

# G- Journal of Education, Social Science and Humanities

(An International Peer Reviewed Research Journal)

Available online at <http://www.gjestenv.com/gjesh/gjesh.html>

## Factor Affecting Consumer Buying Behavior in Big Bazaar Retail Store

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### ABSTRACT

Retailing is an assorted, distinctive and go-ahead sector of vast economic activity worth and profitable for the most developed nations. It helps to generate revenue, prosperity for the nation, encourages new investments and brings technological advancements. It creates wealth for the economy and brings employment opportunity. It is a chief vivacious part of our varying society and a major foundation of our new employment opportunity. Retailing performs activities at a very larger level so it requires huge manpower to hold and control its operations. Retailing helps the general public in general by giving goods and services at rational prices and mounting their living standard. In universal retailing activity can be measured as a major contributor to the economy of a nation.

**Key words:** Students, Un employed, Employed, Self employed

### INTRODUCTION

**Big Bazaar** is a big retail chain of shopping malls in India. Currently it operates with 31 outlets, owned by the Pantaloon Group. The idea was initiated by entrepreneur Mr. Kishore Biyani (Head of Pantaloon Retail India Ltd). The idea to make Big Bazaar was to give comfortable shopping to the Indian customer. Kishoreji's established himself as a retailer. He had a lot of confidence in what he was doing. Even though it defied conventional logic.

Big Bazaar is not just another hypermarket. It caters to satisfy the every need of your family. Where Big Bazaar scores over other stores. In Big Bazaar you will definitely get the best products at the best prices - that's what they guarantee. With the mounting range of private labels. It has penetrated into a new fashion world and all general stock including home fixtures, cutlery, sports goods and utensils, and much more at prices that will astonish you. This is just the beginning of Big Bazaar. Its main objectives are to include more and most new brands in order to give their customers a complete shopping experience.

#### Objective of Big Bazaar

The earlier central businesses objective of Big Bazaar was to bring stability and consolidation. They were built to enforce order. Still, in this new modern era where nothing remains permanent, the leading theme for businesses needs to be speedy with a new innovative imaginative idea.

#### Target customers

Now the Big Bazaar targets the customers of higher and upper middle class because there has been an expansion in Indian middle class that has only the few options and are used to buying apparel and groceries from small and cluttered neighborhood market shops is quick realizing the joys of visiting malls that have redefined the liberty to shop and

entertainment. Such malls are the new temples of amusement, leisure and weekend entertainment. India's National Council for Applied Economic Research estimates that the nation's middle class population currently comprises 17 million households with annual earnings ranging between \$4,500 (£2,400) and \$22,000 (£11,736). An additional 287 million could be termed as 'aspirers' will hope to join the middle class in the near term. Rising incomes of the lower and middle-income households are impacting and contribute retail growth in India as these groups tend to spend more on upgrading and diversifying their lifestyles, eating out and moving on to processed and convenience foods.

#### Targeting young working class

The large and growing young population (working population) is a preferred customer segment for Big Bazaar. These young people are ready to adopt the most modern product lines earlier.

The current boom in retail sectors such as information technology, business procedure and outsourcing has shaped a patron with high disposable income. An augmented demand for everyday life merchandise such as watches, cosmetics and perfumes are increased day by day. Urban populations are very much-travelled and brand-savvy. Fascinatingly, a predictable 40% to 50% of the Indian working woman's income is spending on clothing and footwear. Eating out, mobile phones and make up accessories are the additional most important expenditure options. Big Bazaar exclusively target young, working professionals and home makers who are the chief decision maker.

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## Image

The strength of Big Bazaar better is linked with “Is se sasta aur accha kahin nahi”. It is a simple declaration, yet it is placed at the top of Indian customers mind. It shows that Big Bazaar was built on the establishment of ease and entrepreneurship. They accept it as true in the service and significance of the customers. They regarded as that it is their professional duty to keep customer need and want uppermost in mind at every step, for this they can go further mile and buy straightforwardly from source in bulk. So that they can get best rates by keeping the margin low.

Big Bazaar is continuous lookout for finding new ways and means to improve the current state of affairs. For this, innovation is a very important aspect of their working strategy. The very important philosophy is that of Indianness. All the concepts, principles and formats as well as the way of doing things are very Indian. The way Big Bazaar is designed and the whole concept has developed reflects a sense of Indianness.

## STUDY PARAMETERS

In order to execute specific retail tactic. The managers set up the perfect combination of retail-mix variables and bring together the activities of the different elements of the mix such as:

- Products assortment
- Price
- Place
- Advertising
- Promotion
- Personal selling
- Visual merchandising
- Store ambiance
- Customer service

## Merchandise

The main objective of the store design is to maximize the link between customers and retail. It provides an easy convenience way to the customers to sight the offerings of the retail store. Retail store layout has been tactically planned in order to create valuable use of merchandise and passage to portray and retain the customers' attention on store's offerings.

