

Project Report (17MBAPR407)

On

A STUDY ON CUSTOMER PREFERENCES IN SELECTING PRODUCTS
AT BIG BAZAAR RAJAJINAGAR, BANGALORE

By

ABHISHEK

1IA17MBA01

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,
BELAGAVI



In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION Under the guidance of

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March - 2019

FUTURE RETAIL

Date: 14-03-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Abhishek** student of final year MBA bearing **USN No IIA17MBA01**, student of **Acharya Institute of Technology**, Bangalore, affiliated to **Visvesvaraya Technological University**, Belagavi he has successfully completed his internship project.

Starting from **03-01-2019 to 16-02-2019** at **Big Bazaar Rajajinagar** during the period of his internship program he was found punctual, hardworking and his character satisfactory.

We wish him all the best for his future endeavours

For **FUTURE RETAIL LTD.**

Ramesh G S

Senior Executive

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CERTIFICATE

This is to certify that **Mr. Abhishek** bearing **USN 1IA17MBA01** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Preferences in Selecting Products at Big Bazaar, Rajajinagar, Bangalore**” is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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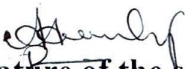
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DECLARATION

I, **ABHISHEK**, hereby declare that the Project report entitled “**Customer preference of selecting products**” with reference to “**Big Bazaar Rajajinagar Bangalore**” prepared by me under the guidance of **Prof. Archana Vijay**, faculty of M.B.A Department, **Acharya Institute of Technology Bangalore** and external assistance by. **Mr. Ramesh G S, HR Manager Big Bazaar Rajajinagar Bangalore** I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore
Date: 05/04/2019


Signature of the student

ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bangalore for their kind support and encouragement in completion of the Internship Report.

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Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bangalore

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EXECUTIVE SUMMARY

The main objective of every commercial is to earn high profit, increase its sale revenue, analysis the taste and preference of the customers and filling the needs and wants and developing its business. To achieve the organization should attract the customer by giving more and more discounts and offers with better quality.

The retail sector is ever-green business sector in the Indian marketplace; each and every retail company in the market is aggressive themselves. In order to win the customer sentiment and to retain the customers for longer period of time in this current period Retail industry is the fast mover to forthcoming sector. In India Big Bazaar play a valuable role by promotions, offers, Displays, window shopping etc. triggers the customers to buy the products with no list in mind, Discounts, offers, combos, variety, low cost tempts the customers to buy the products with no particular list on mind. The entire research report is based on customer preference in choosing products respect to Big bazaar, Rajajinagar.

The analysis titled “A STUDY ON CUSTOMER PREFERENCES IN SELECTING PRODUCTS AT BIG BAZAAR, RAJAJINAGAR - BANGALORE”

This research is a marketing research and prepared with well subjective to meet the primary objective research. The primary data was collected from the Big Bazaar customers by using structured questionnaire with the sample size of 100.

Majority of the customers go for preferences purchase when there is a monetary promotion taken place and they will spend more time to purchase. Most of the customers will buy Apparels, cosmetic and personal use products on preferences purchase. Most of the customers are from professional back ground and visiting store once in a month. Customers say that Big Bazaar provides more type of company products in one product category and customer feel satisfied at Big Bazaar after shopping.

CHAPTER- I
INTRODUCTION

Introduction relating to the internship:

Internship can provide experience, direction and it could be a stepping stone to our dream job. I started my internship from 3rd January 2019 by joining big bazaar with an objective of getting good experience on many aspects of marketing activities in a real corporate setup. Though it was difficult in the beginning, later on it was entrusted with the various responsibilities.

6 weeks internship program is a great opportunity to understand the retail industry practically. It provides clear instruction about the customer preference in retail industry.

Benefits of internship:

1. Transferable skill
2. Gain work and training experience
3. Can experience a future career path
4. Gain confidence in your ability
5. Can have set of connections with other professionals in your field and also other fields, for the reference and future job.

Big bazaar offers various products under one roof and it mainly focuses on customer satisfaction in terms of their need for the product, and they are bound to benefit people all around the nation.

1.1 INDUSTRY PROFILE:

Retailing is one of the fastest emerging shares of the economy. As one of the country's main managers, the retail professional gives fabulous business openings.

The activity of buying the necessity goods such as clothing, food and grocery etc. called as shopping. Sometimes it becomes a custom to the individuals and also a recreational activity. Sometimes it acts as an entertainment activity it involves window shopping and it doesn't always results in purchase.

Retailing acts as middleperson between the manufacturer and the consumer. Here the individuals buy the products for their personal use for business purpose. Retail shops serves wide assortment of products under the same roof and it is one of the growing sector shin the Indian economy.

The promotional tools and strategy play vital role in attracting the customer towards the store. they serve the customers with better quality of goods and services and satisfies their need and wants.

The consumers' needs and wants are satisfied through proper supply chain management, this improves the demand of the products and this strategy helps to educate the individuals. in the billing is done using electronic payment.

Retailing easily attracts the consumers towards the store by using very attractive promotional tools. They procure the goods and products directly from the manufactures and they sell directly to the consumers. The manufactures can also promote their products inside the store, they easily analysis the taste and preference of the customers, they serve as they like. The customers may also easily identify the products which are neatly arranged in the store layout.

About 8% of the Indian GDP is gaining from this retail sector. it provides huge of employment opportunities to the individuals and improves standard of living.

TYPES OF PRODUCTS:

Retail is typically classified into following types such as:

- Provisions and Grocery products: some products require cold storage and some products are normal in room temperature.
- Durables and hard goods: such as utensils, sports equipment, Furniture and auto mobiles etc.
- Consumable goods: such as cosmetics, medicines, footwear and stationery.
- Artistic goods: such as pleasant- sounding instrument, Gift items.

FORMATS OF RETAILING:

Hypermarket

This is one of kind of outlet where we can find wide variety of products and goods with lower cost compared to other outlets. it is the combination of supermarket and the department store.

Warehouse store

Here we get high quality of goods and products in very low rate or at less cost.

Variety stores

Here in this store we get less collection of products with less cost.

Demographic

Here they concentrate only on one particular category or segment.

Mom and Pop

This outlet is operated by the family members which is smaller in size and concentrated on - selective category of the products with minimum collections,

Supermarket

This is the only store where the option of self-services is offered. It mainly concentrated on eatables, food and grocery and restricted list of products on non-food category.

□ **Specialty stores**

This kind of outlets is majorly concentrated on one specific merchandise either on the specialized products. It may be shoes, toys or automobiles etc.

□ **Department stores**

These are the very big offers variety of products with minimum cost which similar to the collections of specialty stores.

□ **General stores**

These are the stores which serve goods and services to the rural group and satisfy their needs and wants

□ **Convenience store**

These stores provide inadequate sum of products at more than normal price with easy check outs this store deals with emergency and immediate purchase consumables.

□ **Discount stores**

These types of store had N number of products and sales goods and services at very price compared to the other stores.

□ **Mall**

The outlook and the ambience are very attractive. it includes products, food and entertainment under single roof we can spend more time here.

□ **Category killers**

Here we will get wide variety of products under the single category at comparably lower prices as compares and helps to solve their confusion and gives more information about the products.

□ Vending machine

It is small and a kind of automated machine where the customers can drop money over the machine and then they can get the products. based on the income of the customers they will buy the products and the services.

□ Boutique

These are called as concept stores, these are the stores tiny in size and only concentrate single brand.

WORLD TOP TEN RETAILERS:

Sl No.	Name of the company	Country
1	Tesco	United Kingdom
2	Costco	United states
3	Wal-Mart	United states
4	Kroger	United states
5	Carrefour	France
6	Lidl	Germany
7	Metro AG	Germany
8	Amazon .com	United states
9	Aldi	Germany
10	The home depot	United states

□ TESCO:

It is established in the year 1919. Head quarter is at Chesnutt United Kingdom (England). Jock Chosen was the founder. Nearly 6900 outlets are their globally.

□ COSTCO:

It is a government established outlet, started on 1976, 7th of December. Main office is at Issaquah, United States of America. There are almost 900 outlets operating in many countries.

□ **WALMART:**

This is the largest retail store in the world. It was started in the year 1962. Almost 12000 outlets operating in 30 nations this is the highest profit gaining retail outlet in the world and also highest number of employees are working here.

□ **KROGER:**

It handling convince store and the super store. Headquarters is at united states of America Around 3000 stores are there all around the world Established at 1883.

□ **CARREFOUR:**

Head office is at Billion Court, France. 11,000 stores are operating.

□ **ALDI:**

Head office is at Essen, Germany, established in the year of 1946. 9800 stores across the world.

□ **METRO:**

It is a kind of departmental store, started in the year 1964. Head office is at Germany.

□ **AMAZON.COM:**

It is an online shopping-based company. Started in 1994, main office is at United States. More than 300000 employees are working here.

□ **LDLI:**

It is a discount store and the hypermarket. Almost 200000 employees are working and operating in more than 30 countries.

KEY CHALLENGES:

- **Pricing** - As we all know Indians are money minded. Low pricing attracts more number of customers and it helps for expansion and long running of the store. It is the quickest and the easiest variable to change.
- **Target audience** - customers are the most important factors for retail industry. It acts as a fuel for retail booming.
- **Merchandise** - it is the very important goal. It comprises of activity such as acquire the needed product and services at the accessible time, quantity and place.
- **Location** - Locality is the most significant component for any business process that is the typical and the main contemplation in the customer choice. Based on the locality the individual set the strategic plan.

Why retail sectors growing in India;

- Impact of technology result in the growth of retail sector by transformation of ideas and thoughts with the help of electronic device and through computers.
- Reduces the gap between consumers and the manufactures.
- The level of income is high among the individuals and the standard of living increases.
- Number of working women increases day by day, they like to buy quality of products at short intervals of time.
- It easily attracts the foreign investors.
- It educates the customer about quality and the variety.
- It provides wide variety of quality products under one roof and helps in managing the time in an effective manner.

1.2 COMPANY PROFILE:

FUTURE GROUP:

It is a type of private company. It is operating under retailing, insurance, logistics and media. Founded by Kishore Biryani and he is the CEO of the organization. Headquarters is at Mumbai, Maharashtra, India. It is serving integrator foods and fast-moving consumer goods (FMCG). Future group is rendering services as supermarket, hyper market, Discount stores, Insurance, Logistics and media. The net income is around \$144 million.

The divisions of future group are as under

- Future retail ltd.
- Future consumer enterprises.
- Future supply chain ltd
- Future brands ltd.
- Future capital holding Ltd

Subsidiaries are

1. Big Bazaar – Retail chain
2. Easy day – easy convenient store.
3. Food bazaar – super market chain
4. Brand factory
5. Food hall – premium lifestyle food destination
6. Home town – home improvement and building material store
7. E-zone – electronic super store
8. Planet stores- sport wear retailer
9. Aadhaar-rural retail chain

1.3 PROMOTERS

Managing director	Kishore Biyani
Joint Managing Director	Rakesh Biyani
Whole Time Director	Vijay Biyani
Chairman	Shailesh Hari Bhakthi
Director	Darlie Koshy
Director	Doreswamy
Director	Gopikrishna Biyani
Director	V.K Chopra

BIG BAZAAR:

- The largest hyper market chain in India is Big Bazaar
- Type: Hindu undivided company
- Business: Retailing
- Established: 2001
- Head office: Mumbai, Maharashtra India
- Format: hypermarket
- Income: Rs. 140 billion (US \$2.1billion)
- Number of employees: More than 50000 people
- Parent: Future group
- Slogan: Naye India ka bazaar

1.4 VISION, MISSION, QUALITY POLICY

BIG BAZAAR VISION

The vision of Big Bazaar aims at encountering all their customers by providing better and better services at any place and at any point of time

BIG BAZAAR MISSION

1. We share the obligation of advancement of the economy as far as back to improve India by advancement of our item and make the customers consumption progressively and by that the development of economy.
2. We will be pioneers in propelling transport bunches, making retail reality, making sensible use of all the kinds of the customer.
3. We concentrate on the cost decreases on everyday schedule expect whatever it will happen we do give the quality items and also benefit of good service.
4. We might promise that our inspirational manner, honesty, lowliness and joined assurance should be the main drive to make us operative
5. We might be skilful, occupied a toll knowing and attentive on worth in whatever we do.

