



# A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS RETAIL STORES

**Dr. Sangamesh Hugar**

**Co-ordinator**

**P.G. Department of Studies in Commerce**

**KLE's J.G College of Commerce, Hubballi.**

**Abstract:** The main objective of any company is to generate income, increase sales revenue, analyse the preferences and preferences of customers, meet the requirements and develop the business. To achieve this, you need to attract customers by offering more discounts and quality offers. The retail industry is evolving in India and there is a big change in people's sudden buying behaviour at Big Bazaar stores. It is important for vendors to understand this relationship. The retail sector is a permanent ever green business segment in the Indian market, and every retail company in the market is fighting on its own. To keep the minds of customers and to keep customers for a long time. The current retail sector is moving rapidly towards the next sector. In India, the Big Bazaar has an advantage. Encourage customers to buy products without specific lists through promotions, offers, exhibitions, window shopping and more. Discounts, coupons, combo, truth, low cost customers can buy products without special lists.

**Keywords:** Consumer Behaviour, Impulsive Purchase, Impulsive Behaviour.

## Introduction

Marketing has long been in human civilization, and people in ancient times have only seen marketing as sales and advertising, but in reality, they have recently been building good customer relationships and interactions, analysing needs, and fulfilling and satisfying their will. Impulsive purchase is a form of stimulation. Under today's pools, customer s can get different products with preferential price and quality. Customers find more balance between quality, stability, innovation, and the price and convenience of the shopping experience. According to surveys and economic recession, Indian customer s are more conservative. Modern retailers use more options to offer all kinds of goods in the same roof. Sudden purchases are between adolescent middle-aged people and adults. When customer s are not brand-based with sudden purchases, they buy products at the low cost of products that offer discounts or other offers.

## History and Evolution of Retail:

India's retail industry is the largest of all industries, accounting for more than 10% of GDP and about 8% of employment.

India's retail industry has become one of the most dynamic and fast-paced industries as multiple players have entered the market.

However, because we have to compete with other companies, there is a lot of initial investment and everything has not been successful yet.

The Indian retail industry is increasingly emerging as a next-generation industry. The overall idea of concept and purchase has changed the picture and interest in the form and behaviour of customer purchases that symbolize the beginning of the buying revolution in India.

In the form of bustling shopping malls, multi-store malls and huge shopping, entertainment and dining complexes, modern retailers have entered the Indian retail market.

With an increase in female workers and new opportunities in the service sector, an average young 24-year-old, nuclear family in urban areas will be a key factor in the growth of the retail sector. Growth patterns of organized retail and consumption New entrepreneurs will follow a growth chart to help them enter India's retail industry. In India, the vast middle class and almost unprofitable retailing are attractive to global retailers seeking to enter new markets, which will help India's retail industry grow rapidly.

### Retail Formats in India:

- **Hyper marts / Supermarkets:** Large self-service stores offering a wide range of products.
- **Family Shops:** family businesses that provide small areas; They are individually managed and personally contacted retail stores.
- **Departmental Stores:** They are general retailers that provide excellent products and services.
- **Convenience Store:** Conveniently located in a residential area with slightly higher prices.
- **Shopping Centres:** The largest retail outlet in India, Shopping Centres offers customers all types of products and services, including entertainment.
- **E-Trailer:** A retailer that provides purchase and online sales of products and services.
- **Discount Stores:** Factory outlets that offer discounts on MRP..
- **Category Killers:** A small specialty store offering a wide range of categories. Because it focuses on certain categories such as electronics and sporting goods, it is known as a category killer. Also known as multi-brand outlet or MBO.
- **Specialized Stores:** Retail chains that cover specific categories and offer a wide range. Mumbai's crossword puzzle shop and RPG music world are just a few examples.

Traditional Retailers	Modern Retailers
Kiranas: traditional Mom and Pop Stores	Super Market
Kiosks	Hypermarkets
Street Market	Department Stores
	Speciality Chains

## Overview about the Future Retail Limited

Future Retail, India's leading retailer, is helping to improve the quality of life for our customers with innovative products, quality products and affordable prices. With over 11 million square feet of retail space, they serve customers in 135 cities with more than 285 stores nationwide.