Big Bazaar has offered a wide variety/range of merchandise both branded and unbranded products like:

- **Mobile world Zone:-** A wide variety of mobile phones and accessories are available at lowest possible price
- **Furniture:-** All kinds of furniture is available that one may require to decorate their house.
- **Star Sitara:-** In this section all kinds of cosmetic items are made available
- **House lien items:-** Like bed sheets, pillow covers, carpets to kitchen utility items like steel utensils and crockery and other minor utility items required in a house
- **Electronic items:** like refrigerator, T.V, vacuum cleaner, music system, vacuum cleaner, washing machine. Etc
- **Opticians:** In this section all brands oand types fashion glasses are available
- **Ladies Gents and kids wear:** This segment includes fashion and casual wear for men ladies and kids both branded and unbranded.
- **Foot wear:** In this section footwear for men, women and kids is made available.
- **Music:** A wide collection of CDs DVDs is made available
- **Children Toys:** All kinds of children toys are available
- **Stationary:** all kind of office stationery and stationery for school going kids is available

## Location

Big bazaar has placed 31 outlets in India. Big bazaar locates its outlet in the vicinity of the commercial area and inhabited

complexes. So that they can wrap all their target customers for Example: their outlet in phoenix mill , lowerparel Mumbai(MH), is closed to the commercial areas so that the working class citizens/communities can go down in and shop house hold items after office time.

The peculiar choice of Big Bazaar location in many ways captures the essence of what they were doing. They know new adapt taste habits and preferences of customer according to their location. One of the bases of distinct features of retail stores location is that it should be easily accessible and they try to locate their outlet in such a location where they can reach a large number of customer base.

## Layout

In today's competitive environment retail store layout design has now become a strong strategic tool for differentiating the store offerings and retaining customers. Customer's discernment about the in-store design has altered. They take shopping as an activity of amusement and excitement. Customers like to do shopping in a thrilling, changing, and exciting situation. Retailers are mounting new tactical idea for store design. Store layout plan is currently turn into a marketing tool for retailers. Store design of physical elements is now become a major characteristic for communicating store image to the customers. Now a day retailers are paying more attention to give their target customer's a favorable environment. To achieve this deep understanding is required for the target customers.

Now in retail industry more attention is been given to well-organized designing of the store which can influences the buying behavior of the customers. Visual merchandising and store layout are measured as most important basics of in-store design. Visual merchandising help in the stores marketing, positioning and communicating strategy. Logical layout in-store display creates a favorable look of the store for the end customer and attracts them towards goods & services.

The ultimate objective of store design is to increase sales and profit of the store efficiently. Directly or indirectly the elements have some impact or influence on the buying behaviour of the customers. Visual merchandising is considered very important to create an interest in the customers and create a favourable image of the store in the mind of the customers.

- It uses space competently.
- Provide self-service environment
- It provides trouble-free sitting of commodities and linking the product all over the store.
- It allows supplementary customers in the store at any time.
- Allows employees of the store to work easily along with the customers without troubling them.

The structure of Big bazaar covers two floors that is basement middle level and first floor.

## The basement includes

- Furniture
- Home lein
- Mobile zone
- Star and sitare
- Opticians
- Watches

## The middle level includes

- Electronic items

## The first floor includes

- Ladies, Gents and kids wear
- Apparels
- Foot wear
- Music
- Toys
- Stationary

## Interior design

The inner atmosphere of Big Bazaars store give a living life space which includes ceiling walls, flooring and lighting, fixture and fittings. The elements of the internal plan are very cost-effective. The internal designing are very homogeneous with the external design.

**MY Efforts:**

My Visit to Big Bazaar:

I visited the Big Bazaar situated at Civil line Allahabad. The first thing i noticed was that the outlet was situated in such a place that was very easily accessible to the customers from the railway station or from the bus stops.

The layout of Big Bazaar was arranged in a way that placed the products for promoting sales creating goodwill and increasing publicity. The main objective of Big Bazaar’s layout is to promote sales in the retail store. The layout was in such a fashion that it provided convenience shopping to customers most likely encouraged them for product shopping or browsing. Browsing does not only help them in shopping but can also influence the purchasing decision of target customers that is it may lead to customers making more unplanned purchases.

It was a pleasant experience interviewing Miss Pragati Tiwari who helped us with more information about the store. In conversation with Miss Pragati Tiwari we discussed the evolution and success of Big Bazaar. The following are the questions that we asked regarding the store.

**Need for the Study:** To understand the consumer buying behaviors when he purchased physical goods and avails the services from big bazaar.