QUALITY POLICY

All products sold at Big Bazaar are guaranteed to be at good price and of good quality.

BIG BAZAAR TIMELINE:

2002:

- At high street phoenix Mumbai, in Big Bazaar food bazaar as become the part of it
- Credit card was launched by ICICI bank

2003:

- Big Bazaar launched its new store in Nagpur with tiers of two cities.
- Big Bazaar gets ready to welcome 10th million customers at Gorgon store.

2004;

- Big Bazaar and food Bazaar was won national award and the most Admiral Award.
- During Diwali in a single day the company profit was touched Rs 10 million.

2005:

- In Tarapur central warehouse RIFD and SAP was implemented.
- House hold junk items exchange was launched.
- E-Zone and Home town was launched.
- For loyal customer ICICI bank launched golden credit card.

2006:

- E-Zone and Home town was launched.
- for loyal customer ICICI bank launched golden credit card.

2007:

- In Kanpur 50th store was launched.
- The Champaign called “power one “was started to save Indian children.

2008:

- the new campaign called MahaBachat was launched.
- Fashion @ Big Bazaar (FBB) was started.

2010:

- in third consecutive year Big Bazaar won CNBC consumer award.
- At Z square mall third store was opened at Kanpur.
- For Big Bazaar price challenge Vidhya Balan was chosen as Brand Ambassador.

2012:

- Kids' cookies was launched with Disney.
- Big Bazaar has launched its home delivery services in Mumbai.
- the concept of customer service was launched in Rajajinagar family February 24th.

2014:

- Big Bazaar is planning to invest Rs.100crores for marketing

2015:

- Online shopping facility was started
- Pay on delivery.

2016:

- Future group negotiation with grocery retailer hyper city for a tentative and they started end of the year.
- They open 300 stores across 100 cities in the country.

2017:

- They focused more on social media for influence customer and they give 180000 offer coupons.
- They reached 20000crores. It's one of the best performances by any chain retail in India.

2018:

- Big Bazaar in order to increase footfall in its offline store, has partnered with online giant Google to create" **smart search**" where the query will get exclusive offers which can
- redeem in its store

1.5 PRODUCT/SERVICE PROFILE:

Product range by departmental base in Big Bazaar:

Big Bazaar is tremendous store comprises for goodness' sake required by various pay based gatherings. It comprises of Five floors where underground is to park vehicles.

- In Ground floor , it has a different types range of green vegetables and leafy vegetables with nourishments like drain, yogurt, margarine etc, next to it bakery is designed for the customers, staples, food bazaar is arranged very uniquely.
- First floor is for the most part for Food, Ready to eat, Ready to cook, Chef Zone, Spic & Span, Men's grooming & beauty centre, Home ware, Serving Delights, Cooking Delights, home Utilities.
- Second floor is for Ladies Fashion like Western Wear, Ethnic Wear, Sleepwear, Accessories, Sports Wear, Kids Fashion, Boys & Girls Wear, Infants Apparels, Kids Accessories, Ivory Tag, Fashion Jeweler, Ladies Hand Bag, Sunglasses, and Ladies Fashion Jeweler.
- Third floor is for the Men's Fashion, Occasion Wear, Casual Wear, Denim & Tees, Sleepwear, Accessories, Sports Wear, and Footwear for Men's, Ladies and Kids and a Gift Centre.
- Fourth Floor is for Home Fashion, Bed, Curtains, Carpets, Bath, Doormats, Kitchen, Accessories, E-zone, Luggage, Toys & Sports, Stationary.
- Fifth Floor is designed for Home Town, Recliner Sofa, Explore Wardrobes, study & Office Furniture.

PRODUCTS PROFILE

LEVEL G - FOOD

1. Staples, Pulses
2. Beverages
3. Refrigerated Products (Frozen Veg & Non Veg)
4. Dairy Fresh
5. Fruits & Vegetables
6. Bakery

SEVA COUNTER

1. Chakki Counter
2. Spice Market
3. Vegetables Cutting

LEVEL 1 - FOOD

1. Chef Zone
2. Spic & Span
3. Fabrikleen
4. Hungry Kya
5. Men's Grooming

BEAUTY CENTRE

HOME WARE

1. Serving Delights
2. Cooking Delights
3. Home Utilities

LEVEL 2 –

LADIES FASHION

1. Western Wear
2. Ethnic Wear
3. Sleepwear
4. Accessories
5. Sports Wear

KIDS FASHION

1. Boys & Girls Wear
2. Infants Apparels
3. Kids Accessories

IVORY TAG

1. Fashion Jewelers
2. Ladies Hand Bag
3. Sunglasses
4. Ladies Fashion Jewelers

LEVEL 3 – MEN'S FASHION

1. Formal Wear
2. Occasion Wear
3. Casual Wear
4. Denim & Tees
5. Sleepwear
6. Accessories
7. Sports Wear

FOOTWEAR

1. Men's
2. Ladies
3. Kids

GIFT CENTRE

LEVEL 4- HOME FASHION

1. Bed
2. Curtains
3. Carpets
4. Bath
5. Doormats
6. Kitchen Accessories

EZONE

LUGGAGE

TOYS & SPORTS

STATIONARY

LEVEL 5 – HOME TOWN

1. Recliner Sofa
2. Explore Wardrobes
3. Study & Office Furniture
4. Modern Bedroom Furnitures
5. Sofas & Sectionals

FUNCTIONAL DEPARTMENTS OF BIG BAZAAR:

There are 6 functional departments in big bazaar, Rajajinagar

1. Finance division
2. Marketing unit
3. Human resource department
4. Department of sales
5. Operation unit
6. Support system area
 - Customer service desk
 - Administration department
 - Logistics department

1.6 INFRASTRUCTURAL FACILITIES:

- Parking area
- Fire exit
- Restrooms
- Wheel chairs
- Mother's room
- Store ambience
- Trail room
- Drinking water
- Lifts / Elevators

1.7 COMPETITORS OF BIG BAZAAR:

➤ STAR BAZAAR :

It is one of the enterprises of TATA and TESCO. In India it is one of the biggest hyper market locates in Kolhapur, Mumbai, Poona, Aurangabad and Bangalore. The express format is called star daily is in Poona.

The Tata have 11 hypermarkets is spread all over India with largest square feet of 40000-80000. The product categories of star bazaar are grocery, consumer durables, apparel and fresh food products. It provides more than 30000 items with great prices.

Star bazaar provides the service and facilities like live bakery, free home delivery and express counter. The star bazaar has 100 stores in 38 cities and sale of 1845 crore per month.

➤ PANTALOON RETAIL:

It was established in 1997, at Kolkata at present it has 76 pantaloon stores in 14 cities. It is made it name in clothing retail chain at the beginning pantaloon was controlled by future group but known it is controlled by Aditya Birla Nuevo limited (ABNL). In the future it is said that more than 100 brands in India are trusted by the pantaloons.

Currently it had 86 fashion stores in 40 cities. It also had 1.7 million square feet in the India to conduct its operation.

➤ RELIANCE RETAIL:

It was founded in 2006 had its head quarter in Mumbai. It is subsidiary companies of reliance industries. Reliance retail in regarded as target retailer in India on the basis of revenue. It provides products like food product, groceries, apparel, footwear, home improvement products, lifestyle, electronic goods etc. currently it had 2000 store in India in 155 cities with an 9 million square feet.

Schemes and Innovation

Big bazaar has come with the new schemes and innovations which helps to gain customers and helps to gain goodwill in the society and inversely help to reach the targets and to gain higher rate of profit.

Schemes and Innovations adopted by the Big Bazaar such as follows,

- **Wednesday bazaar** - The idea behind this was to attract the customers towards the store and draw their attention. This was started in January 2007.
- **Mega saving (Mahabachat)** - The idea behind this scheme is mega saving was introduced in the year 2006th as a single day campaign with the promotional offers across the company outlet.
- **Great exchange offer** - under this scheme the customers are allowed to get the junk materials from their home such as old newspapers, clothes, toys etc. exchange their goods and get coupons, later on when they shop goods the amount will be redeemed, it is implacable in all over India.
- **Every day lowest price** - it is introducing in year 2017-2018 where is some products are available at lowest price every day at big bazaar.

1.8 ELEMENTS OF SWOT ANALYSIS WITH REFERENCE TO BIG BAZAAR:

STRENGTH

- Biggest value retail chain in India
- Everyday low prices, which attract customers
- Focuses on customer satisfaction
- Big Bazaar offers quality, choice and convenience
- Attractive promotional offers given by Big Bazaar to attract customer through discounts, sales, exchange offers, etc.,
- Maximum percent of footfalls converted in sales
- Good store location
- Providing verity of product within one shop
- Massive savings capacity
- Population advancement
- Extraordinary brand equity appreciated by Big Bazaar
- Customer oriented approach

WEAKNESS:

- Overpopulation throughout offer
- Unable to open store on time
- Less quality concern
- Lack of parking space for vehicles
- Less number of billing counters distracts the customers
- Limited_branded products
- Lack of trained employees
- Huge crowd during offer period
- Lack of policy formation
- Low price = low quality (general perception)

OPPORTUNITY

- Big Bazaar can plan to expand globally by tie-ups
- Establishment of outlets at sub –urban area.
- Changing customer perception and preferences
- Growing mall culture enhanced way in India
- Promoting Indian cultured products
- Developing consumer favourites
- Weak competition
- Increased number of organized retail outlets
- Increase in the number of branded products
- Opportunity to develop other segments
- Tie up with global brands
- Having opportunities in retail market
- People like to visit big store for shopping

THREAT

- Online markets can severely affect the market share of Big Bazaar
- Global top retail establishment affects the growth.
- laws and polices changes
- High risk in the area of operation
- FDI policies in retail industry
- Constant reduction in margin of business
- Disorganized retail store
- A bulky population
- Keep fluctuating government strategies
- World top retailer coming in to India like Wal-Mart, its effects on Big Bazaar

FUTURE GROWTH AND PROSPECTIVE:

- Planning to increase the number of outlets, especially Brand factory.
- Order on call facility
- Improve the online shopping options.
- Planning to conduct weekly campaign about the promotional offers.
- Robotic technology for customer service
- Looking for more acquisition of some substitute.

1.9 ANALYSIS OF FINANCIAL STATEMENT

RATIO ANALYSIS:

1. CURRENT RATIO

$$\text{CURRENT RATIO} = \frac{\text{CURRENT ASSET}}{\text{CURRENT LIABILITY}}$$

TABLE SHOWS CURRENT RATIO FOR THE YEAR 2017, 2016 & 2015.

YEAR	Current asset/ current liability	Ratios
2017	2594.30 / 1470.11	=1.76
2016	2520.40 / 1642.37	=1.54
2015	6214.75 / 3217.64	=1.93

INTERPRETATION:

Company CR is high in the year 2017 compared to 2016, it indicates company is more capable to pay its obligation. That shows the company have safety liquidity.

