.5 is embellished with the billing speed and time saving capacity of various stores. Respondents say that 30.9% say that Big Bazaar works faster, 6% assume that it is More, according to 20.1% assumes its Easy day, 17.4% they think Vishal Mega Mart has fast billing system while 25.5% say that Reliance Super clarifies their bills with the blink of an eye.

Table 1.6

Helpful Staff		
	Frequency	Percent
<b>Big Bazaar</b>	59	39.6
<b>More</b>	11	7.4
<b>Easy Day</b>	23	15.4
<b>Vishal Mega Mart</b>	10	6.7
<b>Reliance super</b>	46	30.9
<b>Total</b>	149	100.0

Chart 2.6



**Inference:** This table 1.6 is an appropriate description of kind of staff that renders their services at different retail stores. Research subjects have varied opinions regarding this and 39.6% say that Big Bazaar has a very helpful staff, 7.4% assume that it is More, according to 15.4% Easy day has the best employees, 6.7% think Vishal Mega Mart excels here while 30.9% say that Reliance Super has the most helpful staff.

#### CONCLUSION:

- Present study concluded that the names of various stores where twenty first century customers prefer to go for their shopping and shower their hard earned bucks. Among all the respondents most customers go to Big Bazaar, a little lesser ones like going to Reliance super, while rest prefer “More”, Easy Day and Vishal Mega Mart.
- Out of the total respondents, most said that Big Bazaar, offers maximum number of high quality products.
- Most respondents agree that Big Bazaar has a wide range of products available to all.
- Based on respondents unbiased views this can be declared that most clients of Big Bazaar say that they have most reasonable prices, then comes Reliance Super then comes Vishal Mega Mart, Easy day and lastly More.

- Among all respondents most of them say that it is Big Bazar which stores have most attractive displays, followed by Reliance Super and subsequently others.

## **SUGGESTIONS & RECOMMENDATIONS**

### **SUGGESTIONS**

We have asked the customers to give suggestion to make it better. some of the valuable suggestions are as follows:-

- Pricing of products should be low inside the store than outside
- Most of the customer suggested that Fruits and vegetables must be fresh in stores otherwise it's no worth
- Big Brands must improve service quality as its name
- More varieties of products should be available inside the store
- There must be enough number of billing counters and all must be in working condition during peak hours because customer has to wait in queue
- All items should be in enough quantity some time customer find some items out of stock (butter milk, curd etc.)
- More discounts schemes should be available in the other store as like Big Bazaar.

### **RECOMMENDATION**

- As people prefer to buy from local kirana store because of location so the company has to open its new store at very main location in the city because the most important thing in Retail is Location
- As customer prefer to buy from organized store firstly due to location so companies must open its store at convenience location, then customer prefer quality so companies must put only quality products inside the store

**REFERENCES:**

Kerfoot, S., Davis, B., Ward, p.( 2003). **“The Impact Of Visual Merchandising On Consumer Store Choice Decision in organized retail stores”**.International journal of Retail and Distribution Management, Vol. 31,PP-143-152

*SHUN YIN LAM (2001) , "The Effects of Store Environment on Shopping Behaviors: A Critical Review", in Advances in Consumer Research Volume 28 : Association for Consumer Research, PP: 190-197*

Yalch, Richard F.and Eric Spangenberg. **"Effects of Store Music on Shopping Behavior."** *Journal of Service Marketing* 4(Winter 1990)PP-31-39.

ANUSHREE AGNIHOTRI MISHRA, ANIKET AGNIHOTRI(2012) **“Assessing the Role of Organized-In-Store Visual-Display Determinants on Consumers’ Shopping Behavioral Intentions In India”** *European Journal of Business and Management* Vol 4, No.13, 2012