**Scope of the Study:** The present study is a pioneer attempt to sketch the behavioral aspects of consumers in the retailing scenario. The study is limited to the retail stores in the city of Allahabad.

**Justification of the Study:** The aim of the study is to identify the mix of variables which can affect the consumer buying behavior. The future implication of this research is to serve the untapped areas and retails business can be an intensive competitive sector .so consumer have so many options to purchase goods and services at lower cost and with different brand. Increasing retail sector will result in leading job opportunity.

**Objectives: The study would aim to achieve the following objectives with respect to the retail consumer buying behaviour:**

(1) To study the factors affecting retail consumer buying behavior in big bazaar.

**Hypotheses:**

- H1: Demographic variables, Cultural factors, Personal factors and Socio cultural factors have a significant impact on the retail consumer decision making.
- H2: Consumers collect appropriate information while shopping from retail store.
- H3: Product specifications and Advertising of retail stores have a significant impact on consumer decision making.

**MATERIALS AND METHODS**

**Area of Study:** The study would be conducted in the city of Allahabad. The retail stores undertaken for the study would be:

Big Bazaar

**Research Design:** The study uses Quantitative approach. It is descriptive in nature.

**Data Type:** The study uses Primary data and Secondary data sources.

**Research Tool:** Structured Questionnaires

**Sample size:** A total number of 90 respondents would be surveyed ie N=90 the respondents would be the consumers who visit the retail stores for purchasing products.

**Sampling technique:** Simple Random Sampling

**Statistical tools:** measures of Central Tendency, Percentages and t-test would be used for statistical analysis of data. Further appropriate tools may be applied as per the requirement of the research.

**Table (1): Gender of Respondent**

Gender of Respondent	Frequency	Percent
Male	45	50.0
Female	45	50.0
Total	90	100.0

**Table 2:- Age of Respondent VS Gender of Respondent**

Age of Respondent	Gender of Respondent		Total
	Male	Female	
18 to 20	6	6	12
20 to 25	19	10	29
26 to 30	13	22	35
31 to 40	5	5	10
41 to 50	2	2	4
Total	45	45	90

**Table 3:- Gender of Respondent VS Education of Respondent**

Gender of respondent	Education of Respondent					Total
	High School	Intermediate	Graduate	Post Graduate	Doctorate Degree	
Male	1	4	21	19	0	45
Female	1	3	16	24	1	45
Total	2	7	37	43	1	90

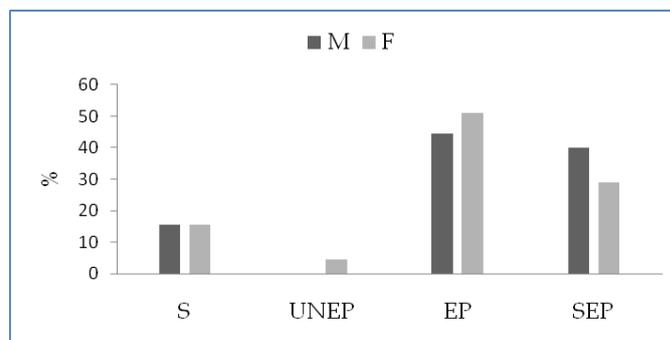


Figure:1 Influence of occupation (S=Students, UNEP=Unemployed, EP=Employed and SEP=Self employed) on number of gender [Nm=45(Male: M) and Nf=45 (Female: F)]

In the present study, percentage of male and female respondents was studied on in the site of Big Bazaar Allahabad. Employed fellows were frequent visitor followed by self employed, students and unemployed fellows (table). Among of 90 respondents male (Nm=45) and female(Nf=45) were equally respondent. In this connection interesting results were observed on the gender level, females were frequent visitor as comparing with male for all the categories/at a par. Unemployed male were not observed to visit the big Bazaar during my study. About 10 percent self employed male were more than the female of the same category.

Table 4:- Gender of Respondent VS Monthly Income of Respondent

Gender of Respondent VS Monthly Income of Respondent							
Gender of Respondent	Monthly Income of Respondent						Total
	.00	Rs less than 10000	Rs 10001 to 15000	Rs 15001 to 20000	Rs 20001 to 30000	Rs 30001 to 50000	
Male	7	6	5	11	12	4	45
Female	8	4	6	16	11	0	45
Total	15	10	11	27	23	4	90

Table 5:- Age of Respondent VS Monthly Income of Respondent

Age of Respondent VS Monthly Income of Respondent							
Age of Respondent	Monthly Income of Respondent						Total
	.00	Rs less than 10000	Rs 10001 to 15000	Rs 15001 to 20000	Rs 20001 to 30000	Rs 30001 to 50000	
18 to 20	4	0	0	4	4	0	12
20 to 25	5	6	6	7	3	2	29
26 to 30	3	4	4	11	12	1	35
31 to 40	1	0	1	4	3	1	10
41 to 50	2	0	0	1	1	0	4
Total	15	10	11	27	23	4	90