2. DEBT- EQUITY RATIO

$$\text{DEBT EQUITY RATIO} = \frac{\text{DEBT}}{\text{EQUITY}}$$

TABLE SHOWS THE DEBT EQUITY RATIO FOR THE YEAR 2017, 2016 & 2015.

YEAR	Debt / Equity (equity share capital & surplus)	Ratios
2017	4953.11 / 3809.80	=1.30
2016	4554.44 / 3317.79	= 1.38
2015	4200.93 / 5197.92	= 0.81

INTERPRETATION:

The ratio of debt equity is 0.81 in 2015 and considerably increased over the following two years.

Ideal debt equity ratio should be less than 1.0. High ratios indicate lower credit worthiness of the firm and weaker balance sheet strength, hence the ratio is ideal in the year 2015 but has later increased and again fallen slightly.

3. PROPRIETARY RATIO:

$$\text{PROPRIETARY RATIO} = \frac{\text{PROPRIETOR FUND}}{\text{TOTAL ASSETS}}$$

TABLE SHOWS THE PROPRIETARY RATIO FOR THE YEAR 2017, 2016 & 2015

YEAR	Proprietary fund (equity) / Total assets	Ratios
2017	3809.80 / 8762.91	= 0.44
2016	3317.79 / 7872.23	= 0.422
2015	5197.92 / 9398.85	= 0.55

Interpretation:

The proprietary ratio of the firm is 0.55 in 2015 which is higher compared to the following two years. This indicates greater the ratio, better the long term solvency of the company. But in the year 2017 it is decreased to 0.44, it indicates company depending on more debts for its operation.

CHAPTER-II
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY:

Marketing is old as the human civilization. In the ancient period marketing was too different from today, that time it was related only with sale product or bargaining. But recent time is too change, full of advertisement and full fill customer satisfaction and try to get more sale through CRM.

Marketing is more important for any company, because so many competitors and every want get market share and customer.

The word of market is wider spread word, it includes every resource of marketing and it is involving to provide all the necessary facilities of goods and services through directly from manufacturer or creator. Marketing is the most important factors in creation of effective use of resource and there is an urgent need in the developing country for building up the supply of the market manager.

Meaning of Market: Market means where buyers and seller are meeting for the trade it's called market.

Meaning of Marketing: Creating the demand of product/service in market through advertisement strategies etc.

Scope of Marketing:

- **Goods:** it is tangible product. Where it can not only sale person to person but can also through internet and phones.
- **Services:** it is intangible. Service sector industry is doing well more than 60% of GDP coming through this sector only.eg- Hospitality, transport, banking etc.
- **Events:** events are the things which create awareness to the people about the recent aspects in view of the further things.
- **Information:** usually we gathered information through internet, books, magazines, Wikipedia, website etc.

Goals of Marketing:

- Maximize the consumers' consumption level.
- Increase satisfaction level of consumers.
- Maximize the product choice to consumers.
- Maximize the duration of product quality.

Marketing Mix:

There are mainly four marketing mix,

1. PRODUCT

- Variety
- Quality
- Features
- Packaging

2. PRICE

- List price
- Discount
- Allowance
- Offers

3. PROMOTION

- Advertising
- Personnel selling
- Public relation

4. PLACE

- Location
- Inventory
- Transportation

IMPORTANCE OF MARKETING:

- To achieve organizational goals and objectives.
- Economic growth of the country
- To help in adoption of the new technology.
- To achieve maximum efficiency production and productivity.

Factors Influencing Buying Behaviour

EXTERNAL STIMULI	INTERNAL STIMULI
1. Store characteristics	Impulsiveness
2. Sales promotion	Enjoyment
3. Employees	Hedonism
4. perceived crowd	Emotions
5. sensory shopping	Product involvement

2.2 LITERATURE REVIEW:

Author/Resear cher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
HOCH AND ROOK (1985)	Advances in consumer research	Focused on the cognitive and emotional response which experienced by the consumer during purchase.	Customer preference
GOODEY & ABRATT (1990)	Management decision and economics	Examined that Manufactures and the retailers in the industrialized countries spend large sum of amount on personal ad and the promotion to increase the sales on merchandise through “preferences buying “. In-store stimuli hold true across culture.	Importance of ads in selling.
PIRON (1991)	Association for consumer research	Preferences purchase is a phenomenon that are started trigger the consumer and he demonstrated about how the new updating improves over the previous buying procedure	Effects of new updates or trends in purchasing
Et al DITTMAR (1996)	Individual difference in buying	Determined that gender and the societal group effect on preferences buying of instrumental and free time items which projects their self-determination and action.	Effect of societal group on preferences
Wood	Influence of lifestyle and cultural factors in on consumer preference	Declared that economic and the cultural factors of person such as low-down level of the house hold returns indulger into spontaneous purchase	Effect of cultural factors on preferences
HAUSAMAN (2000)	Journal of consumer marketing	Explained preference buying is hedonic need predominately motivated by the achievement of advanced wants and needs which are termed under the Maslow’s Motivational needs	Customer preference

LEE & KACCEN (2002)	Journal of consumer psychology	Examined in the aspects of intellectual perspective, the hypothesis of individualism and collectivism give important insights about consumer's preference behavior.	Individualism is the more independent in greater preferences purchase.
WONG AND ZHOU (2003)	Consumer impulse buying and in store stimuli	Describe the experimental and informative aspects of point of purchase (POP) triggers the inner motives to buy the particular products	Customer preference
WANG (2005)	Preference of the customer towards products in the retail store,	Examined the preference of the customer towards products in the retail store, accordingly he concluded that the customers are not visiting the retail store frequently to purchase the product because the customers are preferring the fake products because the some products are used for short duration.	low cost with low quality product will satisfy the customer
MOORES & CHANG (2006)	Attitude of the customer towards buying	Studied the buying attitude of the customer by taking sample of both male and female customer and concluded that female will show positive attitude to make purchase of products in retail store than male	Difference in customer attitude in making purchase
SINGH AND KAUR (2007)	Young People's Consumer Identities	Examined that the shopping preference of the teenagers and found that the sensory stimulus such as melody tune, enjoyable aroma of the products play a significant role in determining and shopping of individuals and set off buying activity.	shopping preference of the teenagers
FURNHAM & VALGERISSO N (2007)	Customer Experience Assessment	Studied that customer preferring and showing positive attitude towards the counterfeits products so that it helps to understand that the customers are providing more importance to the money.	Customer preference towards the counterfeits products

RADHA & SHYLAJON (2007)	Customer preference Measurement	Studied the various factors influencing the buying decision of the customer, so they concluded that the purchasing of products depend on demographic factors of the customer and the branded product influence the customer to purchase the products.	Effect of demographic factors on preferences
HARMANCIO UGLU (2009)	Journal of product and brand management	Recommended that uphold of the preferences behavior triggers and performance of novel goods, managers might emphasis on enthusiasm and wide variety of products helps in their promotional activity.	Customer preference
PATHAK & TRIPATHI (2009)	Service quality, customer satisfaction, and customer value: A holistic perspective	Studied the customer preference on selecting products in retail store, by their study they concluded that customers are more concentrate on the service which are provided by the retail store, so according to the quality, verity of selection and service they visit the retail store.	Importance of service
BASTIN AND YU (2010)	Impulse buying behavior	Examined that the in-store ambience and the layout and design, promotional strategy used in the store helps to attracts more purchase in preferences category.	Importance of store layout
KHALIFA AND SHEN (2012)	System design effects on online preference buying	Experimented cognition of consumers moderates the relations among preference purchase and actual list of unplanned buying.	Customer preference towards online shopping

CHAPTER-III
RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM:

The study has been conducted on Big-Bazaar at Rajajinagar, Bangalore to find customer preferences of choosing products at Big-Bazaar. This study done on certain aspect (income level, price, selection of products satisfaction level of customers)

3.2 NEED FOR THE STUDY

Now a day's retail industry is facing more problems, every retail shop is looking to get more market share of customer. Every day market condition is going to change cause of offers, low price so we need to know customer preference and their expectation and also check our service and process by getting feedback of customer.

These research show customer preferences where we can change lots of thing that customer don't like and we can apply effective design to get touch with customer.

3.3 OBJECTIVES OF STUDY

- Identify the purchasing behaviour of the customer with respect to preference.
- Know the preference purchase of customer before purchase.
- Know the factors affecting preferences purchasing.
- To understand which category of the products preferred by customer

3.4 SCOPE OF THE STUDY:

This research will be applicable in the area of customer decision making process purchasing of product at Big-Bazaar. This report will be help in understand customer preference at Big-Bazaar, and it would help Big-Bazaar in designing their marketing promoting sales.

3.5 RESEARCH METHODOLOGY

Research is based on the scientific, logical and the systematic way of studying the tools and techniques are used for the systematic procedure and to collect the data. Most of the data collected by customers and by website or internet. Based on type of study we can apply any kinds of research design.

For doing this study we adopted one type of research design: -

➤ **Descriptive research:**

We mainly focused on descriptive research; in this we go one by one process and the aspect. It is really helpful for statistical calculation which help for the conducting the study.

- **Sampling design:** Non- Probability sampling
- **Sampling technique:** Convenient sampling
- **Sampling unit:** 100 Respondents
- **Sampling tool:** Picking the respondents conveniently
- **Timing for survey:** 1:00 pm – 10:00 pm
- **Area of study:** Big- Bazaar Rajajinagar
- **Data analysis method:** Tables and charts.

DATA COLLECTION TECHNIQUE: -

In this research we used internal and external sources for collecting data, internal data collected from company book records, documents and company website, and external data through facts and figures such as structured questions.

➤ **Main sources:**

This method also called primary data collection, this process consuming more time for collecting raw data. It can be done through personal, interview, by method of observation and by filling questionnaire.

➤ **Resultant sources: -**

This is also called secondary data it is collected by internet, books, magazines, newspapers, annual reports of company etc.

3.6 HYPOTHESIS TESTING:

Hypothesis:

H0: There is no relationship between quality of products and satisfaction level of customer

H1: There is relationship between quality of products and satisfaction level of customer

Independent variable: Quality of products

Dependent variable: Satisfaction level

3.7 LIMITATIONS OF THE STUDY:

- It is very difficult to analyze customer behaviour while shopping.
- Time is an important constraint, since the study is only for 2 months.
- As per the rules and policy of the company, executives were not ready to disclose many information's like sales of the day, sales of each department etc.
- Managers were full on active in their work program and we get less time for discussions.

