A Study On Consumer Preference Towards Demart And Big Bazzar With Reference To Coimbatore City

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ABSTRACT

People have always been fashion conscious and of late, that consciousness is gaining momentum in all walks of life. Thus the retail markets are very particular about delivering the latest in fashion accessories and kids wear for customers of all age groups. The Indian Retail Industry is the largest among all the industries, accounting for over ten per cent of the country's GDP and around eight per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Hence the title of the study is "Consumer Preference towards Dmart and Big bazaar in Coimbatore District. Consumers numbering 115 buyers who were willing to provide the particulars were considered for the purpose of the study. Percentage Analysis, Chi – square test, ANOVA and Weighted Average Rank Method have been used to analyze the data. The study recommended that the Dmart & Big Bazaar store should improve the existing packing facility, discount facility, space for shopping, display of products and So on.

Keywords: Retail, Consumer, accessories and products

INTRODUCTION OF THE STUDY

Retailing in India is the single largest employment sector and contributes directly to the quality of life of its residents. It is also a key employer of part-time labour and those who have traditionally been drawn from the youth segment of the labour force. Retailing, both as a consumer pastime and as an organizational activity, has changed significantly during recent years. It is one of the world's largest and most diverse industries. The Indian retail industry is an emerging one and competition is currently intensifying. `Sales gain at the expense of others' is the name of the game. This means more "head-to- head" battles fought in local trade areas and over individual customer transactions.

Competition comes from all directions - similar store types, deep price discounters, different types of retail stores and non-store retailers. The critical challenge becomes: how to take business away from the increasingly aggressive and menacing competition while protecting one's existing customer base. Today's consumers are better educated, more sensitive to price-value relationships, more discriminating, and more individualistic in tastes than any previous generation. Therefore, retailing is a necessary marketing tool with growing significance.

STATEMENT OF PROBLEM

Indian Hyper-market industry is more vibrant than ever, with major industry players vying for their share in the retail segment. The size and share of the Indian Hyper-market is expected to increase in the coming years, given the strong macroeconomic performance, favourable consumption pattern due to growing personal disposable income, rapid development of Tier II and III cities, availability of quality retail space and the recent entry of big industrial houses into retailing with focus on large store formats. Having studied the appropriate literature and preliminary data gathered, the researcher thought it would be feasible to conduct a general and convincing research to understand the effect of business practices adopted by Hyper-markets on the buying behaviour of consumers. With this intention, the researcher anticipated to undertake this research titled "Consumer Preference towards Dmart and Big bazaar in Coimbatore District".

In order to attract customers, many marketing innovations and developments have been implemented by the store managers. Customer retention, creating favourable image and promoting impulsive buying are the three planks of marketing activities, which were initially undertaken as basic business practices by the Hyper-market. The present study tries to assess the effect of various business practices adopted by Hyper-market to retain and attract customers from different segments. The study is also a systematic analysis of different marketing practices adopted by Hyper-markets managers.

OBJECTIVE OF THE STUDY

➢ To study the socio-economic characteristics of the Dmart and Big bazaar shoppers.

➢ To identify the consumer perception on shopping behaviour towards the Dmart and Big bazaar stores.

➢ To interpret the predominant factors influencing the consumer purchase decision on Dmart and Big bazaar shopping.

➢   To analyze the level of satisfaction towards the service provided by the Dmart and Big bazaar store.

➢   To offer valid suggestions for the Dmart and Big bazaar retailers to understand the behaviour of consumer and improve their business.

REVIEW OF LITERATURE

Pooja Sehgal Tabeck (2019), "Study on Factors Influencing Purchase Behaviour at Big Bazaar". In today's world of growing competition where there are numerous grocery retails and consumers have an abundant number of choices. Many diverse factors of store operations influence their purchasing behaviour. In such a scenario, this study can help in structuring and formulating different strategies for improving the operational performance of retailers. The purpose of this study is to find out the important factors for influencing purchase behaviour at Big Bazaar. A structured questionnaire was prepared to collect responses of customers of Big Bazaar. Factor analysis has been done to identify the factors which influence purchase behaviour.

Mr. Sunil Atulkar and Dr. Bikrant Kesari (2014), "Customer Preference towards Organized Retail Stores". Retailing in India came with evolutionary patterns from kirana store to super market. Initially it was un-organized, and after that it is carried forward and now it is growing organized sector such as supermarket, hypermarket, malls etc. The paper tries to find out the preference of the customer towards organized retail sector and how customer behaves at the time of product purchase. This study shows that some of the specific elements like product information, customer involvement, atmosphere, customer attributions and choices play important roles during various stages of the customer decision process. So customer are now showing preference for shopping malls, enable them to shop variety of products under one roof with shopping experience in term of ambience and entertainment.

