A Study On Consumer Buying Behaviour Of Reliance Smart Bazaar With Special Reference To Coimbatore City

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ABSTRACT

This research study delves into the intricate aspects of consumer buying behaviour within the context of reliance, a prominent retail chain operating in various cities in India. Understanding consumer behaviour is crucial for businesses seeking to improve their marketing strategies and enhance customer satisfaction. Reliance, with its diverse product range and competitive pricing, provides an ideal setting for such an investigation. The primary objectives of this study are to analyse the factors of customer buying behaviour, identify customer preferences, and evaluate the impact of promotional activities on purchasing decisions within reliance's outlets in many cities and towns . Consumer loyalty varies relying upon the circumstance and the item or administration A client might be happy with an item or administration, an encounter, a buy choice, a sales rep, store, specialist organization, or a characteristic or any of these. A few scientists totally dodge "fulfilment" as an estimation objective since it seems to be "too fluffy a plan to fill in as an important bench mark."

Keywords: Buying behaviour, Reliance smart bazaar, consumer satisfaction.

1.1 INTRODUCTION OF THE STUDY

Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and institutional buyers such as the government and other bulk customers. A retailer is one who stocks the producer' s goods and is involved in the

act of selling it to the individual consumer, at a margin of profit. A s such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry in India is of late often being hailed as one of the sunrise sectors in the economy. AT Kearney, the well-known international management consultancy, recently identified India as the 'first most attractive retail destination' globally from among thirty emergent markets. It has made India the cause of a good deal of excitement and the cynosure of many foreign and domestic eyes. The entry of foreign and Indian retail giants like Wal-Mart, Metro, Reliance, Birla, Tata etc. made Indian market more competitive which is at cut throat level. So how retailers can reach to their end customers, to win the mind share and increase the basket size of each shopping trip.

1.2 STATEMENT OF THE PROBLEM

To make a comprehensive study of reliance &know the Buying behaviour of Reliance Fresh customers. The primary focus of this study is to investigate the factors consumer buying behaviour at reliance, a prominent retail chain. Understanding these factors is essential for reliance to enhance its marketing strategies, improve customer satisfaction, and increase sales. The study aims to identify the key drivers behind consumer purchase decisions, the impact of store layout, pricing strategies, product variety, and customer service on buying behaviour.

1.3 OBJECTIVE OF THE STUDY

➤ To Study consumer buying behaviour towards reliance customers of Coimbatore city.

➤ To analyze major factors that influence the consumer in buying behaviour.

➤ To analyse the consumer's satisfaction level towards various services offered by reliance.

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1.4 REVIEW OF LITERATURE

Sharma et al (2020) 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.

Hulten and vanyushn (2020) Impulse purchases on grocery. According to the survey, In Store promotions, shows, combo donation purchases or additional notifications Prevent intentional consideration of quick decisions, alternative information and choices while shopping.

Supriya M. Kalla, A.P. Arora (2020) This article reviews extant literature in the field of impulse buying. This review has been undertaken with a specific focus on understanding the phenomenon of 'impulse buying' and the factors that work towards motivating impulsive action in perspective of buying. Starting with a historical

overview that provides genesis of this thought, the review moves into analysis of current definitions of 'impulse buying'. After providing a thorough picture of this phenomenon, the article deals with internal and external motivators of impulse buying.

Lee and Kaccen (2021) The influence of culture on consumer impulsive buying behavior they reviewed various aspects of intellectual perspectives, individualism and group theory, which provides important insights about the customer's impulsive buying motive. In Greater Impulse Powers, personality is more independent than themselves.

Beatty S E and Ferrell M. E (2021) Impulse buying planned business promotes immediate purchases by purchasing specific commercial supply classes without the intention of shopping. Purchase an item that ran out of stock and remember it during the meeting with the product or excluded from the purchase preview.

Bayley G. and Nancarrow C. (2021) Impulse Purchasing: A Qualitative Exploration of the Phenomenon. Impulse purchases are recommended to be complex purchase processes and quick decision processes Prevents deliberate consideration of alternate information and options. **Jeevananda.S (July 2021)** To analyze the correlation between customer satisfaction level and loyalty of the customers. Among 100 customers surveyed, more than 60% of them prefer shopping at a supermarket. The retailer strategies to provide many other services like easy payment system free car parking, free shipping, rest rooms, sales persons and etc…to increase customer satisfaction levels.