3.8 CHAPTER SCHEME

- Chapter-1 introduction- to understand company profile, organisation culture that
- Provide brief introduction overall industry. it is all about company.
- Chapter-2 conceptual background and literature review -to understand regarding topic, and
- Literature review that explain about topic.
- Chapter-3 research design- to understand problems, objective, scope, limitations, research
- Design, for study on organisation.
- Chapter- 4 data analysis and interpretation- to understand data collection and response on
- graph, that help to interpretation for study
- Chapter-5 findings, conclusion and interpretation- to understand customer response,
- Conclusion and interpretation base on study of topic

CHAPTER-IV
DATA ANALYSIS & INTERPRETATION

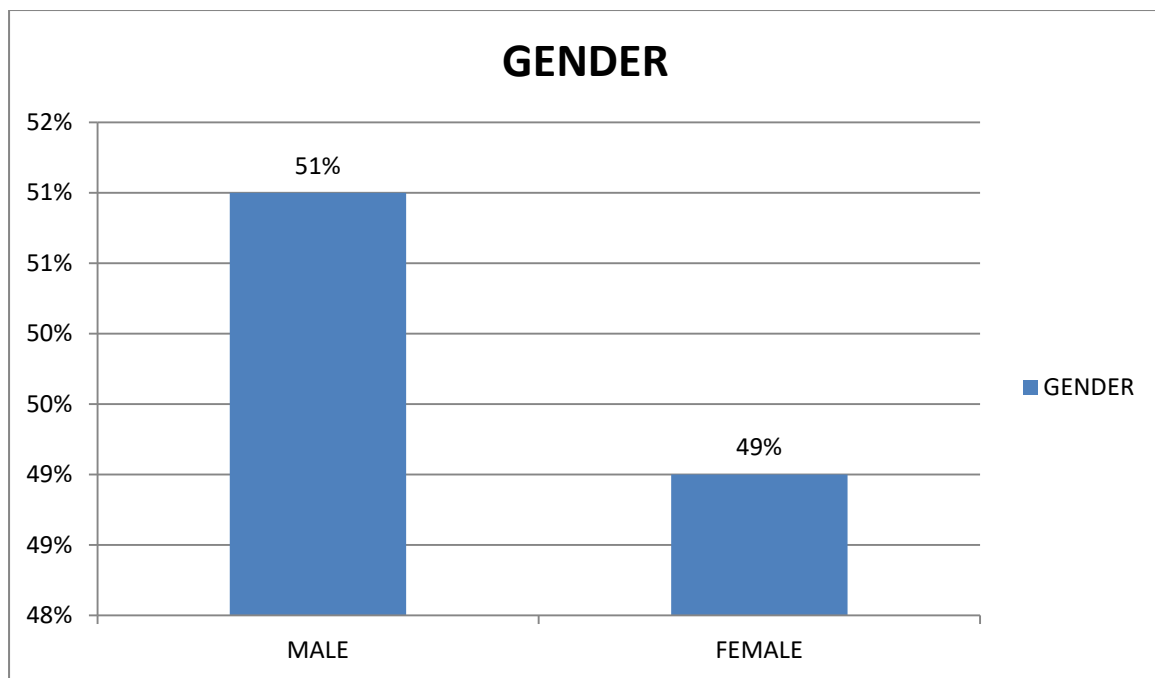
4.1 TABLE SHOWING GENDER

Gender	No of respondents	% Of Respondents
MALE	51	51
FEMALE	49	49
TOTAL	100	100

DATA ANALYSIS:

Table shows that 51% of respondents are male and 49% of respondents are female.

4.1 CHART SHOWING GENDER



INTERPRETATION: -

Graph shows that male respondents are slightly more than that of female respondents.

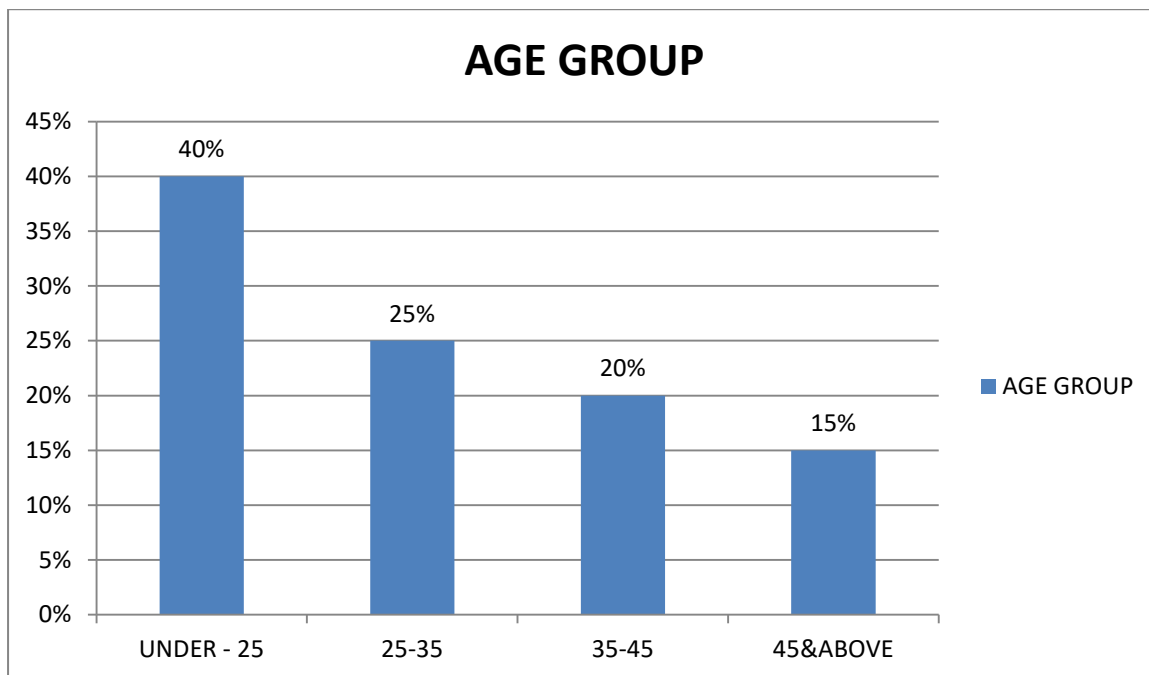
4.2 TABLE SHOWING AGE GROUP OF CUSTOMER

CUSTOMERS AGE	RESPONDENTS	PERCENTAGE
UNDER-25	40	40
25-35	25	25
35-45	20	20
ABOVE 45	15	15
TOTAL	100	100

DATA ANALYSIS:

Table shows that 40% respondents are under the age of 25 and 60% respondents are above 25 years.

4.2 GRAPH SHOWING AGE GROUP OF CUSTOMERS



INTERPRETATION: -

Majority of customers are youngster that seems to grow in future and company should focus more on youngster by giving offers and better services.

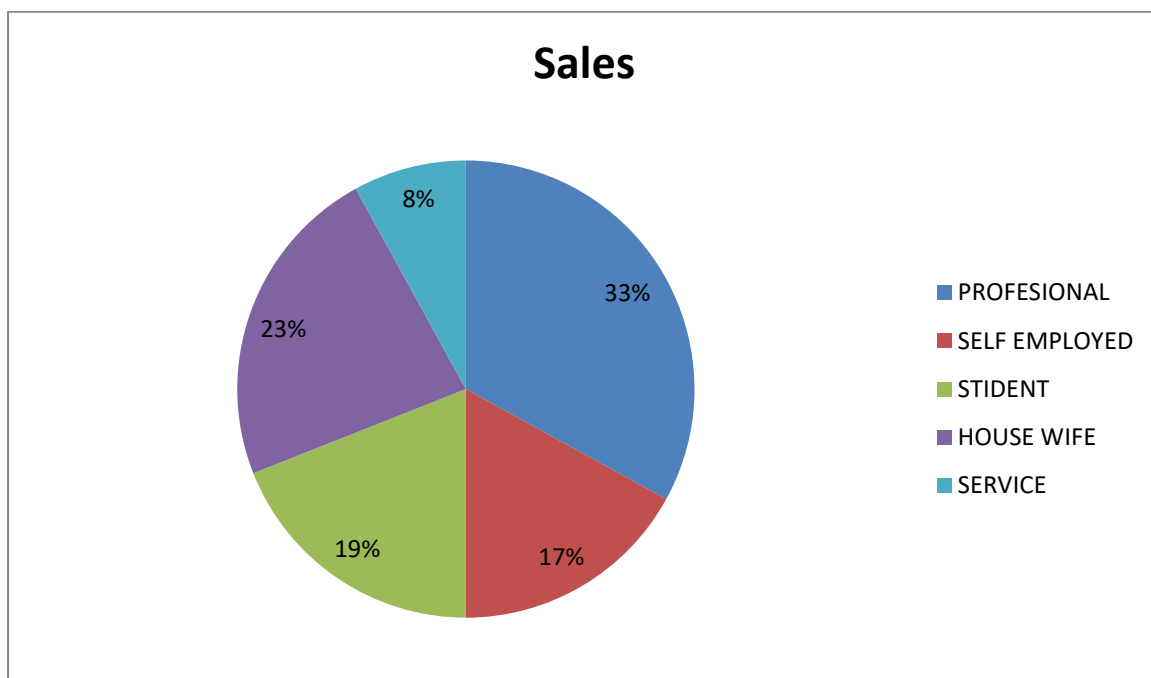
4.3. TABLE SHOWING THE CUSTOMER OCCUPATION OF THOSE WHO ARE VISITING BIG BAZAAR.

OCCUPATION	RESPONDENTS	PERCENTAGE
PROFESSIONAL	33	33
SELF-EMPLOYED	17	17
STUDENT	19	19
HOUSE-WIFE	23	23
SERVICE	8	8
TOTAL	100	100

DATA ANALYSIS

Above data shows that 33% customers who visit Big Bazaar are professional, 17% customer are self employed, 19% customers are student and 23% are house wife.

4.3 GRAPH SHOWING CUSTOMER OCCUPATIONS-



INTERPRETATION: -

As per graph majority of customers are professional and house wife who visit Big Bazaar as compared to students and self employed people.

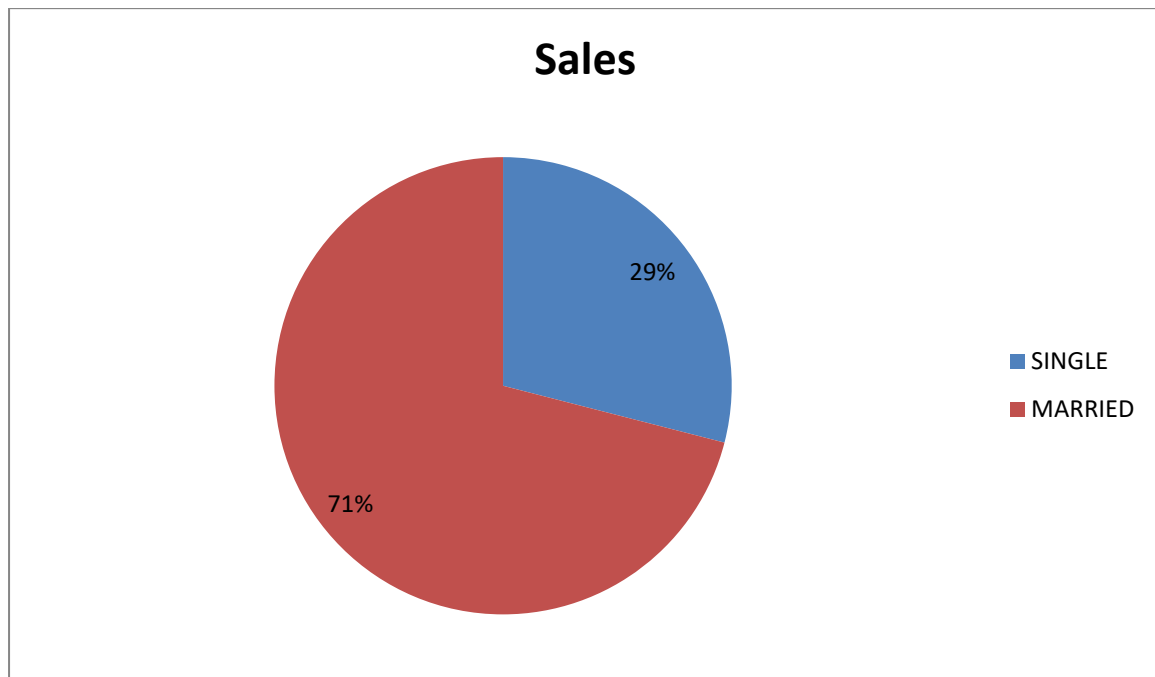
4.4 TABLE SHOWING MARITAL STATUS OF CUSTOMER

MARITAL-STATUS	RESPONDENTS	PERCENTAGE
Single	29	29
Married	71	71
TOTAL	100	100

DATA ANALYSIS

Table shows that 29% customers are single who visit Big Bazaar and remaining 71% are married.