Future Retail is the flagship company of the Future Group, a retail pioneer in India providing the entire customer space of India. We connect the diverse and passionate buyers, sellers and business communities of India through multiple retail formats. The overall impact on your business is amazing. Each year, 340 million customers visit our stores and select products and services from more than 30,000 small and medium-sized businesses and manufacturers across India. This number is set to increase.

### About Big Bazaar

Big Bazaar is a retail store in India operated by a large supermarket, discount department store and grocery chain. The retail chain was founded as a parent organization, Future Group, which Kishore Biyani is known to have earned a prominent reputation in India's retail and fashion sector. Big Bazaar is the parent company of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and eZone, a sister chain of retail stores such as brand factories, home towns, and central stores, while keeping everything under the same roof.

Founded in 2001, Big Bazaar is one of the largest market chains across India with more than 256 stores in 124 cities and towns across the country.

### Company Background

The Future Group is a private conglomerate based in Mumbai, India. The company is renowned for its striking reputation in retail and fashion in India, including popular supermarket chains such as Big Bazaar and Food Bazaar, lifestyle stores such as Brand Factory and Central.

It also has a strong presence in the integrated food and FMCG sectors. Future Group's two operating companies, Future Retail (Pantloons Retail India Ltd) and Future Lifestyle Fashions, are one of the leading retailers listed on BSE in terms of assets and market in NSE.

The Future Group is a corporate group, and almost all companies are managed through a variety of operating companies, depending on their target areas. For example, it operates in supermarkets / retail stores such as Big Bazaar, FBB, Food Bazaar, Food Hall, Hometown Future Retail Ltd, Fashion Store, Brand Factory and Central Planet Sports. They operate through another subsidiary, Future Lifestyle Fashions. With such many fashion stores and supermarkets, the group also has FMCG, fresh and pure, clean mate, Ektaa, premium harvesting and their fashion brands such as Indigo nation, Spaulding,

Lombardy, Bear, some operating companies are in charge of internal financial matters and consulting.

## History of Big Bazaar

Big Bazaar was founded in September 2001 by Kishore Biyani, founder and CEO of the parent company Future Group, and opened its first four stores in Calcutta, Indore, Hyderabad and Bangalore for 22 days. Big Bazaar was launched by Kishore Biyani and launched in fashion style, mainly selling clothes, cosmetics, accessories and merchandise. For many years, retail chains have included a portfolio of products ranging from supermarkets to electronics to the product portfolio.

Popular Indian actor Asin and Indian cricket team ex-captain Mahendra Singh Dhoni have previously supported Big Bazaar's vertical fashion.

## SWOT ANALYSIS OF BIG BAZAAR



## SWOT ANALYSIS

The origin of the SWOT analysis was used by major companies in the 1960s and 1970s by Albert Humphrey of Stanford University. The purpose was to identify why the business plan failed. This study was conducted by identifying the number of key areas that are searched for each critical area called SOFT analysis. The original study used to categorize "What is good in present is satisfactory is good in future is an opportunity bad in present is a fault and bad in a future is a threat".

SWOT means strengths, weaknesses, opportunities and threats. It guides you to identify your company's strengths and weaknesses as well as greater opportunities and threats. Strategic planning and decision making will help you develop sufficient awareness of the situation.

SWOT analysis is usually represented by a rectangle for each of the four regions that make up the quadrant. While all the points below a particular headline may not be as important, there are some visions that you may have when you view the threats multiple times. Visual information provides a brief

overview of your company's location. Toolbox used to determine the right approach for your situation.

The strengths of this method are the ease and adaptability to various operating levels.

**1) Strengths:** Positive type and intangible attributes inside the organization. They are under the control of the organization.

**2) Weakness:** An element in the organization's control that degrades the ability to achieve the desired goal. What areas can an organization improve?

**3) Opportunity:** An external attractive factor that indicates why an organization exists and develops. What opportunities do you have in the environment and drive your organization?

**4) Threats:** external factors that go beyond the control of the organization, which can pose risks to the mission or operation of the organization. They can help your organization by preparing an emergency plan to deal with when they should happen.

### Need for the study

This study is based on the topic "A factor affecting an impulsive category buying behaviour for the retail products" retail sector is in danger and the competition is heavily influenced by the online sector. Each retailer wants to drive to impulsive purchases by increasing their "purchase share and promoting creative sales", "Store Floor in Real Time". The study is aimed at finding out the impulsive purchases of Big Bazaar customers.

