EVALUATION ON FACTORS AFFECTING FAST MOVING CUSTOMER GOODS AT BIG BAZAAR.

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Abstract

Retail is the selling of goods and services to the consumers in small portions to the public for their own use. A retailer is someone who cuts off or sheds a little piece from something. Retailing comprises of business activities involved with clearance of enterprises and products from purchasers directly for their personnel, family and household use. Below are the four components of retailing.

Indian retail industries appear to be one of the most leading retail industries moreover there are well known several new players from western countries such as Wal-Mart, IKEA, Tesco, Lifestyle and Pantaloons. In India retail Industries are required to rise 25% yearly being driven by strong pay advancement, developing lifestyles, and great Demographic models. Indian retail industry is the greatest industry in India, with employment of around 8% and adding to over 10% of the country's GDP.

Big Bazaar being one of the most comprehensive retail industries in India that provides goods and services such as fashion and apparels, general merchandise, electronics, fast foods, food products, leisure and entertainment section. Among all the products that are mentioned, FMCG is mainly focused as part of my case study.

Fast Moving Customer Goods (FMCG) these are short termed products that are sold immediately at a lower rate cost and are unsustainable goods such as packaged beverages, candies, groceries, baked goods, toiletries and cosmetics.

INTRODUCTION

Pantaloon Retail (India) Limited, is India's driving retailer that works different retail organizes in both the esteem and way of life section of the Indian purchaser showcase. Headquartered in Mumbai (Bombay), the organization works more than 12 million square feet of retail space, has more than 1000 stores crosswise over 71 urban communities in India and utilizes more than 30,000 individuals.

The organization's driving arrangements incorporate Pantaloons, a chain of style outlets, Big Bazaar, an exceptionally Indian hypermarket chain, Food Bazaar, a general store chain, mixes the look, contact and feel of Indian bazaars with parts of current retail like decision, accommodation and quality and Central, a chain of consistent goal shopping centres. A portion of its different organizations incorporate Brand Factory, Blue Sky, all, Top 10 and Star and Sitar. The organization additionally works an online entrance, futurebazaar.com.

A backup organization, Home Solutions Retail (India) Limited, works Hometown, a huge configuration home arrangements store, Collection, selling home furniture items and Ezone concentrated on taking into account the customer hardware portion.

Future Group, driven by the Group CEO and its originator, Mr. Kishore Biyani, whom is one of India's driving business houses with different organizations crossing over the utilization space. While retail shapes the centre business movement of Future Group, bunch auxiliaries are available in customer money, capital, protection, relaxation and stimulation, brand advancement, retail land improvement, retail media and coordination. Driven by its leader venture, Pantaloon Retail, the gathering works more than 12 million square feet of retail space in 71 urban areas and towns and 65 country areas crosswise over India. Around 400 employees got ceased by the future group of Kishore Biyani on which has set up the Company`s ecommerce strategy Retail 3.0 in November 2017.By the year 2018,the company had recruited staff of 500 to 600 employees for retail .The organization pursues a multi-position retail methodology that catches nearly the whole utilization bushel of Indian clients. In the way of life portion, the gathering works Pantaloons, a style retail chain and Central, a chain of consistent shopping centers. In the esteem fragment, its marquee image, Big Bazaar is a hypermarket position that joins the look, contact and feel of Indian bazaars with the decision and accommodation of present-day retail.

RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY

- To find the various factors considered by the customer when purchasing at big bazaar.
- To study about post purchase performance of the big bazaar.
- To study the market position of big bazaar in in Retail Industry.
- To study the promotional activities taken by big bazaar.
- To study whether the customers are satisfied by the service given by big bazaar.

HYPOTHESES

1. There is no significant relation between gender and price.
2. There is a significant relation between gender and advertising.
3. There is no significant relation between gender and offered.
4. There is significant relation between gender and Packaging.
5. There is no significant relation between age group and Quality.

6. There is no significant relation between age group and price of the product.

METHOD OF DATA COLLECTION

❖ In this study Descriptive research design is adopted for the study.

SOURCES OF DATA

Primary Data: - Primary data has been collected at each big bazaar purchaser by structured interview method. Each person of the sample responds to the question and given opinion about the big bazaar.

Secondary Data: Secondary data is collected from the company's annual report, websites of big bazaar, brochures and products catalogue of the company.