4.4 GRAPH SHOWING MARITAL STATUS OF CUSTOMER



INTERPREATION: -

As per graph most of the customers are married who visit Big Bazaar.

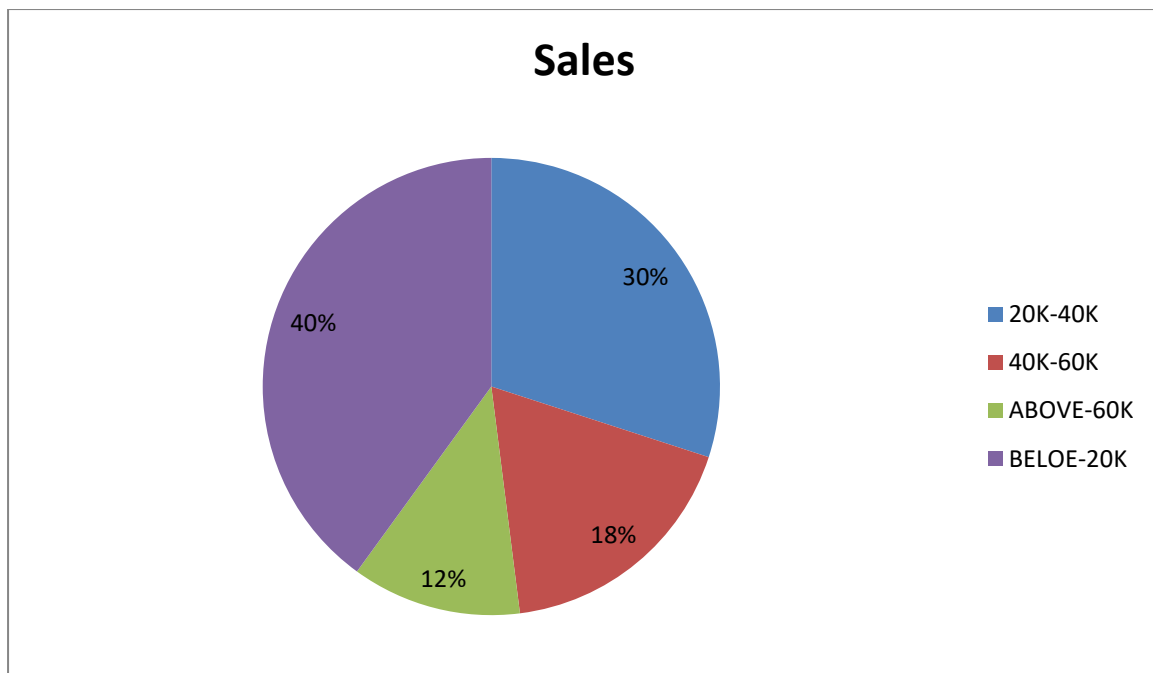
4.5 TABLE SHOWING INCOME LEVEL OF CUSTOMER

INCOME	RESPONDENTS	PERCENTAGE
BELOW -20000	40	40
20000-40000	30	30
40000-60000	18	18
60000 & ABOVE	12	12
TOTAL	100	100

DATA ANALYSIS

Income level showing that 40% customer have their income level below 20k and 30% has 20k-40k that mean 70% customer has income level below 40k and 30% customers have income level above 40k.

4.5 GRAPH SHOWING INCOME LEVEL OF CUSTOMER



INTERPRETATIONS: -

From table it is clear that irrespective of class almost all people visit big bazaar.

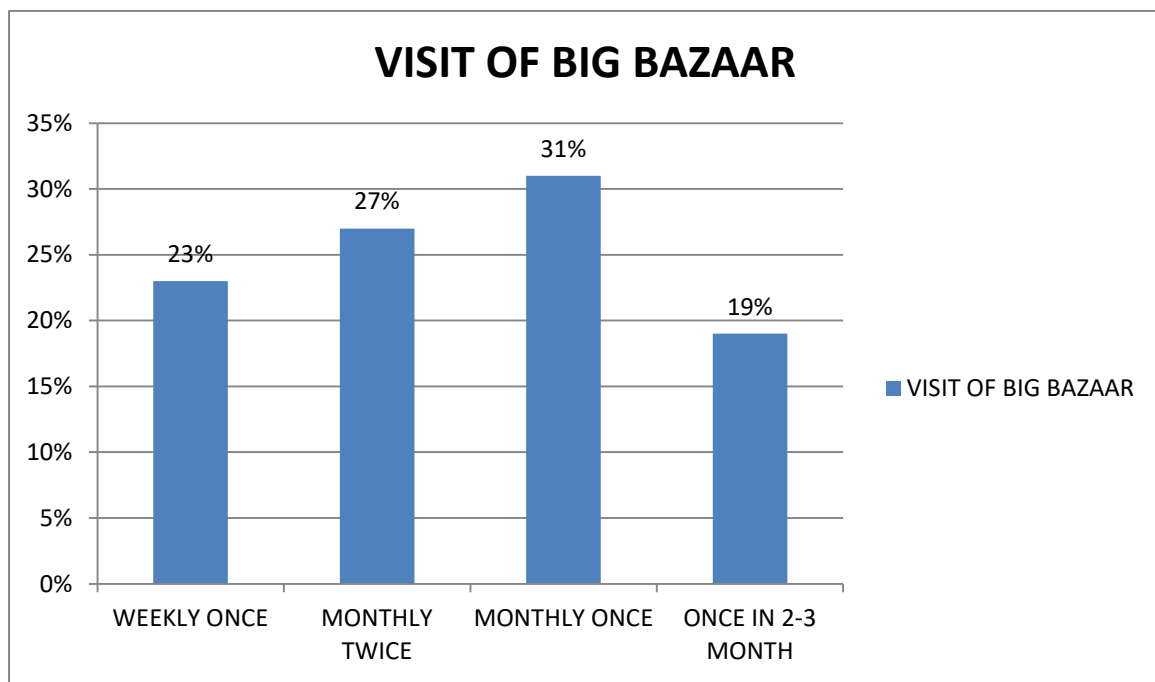
4.6. TABLE SHOWING FREQUENCY OF CUSTOMER VISIT TO BIG-BAZAAR

FREQUENCY	RESPONDENTS	PERCENTAGE
Weekly Once	23	23
Monthly Twice	27	27
Monthly Once	31	31
Once -In 2-3 Month	19	19
TOTAL	100	100

DATA ANALYSIS

Data shows that 23% customer visit Big Bazaar once in week, 27% customer visit once in 15 days where as 31% customer visit once in month and 19% visit once in 2-3 months.

4.6 GRAPH SHOWING FREQUENCY OF CUSTOMER VISIT TO BIG-BAZAAR



INTERPRETATION: -

Graph shows that majority of customer visit Big Bazaar once in month followed by once in 15 days and week. Big Bazaar should analyze data and come with proper plan for attract more customer regularly.

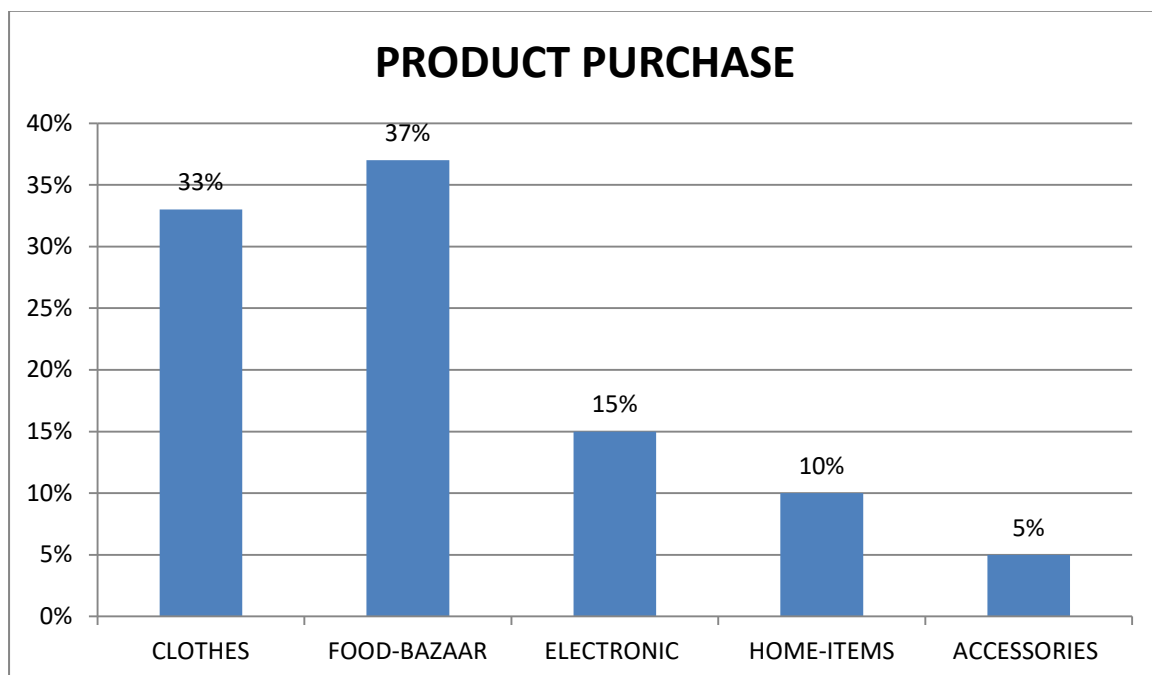
4.7. TABLE SHOWING THE PRODUCTS THAT CUSTOMER PURCHASES MORE OFTEN AT BIG-BAZAAR

PRODUCTS	RESPONDENTS	PERCENTAGE
CLOTHES	33	33
FOOD-BAZAAR	37	37
ELECTRONIC	15	15
HOME-ITEMS	10	10
ACCESSORIES	5	5
TOTAL	100	100

DATA ANALYSIS

Data shows that 37% of customer purchase food products, 33% clothes, 15% electronics, 10% home items and 5% accessories.

4.7 GRAPH SHOWING THE PRODUCTS THAT CUSTOMER PURCHASES MORE OFTEN AT BIG-BAZAAR



INTERPRETATION: -

The Food-Bazaar and clothes are leading market in Big-Bazaar i.e. 70% of customer prefer food products and clothes at Big Bazaar. Electronics, home items, accessories are not much attracting to customer.