### STATEMENT OF THE RESEARCH PROBLEM

To examine the factor affecting customer impulse buying of retail products

This study is based on some customer s in this area, so it involves local bias, does not take into consideration the competition strategies and lacks quantitative aspects of study due to the limited availability and the availability range of appropriate graded data.

### LITERATURE REVIEW

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
<b>Kaur and Singh (2007)</b>	<b>Uncovering retail shopping motives of Indian youth</b>	Traditional yearly behaviour and sensitivity, feel of background music and product music, smell was found.	The background plays an important role in formulating their personal shopping exercises and staff tense purchasing activities
<b>Silvera, D. et al.,</b>	<b>Impulse buying: The role of affect, social influence and wellbeing</b>	The effects of emotions have been studied, and it is believed that the purchase of stimuli is influenced by the "effects" or the effects of customer emotions.	Depression can also cause inspiration for people, an attempt to improve the mood

Harmancioglu <i>et al</i> (2009)	<b>Impulse purchase of new products and empirical analysis</b>	Their campaign activities allow managers to highlight their enthusiasm and variety of goods, thus helping to trigger unplanned behaviour and stop common goods performance.	Although planned impulse purchases are partially planned, specific goods or categories cannot be determined by the merchant, but are determined based on various promotions in the store.
Dawson, S., & Kim, M. (2009).	<b>External and internal trigger cues of impulse buying online.</b>	Research of emotion conscious factors and discovery of important relationships Between their effective state of consciousness and their online anxiety buying behaviour.	It has been observed that, impulse buying is linked to up and cross-selling strategies.
Yu and Blastin (2010)	Hedonic shopping value on impulse buying behaviour in transitional economy	You can test your store's ecosystem, layout, ambience, and use the promotion methods provided by store to attract more purchases.	The use of pleasure has an indirect impact on the purchase of fashion-based motives.
Sharma <i>et al</i> (2010)	impulse buying and variety seeking	Impulsive differentiated purchasing as an act of pleasure, an emotional and spiritual intention, rather than thought or functional gain.	Finding different individuals is more likely to experience the purchase of temperament that leads to the client's positive emotional response to the retail environment.
Shen and khalifa (2012)	System design affects on online impulse buying	Customer awareness adopted a relationship between incentives to buy a real list of planned purchases	Effective cognitive factors have found an important emphasis between human emotional and cognitive status and their online stimulating buying behaviour.

### Objectives of the Study

- To understand which category of the products are impulsive
- To know the planned purchase intension of customer before purchase.
- To know the factors affecting impulsive purchase.
- To understand the purchase behaviour of the customer with respect to impulsive purchases.



## Scope of the study

Searching for factors that analyse the behaviour and personality of patches, or impulse purchases and impulse purchases.

## Research Methodology:

**Type of research:** 'Descriptive research'

## Data Sources and Sample Design:

**Primary Data:** Questionnaire Method and interviewing method used in the present study.

### Secondary data

- Annual reports of company
- Web based resources
- Company brochures
- Company website

### Sample Design

The present study followed the non-probabilistic, convenient sampling method, where in respondents are chosen based on the researcher judgment

- Target population: Customers of Big Bazaar
- Sample size: 100

### Hypothesis Framework

H<sub>0</sub>: 'There is no significant difference between quality of service and their Impulsive Behaviour.'

H<sub>1</sub>: 'There is significant difference between quality of service and their Impulsive Behaviour.'

### Statistical tools (Using SPSS Software):

- Z- Test
- ANOVA (One Way)
- Regression Analysis

### Limitation of the study

- Limited time period for research
- It is very difficult to analyse the customer behaviour while shopping
- Managers were full on active in their work program and we get less time for discussion.

## ANALYSIS ON DEMOGRAPHIC PROFILE OF RESPONDENTS USING SPSS

This chapter denotes that the collected data is analyzed based on the responses collected in the field below sections emphasize the results obtained for present study based on collected data.