Dr. Duggani Yuvaraju, Dr.Duggani Subramanyam and Prof. S. Durga Rao (2014), "A Study on Customer Satisfaction towards Food Bazaar in Bangalore". Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. In our survey, we have taken convenience sampling method to collect the primary data. Here we have taken 110 samples, from that, 50% of the customers responded that the range of products is good. 52.72% of the customers responded that the quality of products is average. 44.54% of the customers are dissatisfied towards the offers. 56.36% of the customers are highly dissatisfied towards the speed of the cashier at the billing process. 75.45% of the customers responded that they are not satisfied with the parking facility.

M. Hameed Unissa (2013), "Consumer Psychology towards Supermarkets". Consumer psychology is a specialty area that studies the thoughts, beliefs, feelings and perceptions influence how people buy and relate to goods and services. The Retail Sector is the largest sector in India after agriculture. India has the most unorganized retail market in the world. The Retail Industry in India is today amongst the fastest growing industries with several players entering the market. This sector was un-organized in the initial stage, now it is

growing as supermarket and hypermarket. According to consumer, a supermarket is: put what into your trolley and go through the check out. Behind the scenes though, psychology is used a lot to define what products and brands you buy in super markets.

Ram Mohan (2013), "To Identify the Factors Impacting Customer Satisfaction in Food Retail Supermarkets". Many research studies have been conducted in the area of retailing services, but there has been no research that takes into account both service quality and retail store features and identifies the factors that lead to customer satisfaction in food retail supermarkets. Customer satisfaction is defined as the extent to which a product or service meets or exceeds the customers expectations. Then regression analysis is done taking the extracted factors as independent variables and customer satisfaction as dependent variable. Likert scale and multiple choice questions are used in the questionnaire. There are 17 independent variables which by factor analysis are reduced to 5 main factors which are found to significantly impact customer satisfaction in food retail supermarkets.

Mohd. Rumzi Taushif and Manisha Gupta (2013), "A Study of Factors Affecting Impulse Buying Behaviour of Consumers at Malls (Delhi)". Today, retailers are increasingly making use of various in- store influencers for converting browsers to spenders. However, success depends on how the customers perceive these influencers. The phenomenon of impulse purchasing has been studied in consumer research as well as for example in psychology and economics since the 1950s. In brick-and-mortar retailing, impulse purchases have been an important source of revenue for retailers. This study attempted to investigate the relationship of various factors, with impulse buying tendency of consumers in the Delhi region. This article empirically evaluates the perception of the customers towards various in-store stimuli that is, price, merchandise, promotion, displays and ambience, across stores located in Delhi.

RESEARCH METHODOLOGY

Methodology consists of data, area of study, period of study, frame work of analysis, sampling design.

RESEARCH DESIGN

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred.

SAMPLING METHOD

To study the Project a Convenience Sampling Method is adopted. The study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

SAMPLING SIZE

Convenience sampling method was adopted in selecting the respondents from Coimbatore for the collection of data. Consumers numbering 115 buyers who were willing to provide the particulars were considered for the purpose of the study.

PRIMARY DATA

Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA

Secondary data are collected from books, magazines, web sites etc, and both open ended & close- ended questions are incorporated in the questionnaire for the collection of data. Common sources of secondary data for social science include censuses, information collected by organisational records and data that was originally collected for other research purposes.

ANALYSIS AND INTERPRETATION

Percentage Analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms in the distribution of two or more sources of data.

Number of Respondents Simple percentage =------------------- 100

Total Respondents

Table – 1.1 Age

Age	No of respondents	Percentage
Below 20 years	40	34.8
21-25 years	26	22.6
26-30 years	30	26.1
Above 30 years	19	16.5
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

The above table shows that out of 115 respondents, 40 (34.8%) respondents belong to the age group of below 20 years, 26 (22.6%) respondents belong to the age group between 21-25 years, 30 (26.1%) respondents belong to the age group between 26-30 years and remaining 19 (16.5%) of the respondents are belong to the age group of above 30 years.

Thus majority of the respondents fall in the age group of below 20 years.