1.5 RESEARCH METHODOLOGY

Research methodology is a systematic approach to solving a research challenge. It can be considered as a science that studies how research is conducted systematically. In it, we look at th e many phases that a researcher typically takes when researching an issue, as well as the reasoning behind them. Researchers must also understand the assumptions that underpin diverse techniques procedures will be appropriate to a given situation, and which will not. All of this indicated

that it is vital for the researcher to create his approach for his problem because it may differ from problem to problem. **"A STUDY ON CONSUMER BUYING BEHAVIOUR RELIANCE SMART BAZAAR WITH SPECIAL REFERENCE TO COIMBATORE CITY"**

Type of research

Descriptive type research has been used to complete the project. This research is base on fact finding enquiries and the variables are totally independent and   uncontrollable.

Sources of Data collection:

Primary Data

Primary data of research are collected from direct resources (customer of reliance) through questionnaires.

Secondary Data

Secondary Data which is used for research to know the scope of Retail industry are collected from already available resources like Web and other sources

Sampling technique

Convenient sampling is used for research projects. I have given equal weight age to all my respondents and chose them randomly without any based like gender, age, income culture.

1.6 LIMITATIONS OF THE STUDY

It is not possible to remove the limitation of any investigators. Moreover, People may be careless and may not give correct answer to the questions, because of so many reasons.

So, this project also has certain limitations that are as

- ➤ Shortage of time for comprehensive studies.
- ➤ Gathered information only from Coimbatore City.
- ➤ The sample was collected by convenient sampling.

1.7 PERCENTAGE ANALYSIS

Demographic pro file	Particulars	No. of respondents	Percentage
Gender	Male	61	61%
Income	15000 to 25000	34	34%
Qualification	Post graduate	35	35%
Marital Status	Unmarried	58	58%
Family Members	3 Members	55	55%
Shops	Mother	40	40%

INTERPRETATION

The above table shows that majority 61% respondents Gender is Male, the Most 34% respondents of the Income level is 15000 to 25000, the Most 35% respondents of the Qualification is Post graduate, the majority 42% respondents of the Marital status is Married, the majority respondents No. of family members in their family is 3 Members 55%, the Most 40% respondents of the shops is Mother.

2)

Factors	Particulars	Respondents	Percentage
Family Shopping	Monthly	35	35%
Preferred time	Evening	52	52%
Purchasing Shop	Reliance fresh	42	42%
Specific store	Quality	37	37%
Amount Spending	5,000	33	33%

INTERPRETATION

Majority (35%) of the respondents frequency of family shopping is Monthly, Majority (52%) of the respondents frequency of Preferred time is Evening, Majority (42%) of the respondents frequency of Purchasing shop is Reliance fresh, Majority (37%) of the respondents frequency of Specific store is Quality, Majority (33%) of the respondents frequency of Amount spending is 5,000.

3)

Particulars	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Discount	25	35	24	5	11	100
Layout	35	30	28	3	4	100
Hygienic	50	25	11	5	9	100
Price	3	7	15	35	40	100

INTERPRETATION

The above table shows that majority respondents of the Very satisfied is Hygienic (50), the majority respondents of the Satisfied is discount (35), the majority respondents of the Neutral is Layout (28), the majority respondents of the Dissatisfied is Price (35), the majority respondents of the Very Dissatisfied is Price (40).

CHI-SQURE ANALYSIS

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between gender and feel after shopping at reliance

	Feel very satisfied	Satisfied	Not Satisfied	Total
Male	19	12	4	35
Female	35	22	8	65
Total	54	34	12	100

EXPECTED VALUE TABLE

	Feel very satisfied	Satisfied	Not Satisfied	Total
Male	18.9	11.9	4.2	35
Female	35.1	22.1	7.8	65
Total	54	34	12	100

Observed	Expected	O-E	(O-E)^2	(O-E)^2/E
19	18.9	0.1	0.01	0.000529
35	35.1	-0.1	0.01	0.000285
12	11.9	0.1	0.01	0.00084
22	22.1	-0.1	0.01	0.000452
4	4.2	-0.2	0.04	0.009524
8	7.8	0.2	0.04	0.005128
Chi Square				**0.016759**

INTERPRETATION

According to the Chi-square table the X^2 = 0.0167, degree of freedom is 2 and 'p' value is 0.99. Here, the 'p' value is greater than 0.05 (0.99 > 0.05). So the H_0 is rejected and the H_1 is accepted. Hence There is no significant relationship between gender and satisfaction level after shopping at Reliance.

TABLE -2

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between income and intentions to re enter the store.