**TABLE 1: DESCRIPTIVE STATICS ON DEMOGRAPHIC VARIABLES:**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Educational level	100	1.00	5.00	3.4300	1.31237
Age	100	2.00	4.00	3.1000	.59459
Income	100	2.00	4.00	2.7600	.65320
Family size	100	1.00	4.00	2.4100	.92217
Marital status	100	1.00	2.00	1.9800	.14071
Sex	100	1.00	2.00	1.3100	.46482
Valid N (listwise)	100				

**Analysis:** From the above table it is found that Mean age of the respondents lie in the age bracket of 36 years to 50 years and the education level of the respondents are degree and post degree holders but the income level of the people lies in the bracket of 30k to 60k

**Interpretation:** It is interpreted that Most of the respondents who visit BB are middle aged people, who will have diverse needs. The education levels of the respondents are degree and post degree holders. It means that the BB attracts more of educated people to buy.

Then BB attracts middle income level people to buy items. The store is so designed to attract middle income level.

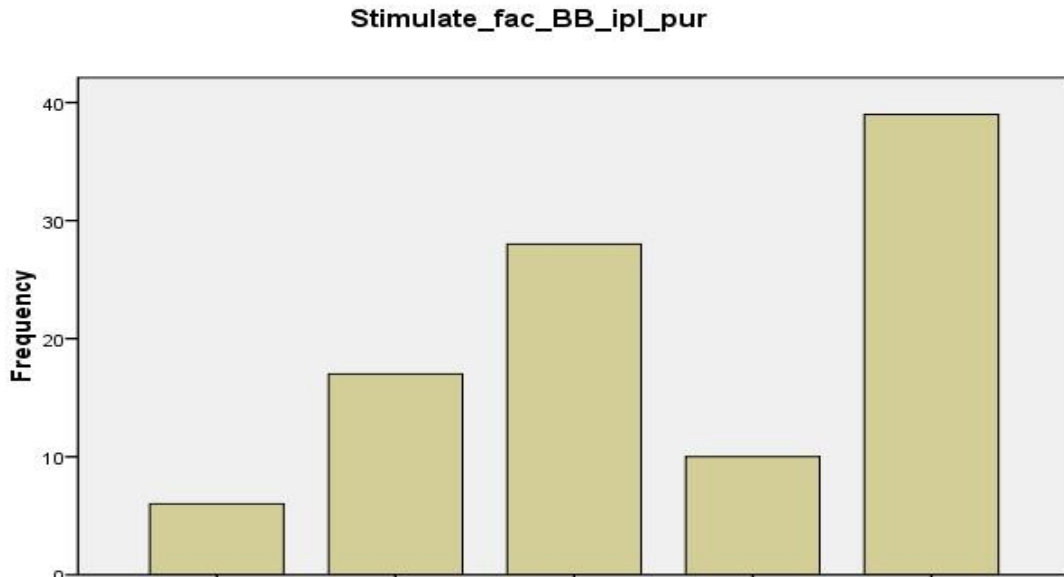
**Table: 3 Stimulating factors influence impulsive purchase in big bazaar**

Stimulating factors influence impulsive purchase in big bazaar

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Heavy traffic congestion	6	5.7	6.0	6.0
	Display prominence	17	16.2	17.0	23.0
	Readily identified pricing	28	26.7	28.0	51.0
	Easy credit facility	10	9.5	10.0	61.0
	Ease of picking in store	39	37.1	39.0	100.0
	Total	100	95.2	100.0	
Missing	System	5	4.8		
Total		105	100.0		

**Analysis:** From the above table, we can infer that out of 100 respondents 39% of the respondents are stimulated as they can easily pick the product and 28% of the respondents are stimulated by readily identified price in the Big Bazaar and 16.2% are stimulated by the product arrangement in the big bazaar and 9.5% of the customers are stimulated due to the credit facility available to the customers of Big Bazaar





**Interpretation:** Customers are buying impulsively for readily identified pricing and easy picking their desired products from the big bazaar it shows that stimulating factor for the customer

## HYPOTHESIS TESTING

### I. Z-TEST

**H<sub>0</sub>:** There is no significant difference between the education level of the customers to the amount of cash availability

**H<sub>1</sub>:** There is a significant difference between the education level of the customers to the amount of cash availability

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Education level	3.4300	100	1.31237	.13124
Cash in hand influence impulsive purchase	2.5200	100	1.30639	.13064

### Paired Samples Correlations

	N	Correlation	Sig.
Education level & Cash in hand influence impulsive purchase	100	-.144	.154

## Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error	Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Education level - Cash in hand influence impulsive purchase	.91000	1.98018	.19802	-.51709	1.30291	4.596	99	.000

**Analysis:** It is found that the significant value is 0(Zero) less than .05 (@ 5% level of significance), Null hypothesis to be accepted and alternative hypothesis to be rejected. It means that Education level will not have any effect on the amount of cash people will have it on hand.