Table – 1.2 Gender

Gender	No of respondents	Percentage
Male	68	59.1
Female	47	40.9
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

Out of 115 respondents, 68 (59.1%) are male respondents whereas 47 (40.9%) are female respondents.

Hence it can be said that majority of the respondents are male respondents.

Table – 1.3 Marital Status

Marital Status	No of respondents	Percentage
Married	43	37.4
Unmarried	72	62.6
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

It is clear from the above table that out of 115 respondents, 43 (37.4%) respondents are married while the remaining 72 (62.6%) are unmarried.

The majority ie 72 (62.6%) of the respondents are unmarried.

Table – 1.4 Area of Residence

Area of Residence	No of respondents	Percentage
Rural	51	44.3
Urban	41	35.7
Semi - urban	23	20.0
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

The above table reveals that out of 115 respondents, 51 (44.3%) of the respondents are residing in rural area, 41 (35.7%) of the respondents are residing in urban area and remaining 23 (20.0%) of the respondents are residing in semi urban area.

The majority ie 51 (44.3%) of the respondents are residing in rural area.

Table – 1.5 Educational Qualification

Educational Qualification	No of respondents	Percentage
Upto School level	14	12.2
Graduate	32	27.8
Post Graduate	46	40.0
Others	23	20.0
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

It could be seen from the above table that out of total respondents, 14 (12.2%) of the respondents are educated up to school level, 32 (27.8%) of the respondents are under graduate holders, 46 (40.0%) of the respondents are Post graduate holders and remaining 23 (20.0%) of the respondents are other qualification (Diploma & Ph.D).

The majority 46 (40.0%) of the respondents are Post Graduate holders.

Table – 1.6 Occupation

Occupation	No of respondents	Percentage
Employee	23	20.0
Business	24	20.9
Professional	23	20.0
Student	19	16.5
Housewife	26	22.6
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

It is evident from the above table that out of 115 respondents, 23 (20.0%) of the respondents are employed, 24 (20.9%) of the respondents are doing a business, 23 (20.0%) of the respondents are professionals, 19 (16.5%) of the respondents are students and remaining 26 (22.6%) of the respondents are housewife's.

The majority 26 (22.6%) of the respondents are housewife's.

Table – 1.7
Monthly income of the Family

Monthly income of the Family	No of respondents	Percentage
Upto Rs.10,000	33	28.7
Rs.10,001 - Rs.20,000	19	16.5
Rs.20,001 - Rs.50,000	31	27.0
Above Rs.50,000	32	27.8
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

The above table shows that, out of 115 respondents, 33 (28.7%) of the respondents monthly income is up to `10000, 19 (16.5%) of the respondents monthly income is `10,001 – `20, 000, 31 (27.0%) of the respondents monthly income is `20, 001 – `50, 000 and remaining 32 (27.8%) of the respondents monthly income is above `50, 000.

The majority 33 (28.7%) of the respondents monthly income is up to `10000.

Table – 1.8 Type of the Family

Type of the Family	No of respondents	Percentage
Joint	68	59.1
Nuclear	47	40.9
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

It is evident from the above table that out of 115 respondents, 68 (59.1%) of the respondents are belong to joint family and remaining 47 (40.9%) of the respondents are belongs to nuclear family.

The majority ie 68 (59.1%) of the respondents are belong to joint family.

Table – 1.9 Size of the Family

Size of the Family	No of respondents	Percentage
Less than 3 members	24	20.9
3-4 members	13	11.3
5-6 members	43	37.4
More than 6 members	35	30.4
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

The above table reveals that total number of family members. Out of 115 respondents 24 (20.9%) respondents said that up to 3 members in their family, 13 (11.3%) of the respondents said that 3-4 members in their family, 43 (37.4%) of the respondents said that 5-6 members in their family and remaining 35 (30.4%) respondents said that above 6 members in their family.

The majority ie 43 (37.4%) of the respondents said that 5-6 members in their family.

Table – 1.10 Duration of Purchasing

Duration of Purchasing	No of respondents	Percentage
Below 6 months	17	14.8
6 months - 1 year	50	43.5
1 - 5 years	13	11.3
More than 5 years	35	30.4
Total	**115**	**100.0**

(Source: Primary data)

INTERPRETATION

It is evident from the above table that out of 115 respondents, 17 (14.8%) of the respondents had purchase below 6 months from hypermarket store, 50 (43.5%) of the respondents had purchase between 6 months – 1 years from hypermarket store, 13 (11.3%) of the respondents had purchase between 1-5 years from hypermarket store and the remaining 35 (30.4%) of the respondents had purchase between more than 5 years from hypermarket store.