	Low Prices	Ambience	Customer Service	Seasonal Offers & Discounts	Product Quality & Availability	Total
15000 to 25000	5	7	2	8	7	29
25000 to 35000	4	5	1	1	4	15
35000 to 45000	6	8	4	3	6	27
above 50000	9	9	3	5	3	29
Total	24	29	10	17	20	100

EXPECTED VALUE TABLE

	Low Prices	Ambience	Customer Service	Seasonal Offers & Discounts	Product Quality & Availability	Total
15000 to 25000	6.96	8.41	2.9	4.93	5.8	29
25000 to 35000	3.6	4.35	1.5	2.55	3	15
35000 to 45000	6.48	7.83	2.7	4.59	5.4	27
above 50000	6.96	8.41	2.9	4.93	5.8	29
Total	24	29	10	17	20	100

Observed	Expected	O-E	$(O-E)^2$	$(O-E)^2/E$
5	6.96	-1.96	3.8416	0.551954
4	3.6	0.4	0.16	0.044444
6	6.48	-0.48	0.2304	0.035556
9	6.96	2.04	4.1616	0.597931
7	8.41	-1.41	1.9881	0.236397
5	4.35	0.65	0.4225	0.097126
8	7.83	0.17	0.0289	0.003691
9	8.41	0.59	0.3481	0.041391
2	2.9	-0.9	0.81	0.27931
1	1.5	-0.5	0.25	0.166667

4	2.7	1.3	1.69	0.625926
3	2.9	0.1	0.01	0.003448
8	4.93	3.07	9.4249	1.911744
1	2.55	-1.55	2.4025	0.942157
3	4.59	-1.59	2.5281	0.550784
5	4.93	0.07	0.0049	0.000994
7	5.8	1.2	1.44	0.248276
4	3	1	1	0.333333
6	5.4	0.6	0.36	0.066667
3	5.8	-2.8	7.84	1.351724
		Chi Square	**8.089522**	

INTERPRETATION

According to the Chi-square table the $X^2 = 8.089$, degree of freedom is 12 and 'p' value is 0.77. Here, the 'p' value is greater than 0.05 (0.77 > 0.05). So the H_0 is rejected and the H_1 is accepted.

Hence, there is no significant difference between income and intentions to re-enter the store.

5.1 FINDIGNS

➢ Majority of the 61% of the respondents are said male respondents.

➢ Majority of the 34% of the respondents are said 15000 to 25000 as income.

➢ Majority of the 35% of the respondents are said post graduate.

➢ Majority 58% of the respondents are unmarried of marital status.

➢ Majority 55% of the respondents are 3 members in the family.

➢ Majority 40% of the respondents are said mother generally shops for house.

➢ Majority 35% of the respondents are said monthly frequency of your family shopping.

➢ Majority 52% of the respondents are said evening preferred time for shopping.

➢ Majority 42% of the respondents are normally purchase the item in reliance fresh.

➢ Majority 37% of the respondents are quality buy the product in specific store.

➢ Majority 33% of the respondents are 5000 spend for shopping.

➢ Majority 40% of the respondents are strongly agree that getting discounts/ freebies on food items is a good deal.

➢ Majority 35% of the respondents are strongly agree layout of store is important for me to choose where I want to shop.

➢ Majority 40% of the respondents are strongly disagree hypermarkets and branded retail outlets offer good price because the food stuff they sell is not fresh and of good quality.

➢ Chi-square table the X^2 = 0.0167, degree of freedom is 2 and 'p' value is 0.99. Here, the 'p' value is greater than 0.05 (0.99 > 0.05). So the H_0 is rejected and the H_1 is accepted. Hence There is no significant relationship between gender and satisfaction level after shopping at Reliance.

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5.2 SUGGESTIONS

➢ More advancement plan ought to be utilized to enter the market.

➢ Service of store ought to give in such manner which full the need of the client

➢ Promotion plan ought to in such manner that client can see without any problem.

➢ Skilled representatives ought to be higher in light of the fact that for the most part clients are youthful.

5.3 CONCLUSION

As the environment and needs of consumer are rapidly changing it is very important for the company to cope up with changing environment and consumer needs. The company who can easily adapt these changes and respond to them quickly is surviving in the competition. It is very important for the company to create a brand personality because consumer uses a product as if its their friend because it satisfies the physical as well as emotional needs of consumer. Hence its is very important for a company to create its brand personality so that consumer can connect and company can enjoy customer loyalty. Here the consumer buying behaviour plays a vital role because it tells the various aspects of consumer buying process and is very important for the company to modify their marketing mix according to the consumer buying behaviour that they can attract maximum customer. Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques and trans disciplinary perspectives to understand the nature of purchase and consumption behaviour. Consumer buying behaviour and behaviour outcome of the consumer is studied to make the future predictions and make the significant changes.

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