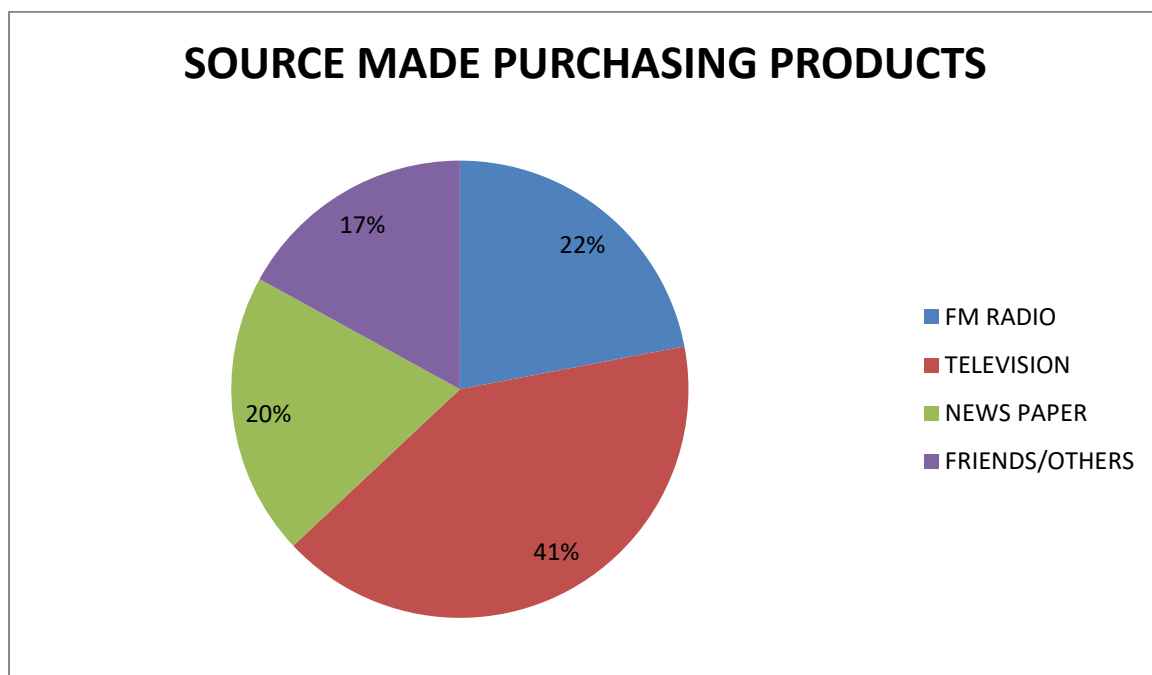
4.8 TABLE SHOWING THE SOURCE THAT MADE CUSTOMER TO BUY PRODUCTS FROM BIG-BAZAAR

SOURCE	RESPONDENTS	PERCENTAGE
Radio	22	22
Tele-vision	41	41
News -paper	20	20
Friends/others	17	17
TOTAL	100	100

DATA ANALYSIS

From table it is clear that 41% customer attracted by Tele-vision, 22% by FM Radio, 20% by News papers and 17% by friend and others.

4.8 GRAPH SHOWING THE SOURCE THAT MADE CUSTOMER TO BUY PRODUCTS FROM BIG-BAZAAR



INTERPRETATION: -

From above chart we can see that Tele-vision is most important source to bring awareness to customer about Big-Bazaar. Newspaper, radio and friends also play crucial role to connect customer to Big Bazaar.

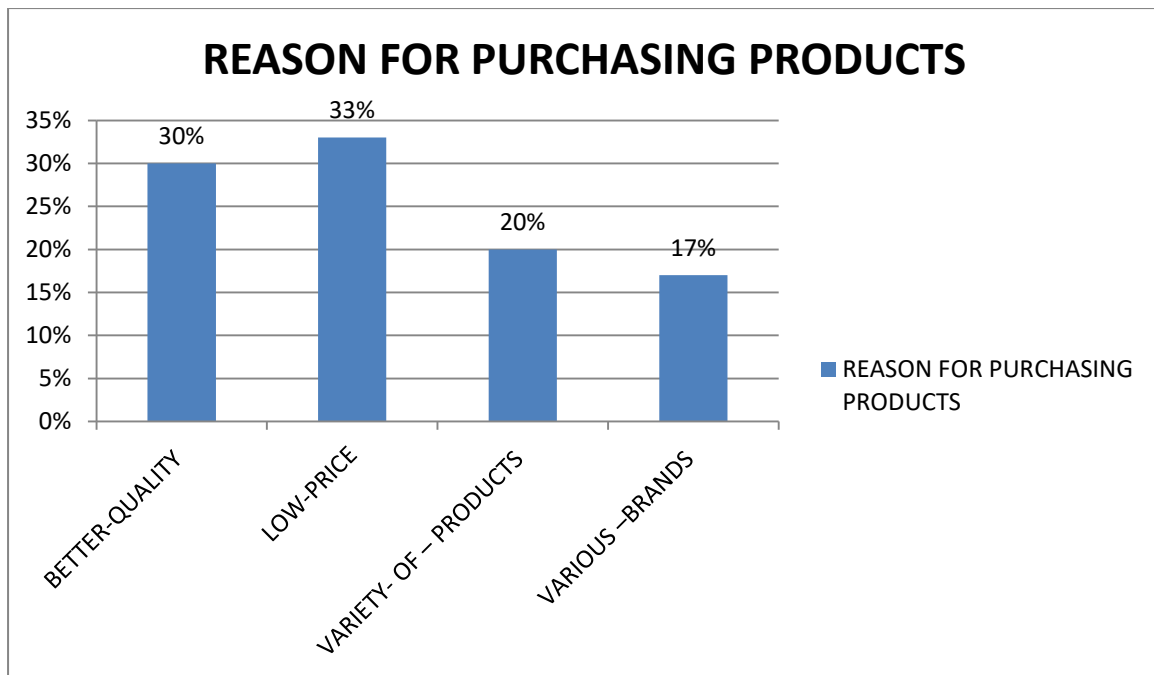
4.9. TABLE SHOWING REASON FOR PURCHASING PRODUCTS FROM BIG-BAZAAR

REASON	RESPONDENTS	PERCENTAGE
Quality	30	30
Low-price	33	33
Variety- of – products	20	20
Various –brands	17	17
TOTAL	100	100

DATA ANALYSIS-

Data shows that 33% customer purchase products at Big Bazaar because of low price, 30% because of better quality, 20% because of variety of products and 17% because of various brands.

4.9 GRAPH SHOWS REASON FOR PURCHASING PRODUCTS FROM BIG-BAZAAR



INTERPRETATIONS: -

From the above graph we can conclude that low price is attracting customers to purchase products at Big Bazaar. Big Bazaar may increase customer if they focus on low price and quality.

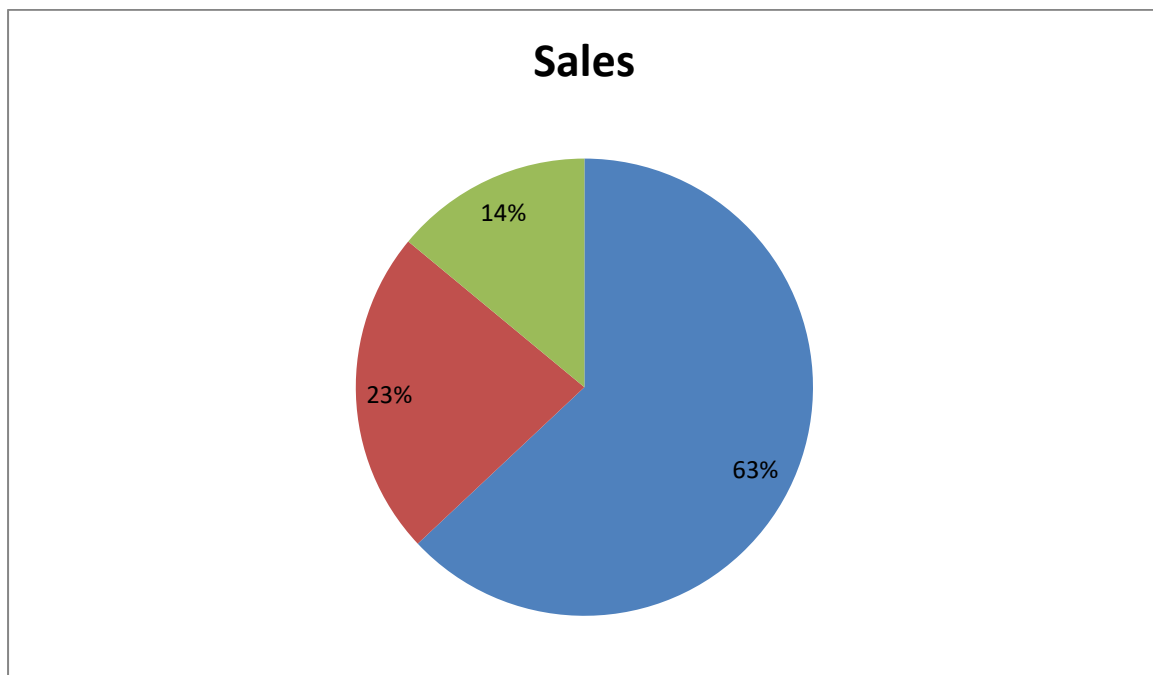
4.10 TABLE SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OF COMPANY PRODUCTS IN ONE PRODUCT CATEGORY

RESPONSE	RESPONDENTS	PERCENTAGE
YES	63	63
NO	23	23
NOT-MANY	14	14
TOTAL	100	100

DATA ANALYSIS-

As per data collection, 63% of customers say that Big Bazaar will provide more type of company products in one product category while 23% customer says no.

GRAPH SHOWING WILL BIG-BAZAAR PROVIDE MORE TYPE OF COMPANY PRODUCTS IN ONE PRODUCT CATEGORY



INTERPRETATION: -

From the above chart we can conclude that most of the customers believe that Big Bazaar will provide more type of company products in one product category.

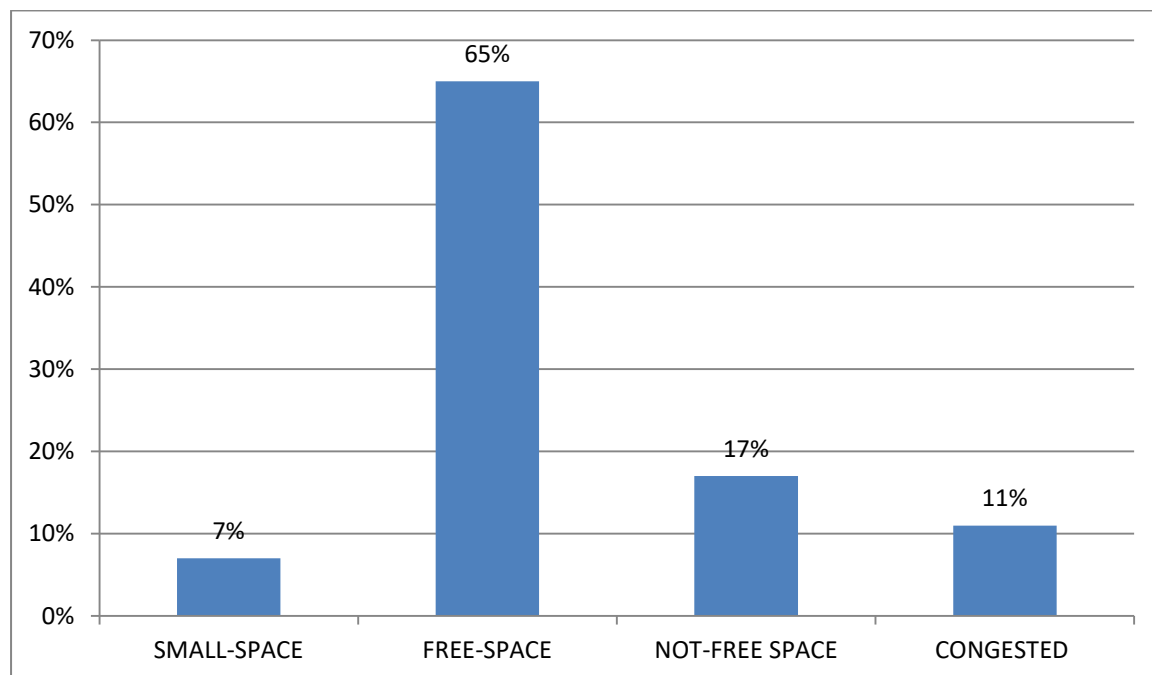
4.11. TABLE SHOWING THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS

RESPONSE	RESPONDENTS	PERCENTAGE
SMALL-SPACE	7	7
FREE-SPACE	65	65
NOT-FREE SPACE	17	17
CONGESTED	11	11
TOTAL	100	100

DATA ANALYSIS-

Above data shows that 65% of customers feel that Big Bazaar has free space for moving around to purchase products while 35% of customers feel that Big Bazaar has small, not free space and congested to moving around to purchase products.