➢ SAMPLE FRAMEWORK

A. **SAMPLING SIZE:** - More than 100 customers were taken from big bazaar.

B. **SAMPLING TECHNIQUES:** - Convenience sampling technique is used for collect data.

TOOLS USED FOR ANALYSIS

➢ Factor Analysis

➢ Descriptive analysis

➢ Chi-square test

➢ Likert scale

DATA ANALYSIS AND RESULTS

Hypothesis testing using Chi-Square Test

Table17: Represents the Chi-Square Test between Gender and Price.

Gender * Price

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.260[a]	4	.003
Likelihood Ratio	8.476	4	.076
Linear-by-Linear Association	.192	1	.661
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.52.

Source: Chi-square test based on SPSS version 2018-2019.

Results

From the above table chi square test, it has been found that p value is less than 0.05 which is 0.003, so null hypothesis of "Gender and Price" has been rejected and shows that there is no significant relationship between them.

Table18: Represents the Chi-Square Test between Gender and Advertising.

Gender * Advertising

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.091[a]	4	.001
Likelihood Ratio	20.195	4	.000
Linear-by-Linear Association	2.920	1	.087
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.52.			

Source: Chi-square test based on SPSS version 2018-2019.

Results

From the above table chi square test, it has been found that p value is less than 0.05 which is 0.001, so the null hypothesis of "Gender and Advertising" has been rejected and it is understood that there is no significant relationship on both factors.

Table19: Represents the Chi-Square Test between Gender and offer.

Gender * Offer

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.014[a]	4	.404
Likelihood Ratio	4.042	4	.400
Linear-by-Linear Association	2.251	1	.134
N of Valid Cases	100		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.52.			

Source: Chi-square test based on SPSS version 2018-2019.

Results

From the above table chi square test, it has been found that p value is greater than 0.05 which is 0.404, so null hypothesis "Gender and Offer" has been accepted and that the alternative hypothesis states that there is a significant relationship between Gender and Offer.

Table20: Represents the Chi-Square Test between Gender and Packaging.

Gender * Packaging

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.554[a]	4	.000
Likelihood Ratio	5.678	4	.225
Linear-by-Linear Association	.715	1	.398
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.58.

Source: Chi-square test based on SPSS version 2018-2019.

Results

From the above table chi square test, it has been found that p value is less than 0.05 which is 0.000, so null hypothesis "Gender and Packaging" has been rejected so there is no significant relationship between Gender and Packaging.

Table21: Represents the Chi-Square Test between Age group and Quality.

Age group * Quality

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.188[a]	12	.770
Likelihood Ratio	8.616	12	.735
Linear-by-Linear Association	.656	1	.418
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 3.52.

Source: Chi-square test based on SPSS version 2018-2019.

INTERPRETATION

From the above table chi square test, it has been found that p value is greater than 0.05 which is 0.770, so null hypothesis **"**Age group and Quality" has been accepted and it states that there is a significant relationship between Age group and Quality.

Table22: Represents the Chi-Square Test between Age group and Price.

Age group * Price

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.311[a]	12	.177
Likelihood Ratio	22.441	12	.033
Linear-by-Linear Association	2.388	1	.122
N of Valid Cases	100		

a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 3.52.

Source: Chi-square test based on SPSS version 2018-2019.

INTERPRETATION

From the above table chi square test, it has been found that p value is greater than 0.05 which is 0.177, so null hypothesis "Age group and Price" has been accepted and from that there is a significant relationship between them.

FINDINGS

➢ From the above findings "intention to re-enter the store" 14% of people are visiting Big bazaar because of low price, 55% have responded "product quality and availability", 27% responded "seasonal offers and discounts

➢ 77% of people responded positively preferring food courts and gaming section at Big Bazaar and remaining are saying "no" and "not preferred".

➢ "waiting for a long time at the billing section" 57% of people have responded positively about waiting time and 43% responded negatively about waiting time at billing counter.

➢ "Big Bazaar offers any special discount" 93% people says big bazaar maintain "season wise offers" remaining responded negatively.

➢ "Representative's interactions at Big Bazaar" 28% people feel "effective,15% of people feel "not effective "and 53% people responded good.

➢ "Reason to purchasing products from Big Bazaar" 45% people are purchasing for better quality, 31% for availability of Variety of products and 9% for various brands.