Thus majority 50 (43.5%) of the respondents had purchase between 6 months – 1 years from hypermarket store.

CHI -SQUARE

Table – 2.1

Age and Level of Satisfaction

H0 = There is no significant association between age of the respondents and their level of satisfaction.

Age	Level of Satisfaction			Total
	High	**Moderate**	**Low**	
Below 20 years	14	10	16	40
21-25 years	13	7	6	26
26-30 years	13	17	0	30
Above 30 years	13	0	6	19
Total	**53**	**34**	**28**	**115**

Calculated χ2 Value: 28.427 Degree of freedom: 6

Table Value: Five per cent level: 12.592

INTERPRETATION

Since the calculated χ2 value (28.427) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

Table – 2.2

Gender and Level of Satisfaction

H0 = There is no significant association between gender of the respondents and their level of satisfaction.

Gender	Level of Satisfaction			Total
	High	**Moderate**	**Low**	
Male	32	24	12	68
Female	21	10	16	47
Total	**53**	**34**	**28**	**115**

Calculated χ2 Value: 4.949 Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated $\chi2$ value (4.949) is less than the table value (5.991). Therefore it is concluded that there is no significant association between gender of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

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Table – 2.3

Marital Status and Level of Satisfaction

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H0 = There is no significant association between marital Status of the respondents and their level of satisfaction.

Marital Status	Level of Satisfaction			Total
	High	Moderate	Low	
Married	21	10	12	43
Unmarried	32	24	16	72
Total	**53**	**34**	**28**	**115**

Calculated $\chi2$ Value: 1.395 Degree of freedom: 2

Table Value: Five per cent level: 5.991

INTERPRETATION

Since the calculated $\chi2$ value (1.395) is less than the table value (5.991). Therefore it is concluded that there is no significant association between marital status of the respondents and their level of satisfaction. Hence, Null hypothesis is accepted.

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Table – 2.4

Area of Residence and Level of Satisfaction

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H0 = There is no significant association between area of residence of the respondents and their level of satisfaction.

Area of Residence	Level of Satisfaction			Total
	High	Moderate	Low	
Rural	25	14	12	51
Urban	21	20	0	41
Semi - urban	7	0	16	23
Total	**53**	**34**	**28**	**115**

Calculated χ^2 Value: 42.861 Degree of freedom: 4

Table Value: Five per cent level: 9.488

INTERPRETATION

Since the calculated χ^2 value (42.861) is greater than the table value (9.488). Therefore it is concluded that there is a significant association between area of residence of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

FINDING OF STUDY

Percentage Analysis

∗ Majority of the respondents fall in the age group of below 20 years.

∗ Majority of the respondents are male respondents.

∗ Majority ie 72 (62.6%) of the respondents are unmarried.

∗ Majority ie 51 (44.3%) of the respondents are residing in rural area.

∗ Majority 46 (40.0%) of the respondents are Post Graduate holders.

∗ Majority 26 (22.6%) of the respondents are housewife's.

∗ Majority 33 (28.7%) of the respondents monthly income is up to `10000.

∗ Majority ie 68 (59.1%) of the respondents are belong to joint family.

∗ Majority ie 43 (37.4%) of the respondents said that 5-6 members in their family.

∗ Majority 50 (43.5%) of the respondents had purchase between 6 months – 1 years from Dmart & Big Bazaar store.

SUGGESTIONS OF STUDY

∗ Consumers seek to reduce the risk of their purchase. Hyper markets need to provide information, guarantees and after sales services to reduce the perception of risk. Consumers will go shopping for a variety of reasons. The complexity of the shopping trip per se should clear the staff.

∗ Continued maintenance of good quality of goods will attract more consumers to the Hyper- markets.

∗ Maintenance of good consumer relationship is very essential to retain the existing consumers and to secure more new consumers for their business.

∗ The Dmart & Big Bazaar store should improve the existing packing facility, discount facility, space for shopping, display of products and So on.

CONCLUSION

One of the prime concerns of the Dmart & Big Bazaar store is the availability of the space for retailing in India. The availability of the prime space world definitely enable the hypermarket to deliver better quality products and services to the consumers, resulting increase in operational efficiencies and decline in costs for the supply chain. And this new area will offer the Indians numbers of new jobs, high salaries, better living conditions, world quality products and services a unique shopping experience and more social activities and the huge business opportunity to the world retail players.

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