4.11 GRAPH SHOWS THE STORE SPACE IN BIG-BAZAAR FOR MOVING AROUND FOR PRODUCTS



INTERPRETATION: -

As per data collection most of the customers has opinion that Big-Bazaar has free space for moving around to purchase products.

4.12. TABLE SHOWING RESPONSE OF CUSTOMER TOWARDS SPECIAL DISCOUNT PRICES OFFERED BY BIG BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	77	77
NO	23	23
TOTAL	100	100

DATA ANALYSIS-

Above data shows that 77% of customers say that Big Bazaar will offer special discount prices while 23% customers says no.

4.12 GRAPH SHOWS RESPONSE OF CUSTOMER TOWARDS SPECIAL DISCOUNT PRICES OFFERED BY BIG BAZAAR



INTERPRETATION-

Many customers are satisfied with discount and offer that is given by Big-Bazaar. While 23% of customers are not informed about discount and offer. Big-Bazaar should do more work to communicate with customer to inform about discount and offer.

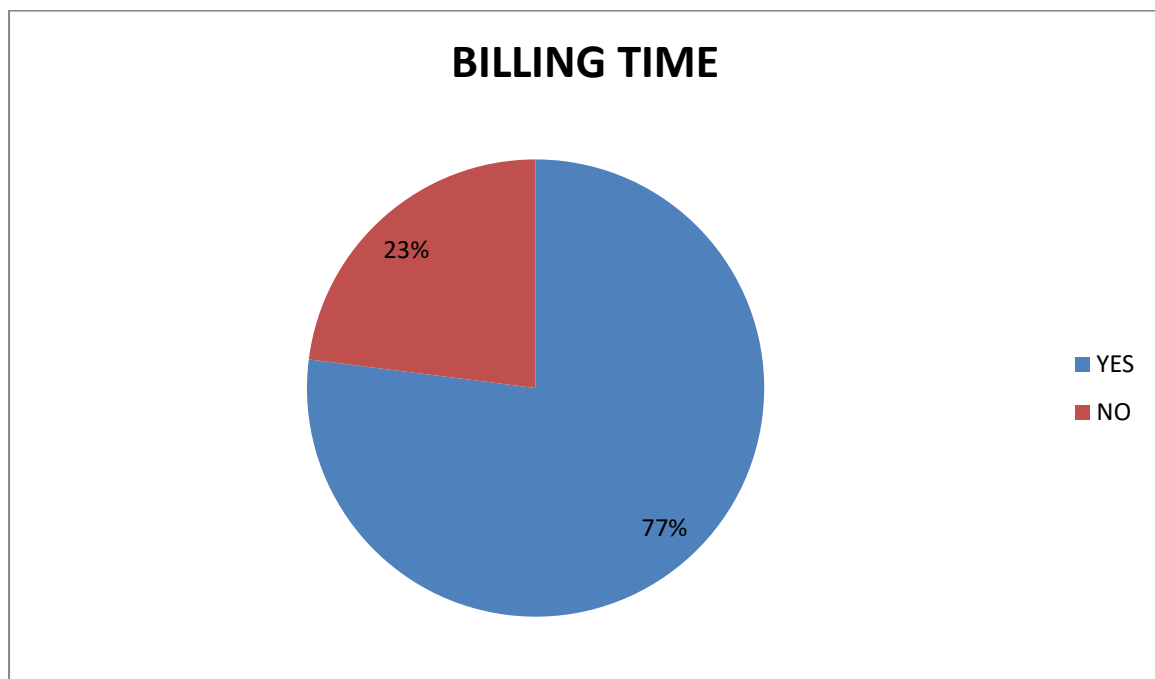
4.13 TABLE SHOWING THE TIME THAT CUSTOMER NEED TO WAIT AT THE BILLING SECTION AT BIG-BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	78	78
NO	22	22
TOTAL	100	100

DATA ANALYSIS-

Above data table shows that 78% customers says that billing is slow where as 22% customers says that billing time is fast and simple.

4.13 GRAPH SHOWING THE TIME THAT CUSTOMER NEED TO WAIT AT THE BILLING SECTION AT BIG-BAZAAR



INTERPETATIONS-

Above data collection its shows that most of the customers think that billing process is slow and Big Bazaar should increase counters to solve this issue and make customers satisfactory.

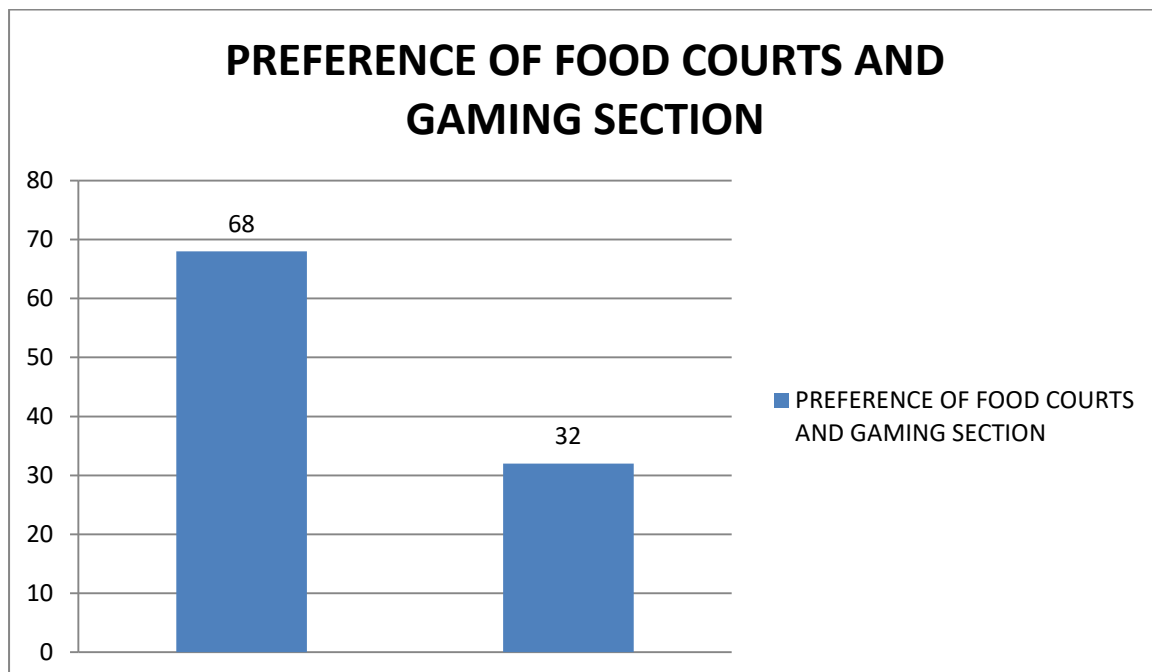
4.14 TABLE SHOWING CUSTOMER PREFERENCE TOWARDS FOOD COURTS & GAMING SECTION AT BIG-BAZAAR

RESPONSE	RESPONDENTS	PERCENTAGE
YES	68	68%
NO	32	32%
TOTAL	100	100

DATA ANALYSIS

Above data show that 68% of customers prefer food courts and gaming section at Big Bazaar while 32% customers do not prefer food courts and gaming section.

4.14 GRAPH SHOWING CUSTOMER PREFERENCE TOWARDS FOOD COURTS & GAMING SECTION AT BIG-BAZAAR



INTERPRETATION

From the graph it is clear that most of the customers prefer food courts and gaming section at Big Bazaar. Big Bazaar should concentrate more on food courts and gaming section to attract customers and their kids.

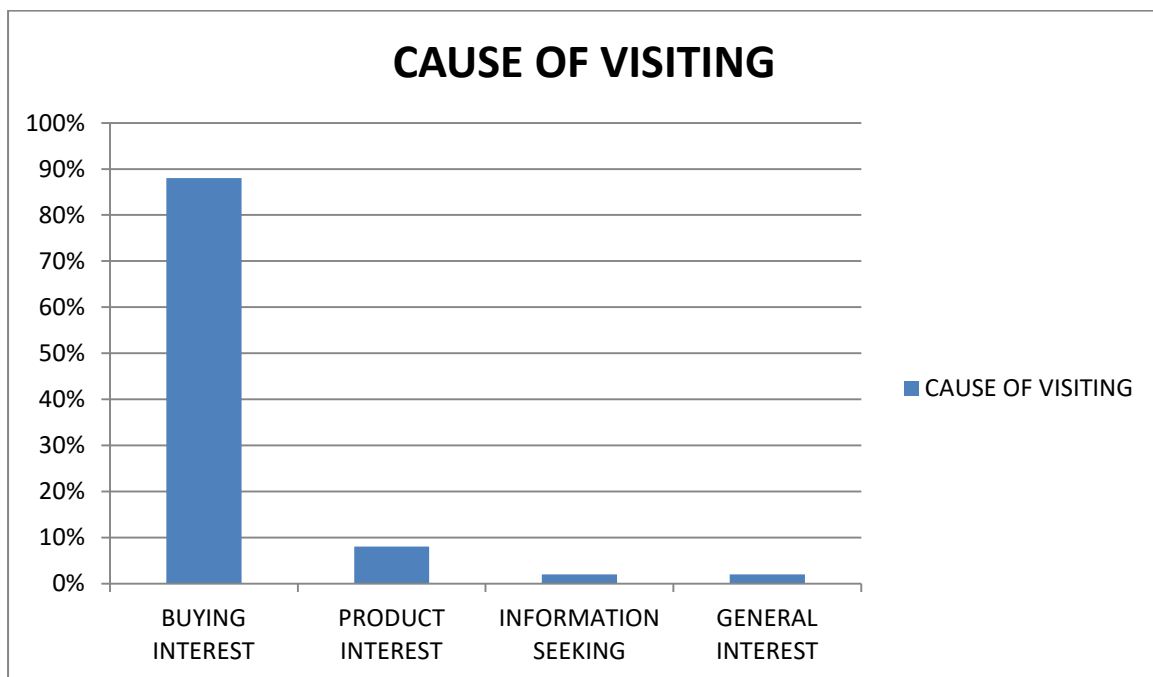
4.15 TABLE SHOWING REASONS FOR VISITING RETAIL STORES

CAUSE OF VISITING	RESPONDENTS	PERCENTAGE
BUYING INTEREST	88	88%
PRODUCT INTEREST	8	8%
INFORMATION SEEKING	2	2%
GENERAL INTEREST	2	2%
TOTAL	100	100%

DATA ANALYSIS

Above table shows that 88% of customer visit Big Bazaar because of buying interest, 8% for product interest and 2% for information seeking and general interest.