**Interpretation:** Not well-read people also have cash in hand and cash in hand may not influence to buy the products in a Big bazaar.**II. ANOVA (ONE WAY)**

**H<sub>0</sub>:** There is no significant effect of family size on the kind of store to purchase.

**H<sub>1</sub>:** There is a significant effect of family size on the kind of store to purchase.

## ANOVA

Preferable store for purchase	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.749	3	1.916	4.302	.007
Within Groups	42.761	96	.445		
Total	48.510	99			

**Analysis:** The data is analysed in ANOVA using SPSS and found that calculated F Value (4.3) is more than table value at the 99 % level of confidence and therefore Null hypothesis is rejected and Alternative Hypothesis is accepted. It means that there is a significant effect of family size on the kind of store to purchase @ P £ 0.01

**Interpretation:** It is due to number of members in family influence the purchasing in big bazaar, if the number of members in a family is more, people prefer to buy in Big bazaar instead of other formats of retailing purchase.

### III. REGRESSION ANALYSIS

**Variables Entered/Removed**

Model	Variables Entered	Variables		Method
		Removed		
1	Sex, Marital status, Age, Family size, Education level, Income			Enter

- a. All requested variables entered.
- b. Dependent Variable: Strategy of BB to influence impulsive purchase

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.554 <sup>a</sup>	.307	.262	.96180

- a. Predictors: (Constant), sex, Marital status, Age, family size, Education level, Income

**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.079	6	6.346	6.861	.000 <sup>a</sup>
	Residual	86.031	93	.925		
	Total	124.110	99			

- a. Predictors: (Constant), sex, Marital status, Age, family size, Education level, Income
- b. Dependent Variable: Strategy of BB to influence impulsive purchase

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.579	1.479		1.068	.289
Education level					
Age					
Income					
Family size	-.005	.083	-.006	-.059	.953
Marital status	.681	.236	.361	2.888	.005
Sex	.193	.231	.112	.834	.406
	.333	.143	.274	2.333	.022
	-.797	.695	-.100	-1.146	.255
	-.457	.239	-.190	-1.914	.059

- a. Dependent Variable: Strategy of BB to influence impulsive purchase

$$Y = 1.57 - 0.005X_1 + 0.68X_2 + 0.19X_3 + 0.33X_4 - 0.797X_5 - 0.457X_6$$

Where, Y = Dependent Variable - Strategy of Big bazaar on Impulse Purchase.

**Analysis-** From the above table, we can observe that the Age, Income, Family size has positive effect on dependent variable, strategy of BB to influence impulsive purchase. Other three variables Educational level, Marital Status and Sex have negative effect on dependent variable as they have higher significance value than that of other three variables.

**Interpretation-** Age, Income, Family size has positive effect on dependent variable for designing strategy for impulsive purchasing and rest three variables Educational level, Marital status and Sex affects negatively to strategize the impulsive buying behavior of customer.

## Findings

Based on the survey conducted in the organisation, investigation and Interpretation of the information gained during the assessment, following findings are recorded:

- Most of the customer have no preferable time for shopping, when they are free and convenient they went for shopping.
- Most of the customers visit big bazaar store once in a month because they will prepare the planned list then they will go for shopping.
  - Most of the respondents spend 1 to 2 hours in the shopping at Big Bazaar.
- Most of the customer like to go for shopping in Big Bazaar because they will get major variety of products under the same roof.
  - Most of the respondent like discounts and offers provided in the Big Bazaar.
  - Major respondents had fun occasionally while shopping.
- Major respondents are rarely make a planned list of items and end up with a lot other items.
  - Most of the respondents buy apparels on impulsive buying from the Big Bazaar.
- Major respondent says good price on sale motivates them to make spontaneous purchase.
- Most of the respondents says easy self-selection by the customer stimulate more impulse purchase.
  - Monetary promotion stimulate more impulse buying.
  - Major respondents are satisfied with the service rendered in the Big Bazaar.
  - Major respondents rate shopping experience is good in the Big Bazaar.
  - Most of the respondents spend more than Rs.2000 on impulse buying.
    - Most of the respondents are quickly took the item and check out.