➢ 39% and 38% of people are visiting once and once in 2-3 months few people like 13% and 10% are visiting "once a week "and "once in 15 days".

CONCLUSION

The examination infers that larger part of the client's favor shopping at huge bazaar, due to item assortment, quality, administration office, sensible costs which make the clients feel increasingly great in visiting the store again and once more.

Clients shop more in the sustenance bazaar and the men's wear office in Big Bazaar.

Clients feel that Big Bazaar has assortment of items accessible in different divisions

Considering the way that there are a great deal white collar class family in India, Big Bazaar has huge affected the working-class segment of India, the costs, quality and deals procedure has helped in getting the centre salary bunches getting pulled in towards Big Bazaar.

Enormous bazaar has been known for its incredible deal and extraordinary offers & limits. Enormous bazaar has had long queues of individuals holding on to get into the store for the deal. In this manner, the deals that Big Bazaar has expanded in an immense manner because of offers and limits, along these lines this has been one of the primary points of interest of Big Bazaar.
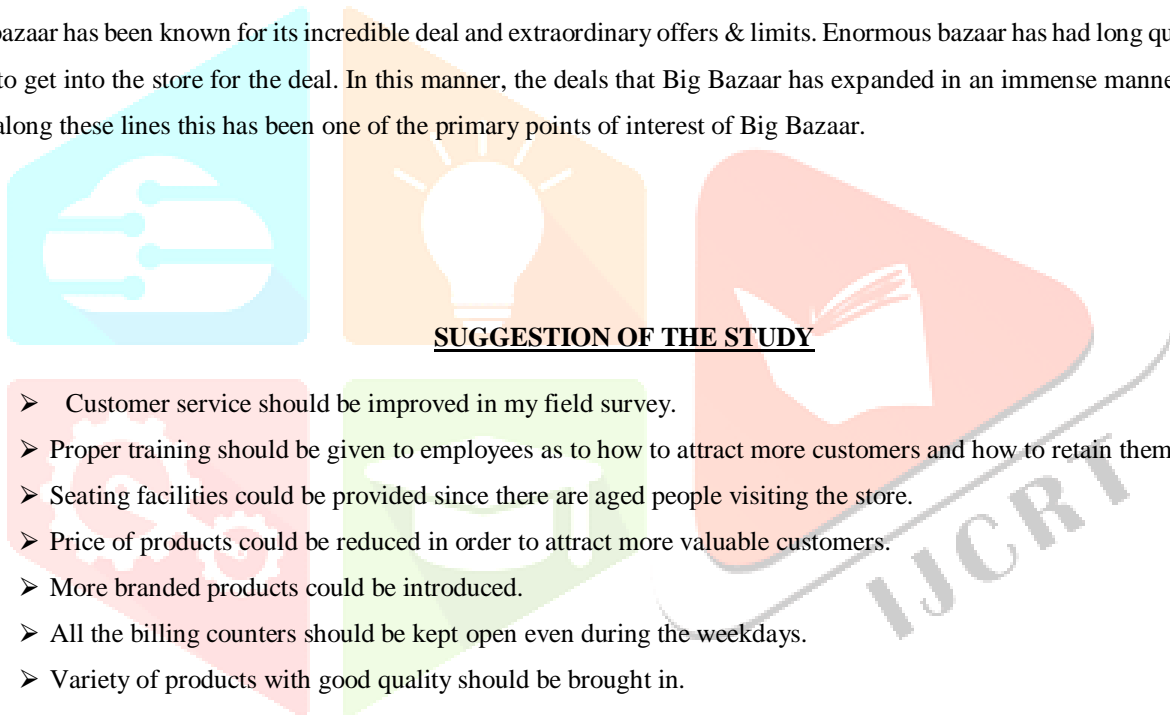
SUGGESTION OF THE STUDY

➢ Customer service should be improved in my field survey.
➢ Proper training should be given to employees as to how to attract more customers and how to retain them.
➢ Seating facilities could be provided since there are aged people visiting the store.
➢ Price of products could be reduced in order to attract more valuable customers.
➢ More branded products could be introduced.
➢ All the billing counters should be kept open even during the weekdays.
➢ Variety of products with good quality should be brought in.

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ACKNOWLEDGEMENT

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