4.15 GRAPH SHOWS REASONS FOR VISITING RETAIL STORES



INTERPRETATION

From the above graph we can conclude that customer visit Retail Store i.e. Big Bazaar because of buying interest

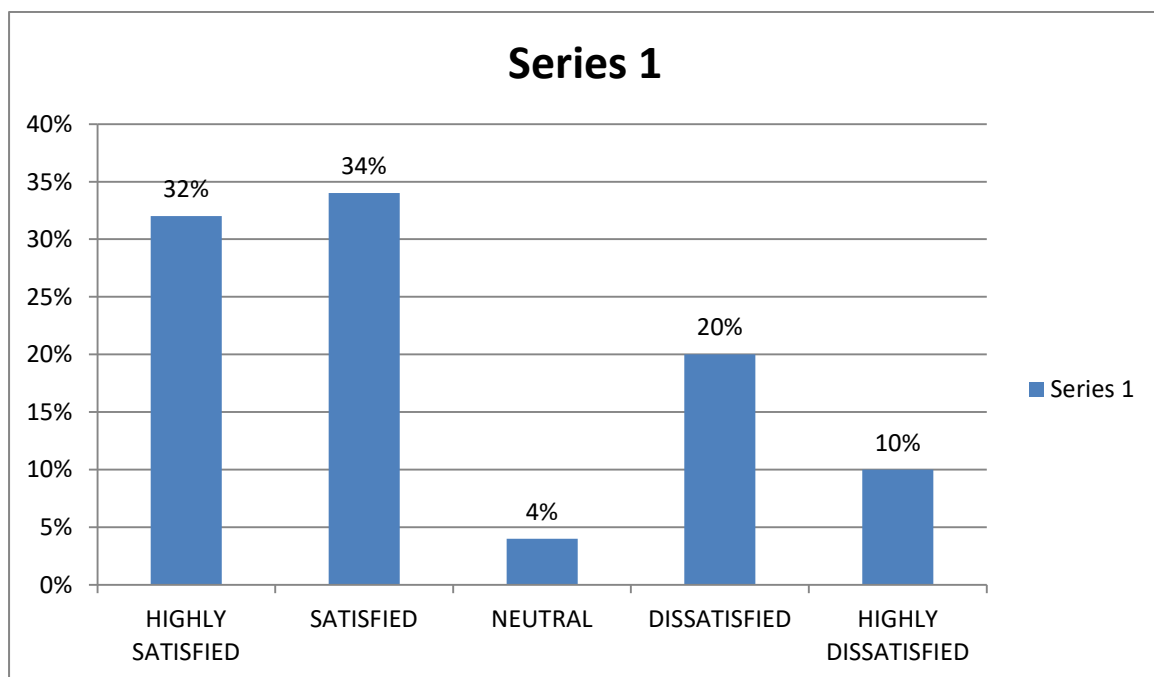
4.16 TABLE SHOWS RATINGS ON QUALITY OF PRODUCTS OFFERED BY BIG BAZAAR

SCALE	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	32	32%
SATISFIED	34	34%
NEUTRAL	4	4%
DISSATISFIED	20	20%
HIGHLY DISSATISFIED	10	10%

ANALYSIS

Above table shows that 32% of customers are highly satisfied by quality of products offered by big bazaar 20% are dissatisfied and 10% are highly dissatisfied.

4.16 GRAPH SHOWS RATINGS ON QUALITY OF PRODUCTS OFFERED BY BIG BAZAAR



INTERPRETATION

From the graph it is clear that most of the customers are satisfied by quality of products offered by big bazaar.

4.17 TABLE SHOWS SATISFACTION LEVEL OF CUSTOMER TOWARDS PRODUCTS AND SERVICE SOLD BY BIG BAZAAR

SCALE	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	34	34%
SATISFIED	32	32%
NUERAL	4	4%
DISSATISFIED	20	20%
HIGHLY DISSATISFIED	10	10%

ANALYSIS

Above table shows that 34% of customers are highly satisfied by quality of products offered by big bazaar 20% are dissatisfied and 10% are highly dissatisfied.

4.17 GRAPH SHOWS SATISFACTION LEVEL OF CUSTOMER TOWARDS PRODUCTS AND SERVICE SOLD BY BIG BAZAAR



INTERPRETATION

From the graph it is clear that most of the customers are satisfied by products and service sold by big bazaar

HYPOTHESIS

H0: There is no relationship between quality of products and satisfaction level of customer

H1: There is relationship between quality of products and satisfaction level of customer

Independent variable: Quality of products

Dependent variable: Satisfaction level

Correlation

Descriptive Statistics

	Mean	Std. Deviation	N
Qul_Prd	2.4200	1.38638	50
Prd_Ser	2.4000	1.39971	50

Correlations

		Qul_Prd	Prd_Ser
Qul_Prd	Pearson Correlation	1	.995**
	Sig. (2-tailed)		.000
	N	50	50
Prd_Ser	Pearson Correlation	.995**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed)

INTERPRETATION:

The correlation is significant and the two variables are linearly related thus null hypothesis is rejected and alternate hypothesis is accepted. As a result there is direct relationship between quality of products and satisfaction level of customer.

CHAPTER-V
FINDING, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS: -

Based on the survey conducted in the organization investigation and interpretation of the information gained during the assessment following finding are recorded.

- Most of the customers are male who visit Big-Bazaar.
- Customers are from professional back ground.
- Most of the customers are visiting once in month.
- Most of the customers are purchasing food bazaar products.
- Customers say that television source made them to buy products from Big Bazaar.
- Customers purchase products from Big-Bazaar cause of low price.
- Customers response that Big-Bazaar offer special discount price.
- Customers say that they are waiting for long time at billing section.
- Customers visiting retail stores cause of buying interest.
- Customers say that Big-Bazaar maintaining product quality, quantity compare to other retail store.
- Customers feel satisfied at Big-Bazaar after shopping.
- Most of the customers are youngster who visits Big Bazaar.
- Most of the customers are married who visit Big Bazaar.
- Irrespective of class almost all people visit Big Bazaar.
- Most of the customers believe that Big Bazaar will provide more type of company products in one product category.
- Big Bazaar has free space for moving around to purchase products.
- Most of the customers prefer food courts and gaming section at Big Bazaar.

5.2 SUGGESTION:

- Big Bazaar should provide specific brand
- Big Bazaar should improve their visual merchandising as it is average right at present.
- They should understand impulse buying behaviour of customer in more depth in order to enhance the sales.
- Most of the customer dissatisfied from exchange offer and Wednesday offer so Big Bazaar should concentrate on these things
- Big Bazaar should provide training for team leaders, executive on counselling. This could help them to council member and release stress level. .
- Painting and hoardings also attracting advertisement sources so Big Bazaar should concentrate on it in more crowded area.
- Increase the customer billing section counters.
- The store should improve their promotional strategy.
- Improvise the store design and store layout.

5.3 CONCLUSION:

The study concludes that majority of the customer like to purchasing at Big-Bazaar because of product quality, quantity discount, offers, service facility reasonable price which make the customer satisfied and more comfortable.

Customers shop more in the food Big-Bazaar and the men's wear department. And also, customers feel that Big-Bazaar has variety of product for them.

Considering the fact that there is a lot middle class family in India, Big-Bazaar has had a huge impact on the middle-class section of India, company should come with promotional strategies and try to attract them because till now they not get market as much they should get.

Big-Bazaar now days known for huge discount and offers and customer attracting towards sale is more. It is one of advantage for Big-Bazaar for getting more customers.

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WEBSITE:

- www.futurebazaar.com
- www.futurebrands.co.in
- www.futuregroup.in

ANNEXURE

Questionnaire

I Abhishek of Acharya Institutes of Technology perusing MBA taking “ A study on customer preference of selecting products at Big Bazaar “

As a topic conducting a survey as a part of my project, in this regard please provide necessary information given below and help to complete my project work successfully.

I assure you to key this information confidentially and use only for the purpose of my study.

Demographic information

Name:

1. Age:

A. Under 25

B. 25-35

C.35-45

D.45 & Above

2. Gender:

A. Male

B. Female

3. Occupation:

A. Student

B Self- Employed

C. Professional

D. Housewife

4. Are you?

- A. Single
- B. Married

5. Monthly income:

- A. Below 20000
- B. 20000-40000
- C. 40000- 60000
- D. 60000 & Above

6. How frequently customer visit Big-Bazaar?

- A. Once in a week
- B. Once in 15 days
- C. Once in a month
- D. Once in 2-3 months

7. Which products do you purchase more often in Big Bazaar?

- A. Groceries
- B. Baby care product
- C. Apparels
- D. home appliance

8. Which source made you to buy product from Big-Bazaar?

- A. Newspaper
- B. F.M radio
- C. Television
- D. Friends/Others

9. Why do you make purchase of products from Big-Bazaar?

- A. Low price
- B. Better quality
- C. Variety of products
- D. Various brands
- E. Other

10. Will Big-Bazaar provides more type of company products in one product category?

- A. Yes
- B. No
- C. Not many
- D. None

11. How is the store space in Big-Bazaar for moving around for products category?

- A. Free space
- B. Not free space
- C. Small space
- D. Congested

12. Will Big-Bazaar offer any special, discount on prices?

- A. Yes
- B. No

13. Are you waiting for a long time at the billing section at Big-Bazaar?

- A.YES
- B.NO

14. Do you prefer food courts & gaming section at Big-Bazaar?

A. YES

B. NO

15. Why customers visiting Big-Bazaar?

A. General interest

B. product interest

C. Buying interest

D. information seeking

16. How would you rate quality of products offered by Big Bazaar?

A. Highly Satisfied

B. Satisfied

C. Neutral

D. Dissatisfied

E. Highly dissatisfied

17. Are you satisfied with products and service sold by Big Bazaar?

A. Highly Satisfied

B. Satisfied

C. Neutral

D. Dissatisfied

E. Highly dissatisfied

BALANCE SHEET

	2017	2016	2015
Sources Of Funds			
Total Share Capital	94.57	85.57	82.84
Equity Share Capital	94.57	85.57	82.84
Share Application Money	0.00	8.70	23.18
Reserves	3,715.23	3,223.52	5,091.90
Net worth	3,809.80	3,317.79	5,197.92
Secured Loans	4,953.11	4,540.64	4,187.13
Unsecured Loans	0.00	13.80	13.80
Total Debt	4,953.11	4,554.44	4,200.93
Total Liabilities	8,762.91	7,872.23	9,398.85
Application Of Funds			
Gross Block	6,999.31	6,623.17	5,652.34
Less: Accum. Depreciation	1,151.38	1,343.76	820.68
Net Block	5,847.93	5,279.41	4,831.66
Capital Work in Progress	386.34	420.11	274.92
Investments	1,404.45	1,294.68	1,295.16
Inventories	873.13	859.91	3,522.68
Sundry Debtors	366.71	256.00	397.97
Cash and Bank Balance	46.72	77.83	104.49
Total Current Assets	1,286.56	1,193.74	4,025.14
Loans and Advances	1,307.74	1,326.66	2,189.61
Total CA, Loans & Advances	2,594.30	2,520.40	6,214.75
Current Liabilities	1,464.53	1,634.26	3,164.27
Provisions	5.58	8.11	53.37
Total CL & Provisions	1,470.11	1,642.37	3,217.64
Net Current Assets	1,124.19	878.03	2,997.11
Total Assets	8,762.91	7,872.23	9,398.85
Contingent Liabilities	4,478.09	200.96	567.88
Book Value (Rs)	80.57	77.34	124.93



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: ABHISHEK

INTERNAL GUIDE: Prof. ARCHANA VIJAY

USN: 1IA17MBA01

COMPANY NAME: BIG BAZAAR, RAJAJINAGAR - BANGALORE

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



College Seal

HOD Signature