## Suggestion

- The store should improve their promotional strategy.
- The store should add more brands rather than their home brands.
- Improvise the store design and Store layout.
- Increase the number of brands in the zone of apparels.
- More number of branded products under cosmetics.
- The company should use the tactics and the strategy to attract more customers that impact more on impulsive buying.
- Company should employ fast billing services.

## Conclusion

A quick purchase decision with any pre-emptive communication is a voluntary purchase to buy a particular product or maintain a specific purchase campaign. The results of this study indicate that customer s like to shop at Big Bazaar Shopping store because they can obtain broader authentication of goods under a single roof. Customers make sudden purchases of product because of availability of discounts, offerings, costs, convenience, environment, reliability and quality. Typically, customers shop without considering a particular listing. Customer age, income levels and customer employment tend to have an impact on the impulsive purchasing power. Clothes, beauty and cosmetics, food and grocery stores and personal hygiene are typically purchased as an impulse purchase. Time is important in the current scenario. When customer s spend time, they spend more time and more money on shopping. Some customers buy the desired product and quickly calculate it in the store.

## BIBLIOGRAPHY

1. Hoch & Rook (1985), "Consuming impulse; Advances in customer research", 7(1); 23-27
2. Abratt & Goodey (1990), "Unplanned buying and in-store stimuli in super market"; management decisions and economics,(11); 11-12
3. Prion (1991), "Define impulse purchasing advances in research"; Advances in customer research, 18(1); 509-514
4. Hausman. A (2000), "A multi method investigation of customer motivation in impulse buying behaviour"; Journal of customer marketing,17(5);403-419
5. Dittamar *et al* (1995),"Gender identity and material symbols, objects and decisions considerations and impulse purchases"; Journal of economic psychology,16(3);83-85
6. Beatty S E and Ferrell M E(1998), Impulse buying: Journal of retailing, 74(2);28-32
7. Wood (1998), "Socio economic status delay of gratification and impulse buying"; Journal of psychology, 19, 295-320
8. Lee and Kaccen (2002), "The influence of culture on customer impulsive buying behaviour"; Journal of economic psychology,16(3);83-85
9. Jones *et al* (2003), "The product specific nature of impulse buying tendency"; Journal of business research, 56(7), 505-515
10. Luo (2005), "How does shopping with others Influence impulsive purchasing"; Journal of customer and psychology,15(4),288-294

11. Kaur and Singh (2007), "Uncovering retail shopping motives of Indian youth"; *Young customer s*, 8(2),128-138
12. Harmancioglu *et al* (2009), "Impulse purchase of new products and empirical analysis"; *A Journal of product and brand management*, 18(1), 27-38
13. Yu and Blastin (2010),"Hedonic shopping value on impulse buying behaviour in transitional economy"; *Journal of brand management*,18(2),105-114
14. Sharma *et al* (2010)," impulse buying and variety seeking"; *Journal of business research*, 63, 276-283
15. Hulten and vanyushn (2011)," Impulse purchases on grocery"; *Journal of customer marketing*, 28(5), 376-384
16. Shen and khalifa (2012)," System design affects on online impulse buying"; *Internet research*, 22(4), 396-425
17. Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: The role of affect, social influence and wellbeing. *Journal of Customer Marketing*, 25(1), 23-33.
18. Peck, J., & Childers, T. L.(2006), If I touch it I have to have it: individual and environmental influences on impulse purchasing. *Journal of Business Research*, 59(6), 765-769.
19. Dawson, S., & Kim, M. (2009). External and internal trigger cues of impulse buying online. *Direct Marketing: An International Journal*, 3(1), 20-34.
20. Bayley, G., & Nancarrow, C. (1998). Impulse Purchasing: A Qualitative Exploration of the Phenomenon. *Qualitative Market Research: An International Journal*,1(2), 99-114.

