Research Paper

A Study on Consumer Behaviour at Big Bazaar Shopping Mall with Special Reference to Hyderabad City of Telangana

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Abstract: *In retailing the retailers are buys the products or the goods from the manufactures or the importers in a bulk, either through directly or through the wholesalers and then the retailers sells the products in a smallest quantities to the end users for consumption. Across the country there are 198 stores operating under this name. Big Bazaar (BB) is ranked among the top 4 service brands in India by The Nielsen Company. The present study focuses on factors influencing consumer behaviour and satisfaction level of consumers at Big Bazaar in Hyderabad city of Telangana. The primary data was collected through convenient sampling method and interviewed 100 sample respondents. The results of the study major reasons for customer prefer shopping malls like infrastructure facility, discount offers, availability of products, or variety of products, time saving etc which influence the consumers to select shopping mall for their purchase.*

Key words: *Retail, Shopping Mall, Customers, Behaviour, Manufacturing and Sector etc.*

I.   Introduction

Retailing is the distribution process in which products are provided to the consumer for consumption. It consist sales of merchandise or goods from a local which is fixed, like as a department store. Retailing also includes the service called subordinated service, such as delivery of products to the customers. In retailing the retailers are buys the products or the goods from the manufactures or the importers in a bulk, either through directly or through the wholesalers and then the retailers sells the products in a smallest quantities to the end users for consumption. Retailers are the last step of the supply chain for delivering the products. The retail sector is categories in two categories which are called organize category of retailing or the other one is unorganized category of retailing. In India majority of retail stores are unorganized. Currently, organized retail sector is increasingly day by day which is good for the nation like India. The retail sector motive is to change the lifestyle of the customers.

Indian retail industry is one of the fastest growing in the world. As per Kearney Research, India's retail industry is projected to grow at a slower pace of 9% over 2019-2030, from US$ 779 billion in 2019 to US$ 1,407 billion by 2026 and more than US$ 1.8 trillion by 2030[1].

Profile of Big Bazaar

Future Retail Ltd. (formerly known as Bharti Retail Ltd.) was incorporated in February 07 2007. Initially in the year 1987 the company was incorporated under the name of Manz Wear Private Ltd. and Pantaloons one of India's first formal trouser brands was launched. Future Group is diversified business group started by Mr. Kishore Biyan from Rajasthan doing the business in retail, fashion, financial services, logistics and media. The main focus is on retailing business.

As India's leading retailer Future Retail inspires trust through innovative offerings quality products and affordable prices that help customers achieve a better quality of life every day. The Company has a pan India presence approximately 50 million customers across India with 1511 stores serving customers in nearly 428 cities through over 16.14 million square feet of total retail space for various formats of the Company as on

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March 31 2019. For this financial year ended March 2019, Company has posted income from operations of 20,165 crores and net profit of 733 crores, resulting in earnings per share (EPS) of Rs.14.58.

Big Bazaar is an Indian retail store established in 2001 by founder Kishore Biyani Under his parent organisation Future Group. There are around 250 stores in over 120 cities and towns across India. Its headquarters in Maharashtra, Mumbai, India. The Punch line of Big Bazaar is "Isse Sasta or Acch Kahi Nahi" It has currently 106 outlets. The size of Big Bazaar approximately 50000 sq.ft. Big Bazaar is a place where provides best products at best prices. It also called as big sized Indian Mundi. First food bazaar format added as shop in shop within Big Bazaar in year 2002. Across the country there are 198 stores operating under this name. Big Bazaar (BB) is ranked among the top 4 service brands in India by Nielsen Company.

II.   Review of literature

Steve Goodman (2009) in his paper found that the effect of purchase of wine in retail store in different country. John C Mowen (2005) in his article found that the identify perspectives beyond the consumer decision making. Managerial implications of all the three perspectives on consumer buying behaviour are discussed. Ann Priest (2005) in her paper found that the distinguish consumers according to fashion and identify long term opportunity. In this paper highlights some major forces which drive the consumer. Jonathan Reynolds (2002) in his paper describes that the e-commerce business increases and become a source of revenue. V.Parker Lessig (1973) in his paper he found that the relation between store image and loyalty. Store loyalty determined by only store image.

Statement of the problem

A study on consumer behaviour at Big Bazaar shopping mall with special reference to Hyderabad city of Telangana State. It is very important to know the consumer behaviour towards the products and services for the companies. It helps the companies for selecting the right marketing strategy which helps them to modify, rectify and develop the existing products and services.

Objectives of the study

1.   To find the factors influencing consumer behaviour
2.   To study the satisfaction level of consumers at Big Bazaar in Hyderabad city of Telangana.

Research methodology

Descriptive research design is used in present study. This research method is chosen because it is a fact finding methodology. It helps to gather data by the use of questionnaire and personnel interviews. In the present study both primary and secondary source of data was used. The primary data was collected through convenient sampling method and interviewed 100 sample respondents at Big Bazaar in Hyderabad City of Telangana State.

III.   Results And Discussion

Table 1.1
Age distribution of the respondents

Age of the respondents	No of respondents	Percentage (%)
Under 20 years	28	28
20-30 years	47	47
30-40 years	20	20
Above 40 years	5	5
Total	100	100

Source: Primary data

From the above table it is specified that about 47 percent of the respondents' age group is between 20-30 years and followed by 28 percent of buyers under below 20 years customers and about 20 percent from above 40 years age group customers at Big Bazaar shopping mall.

Table 1.2
Monthly Income of the respondents

Income level (Rs.)	No of respondents	Percentage (%)
Rs.10000-20000	9	9
Rs.20000-30000	69	69
Rs.30000-40000	9	9
Above Rs.40000	13	13
Total	100	100

Source: Primary data

It is evident from above table shows that the majority i.e., 69 percent of the respondents are income level is between Rs. 20000-30000, about 13 percent of the customers income level is Above Rs.40000 and around 9 percent of the respondents income range between Rs.10000-20000.

Table 1.3
Frequency of visiting Big Bazaar in a month

Frequency of visit	No of respondents	Percentage (%)
Once in month	4	4
Twice in month	8	8
Weekly	11	11
Weekly twice	77	77
Total	100	100

Source: Primary data

It is observed from table shows that about 77 percent of the respondents are visit shopping mall weekly twice and followed by 11 respondents are visit weekly basis, 8 respondents are visit twice in month and once in a month about 4 respondents only.

Table 1.4
Behaviour of staffs at Big Bazaar Shopping Mall

Descriptive	No of respondents	Percentage (%)
Excellent	NA	NA
Good	85	85
Average	15	15
Fair	NA	NA
Poor	NA	NA
Total	100	100

Source: Primary data

From the above source majority i.e., 85 percent of the respondents feel good with the staff of Big Bazaar shopping and remaining are said that average in terms of employee behaviour with customers in shopping mall.

Table 1.5
Most purchase items by consumers at Big Bazaar Shopping Mall

Items	No of respondents	Percentage (%)
Groceries	72	72
Fashion	18	18
Electronics	10	10
Food items	NA	NA
Total	100	100

Source: Primary data

The data shows that 72 percent of respondents are prefer to purchase groceries items from mall and 18 percent of customers are prefer to buy fashion items and remaining are prefer for electronics and others.

IV.   Conclusion

It is concluded that the major reasons for customer prefer shopping malls like infrastructure facility, discount offers, availability of products, or variety of products which influence the consumers to select shopping mall for their purchase. In the modern era most of the consumers prefer the organized retail shopping malls because it save time and money. It is also observed that the majority of the consumers are well educated and earning affordable income and they want to live with fashionable life.

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