Table 6:- Gender of Respondent vs Marital Status of Respondent

Gender of Respondent VS Marital Status of Respondent			
Gender of Respondent	Marital Status of Respondent		Total
	Single	Married	
Male	19	26	45
Female	21	24	45
Total	40	50	90

Table 7:- Occupation of Respondent VS Month/Year You Associates

Occupation of Respondent VS Month/Year You Associates							
Occupation Of Respondent	Month/Year You Associates						Total
	One Years	Two Years	Three Years	Four Years	Five Years	< 6 Month	
Student	3	5	1	3	0	2	14
Unemployed	0	2	0	0	0	0	2
Employed	4	17	13	2	6	1	43
Self Employed	6	9	13	2	0	1	31
Total	13	33	27	7	6	4	90

Table 8: Month/year you associates

Month/Year You Associates		
Month (M)/Years (Y)	Frequency	Percent
1Y	13	14.4
2Y	33	36.7
3Y	27	30.0
4Y	7	7.8
5Y	6	6.7
< 6 M	4	4.4
Total	90	100.0

Result revealed from respondents, who were associated with the big bazaar showed maximum frequency were (f=33) upto 2 years followed by 3 and 1. (result from the table showed very interesting observation for the big bazaar, observation were made on data collection in 2013-14. At present the number of visitors was less as compare to last and second last years while visitor from the range of 4 and 5 years were quit less. it indicates last 5 years ago concepts of big bazaar were not up to the reach of consumer behavior among the human being.(reference)due to cultural and economic development along with the study of big bazaar were gradually increased and their collectively effects were observed in last 3 years, because the number of frequent visitors were almost 4 time more as comparing to last three and five years. But since last three and two years, around 24 percent reduction were observed in the customers comparing with the recent years. This might be due to intra and inter completion among mall, socio-economic structure of human being and temporal and spatial variation.)

Figure 2:- Percentage (%) of respondents (N=90) of the big bazaar retail outlet.

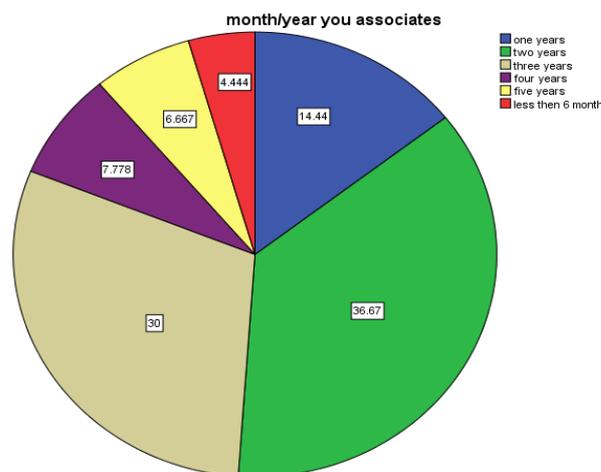


Table 9:- Gender of Respondent VS Month/Year You Associates

Gender of Respondent VS Month/Year You Associates							
Gender of Respondent	Month/Year You Associates						Total
	One Years	Two Years	Three Years	Four Years	Five Years	Less Than 6 Month	
Male	10	12	14	4	4	1	45
Female	3	21	13	3	2	3	45
Total	13	33	27	7	6	4	90

Table 10 :- Age of Respondent VS Month/Year You Associates

Age of Respondent VS Month/Year You Associates							
Age of Respondent	Month/Year You Associates						Total
	One Years	Two Years	Three Years	Four Years	Five Years	Less Than 6 Month	
18 to 20	2	3	2	1	1	3	12
20 to 25	1	11	9	3	4	1	29
26 to 30	8	12	12	2	1	0	35
31 to 40	0	7	3	0	0	0	10
41 to 50	2	0	1	1	0	0	4
Total	13	33	27	7	6	4	90

Table 11:Product purchased frequency and percentage of the respondents. (R-NOs=Respondants numbers, HIUP (Household items usually purchase); LIUP (luxury items usually purchase); EIUP (electronic item usually purchase) and FPUP (fashion product usually purchase) and OT=Other carogeries.

Product Categories	Purchased		Not purchased	
	R-NOs	%	R-NOs	%
HIUP	55	61.10	35	38.9
LIUP	39	43.3	51	56.7
EIUP	59	65.6	31	34.4
FPUP	53	58.9	37	41.1
OT	4	4.4	86	95.6

\*notes:-

Product categories exhibited no significant difference between behavior of the consumers. In the present study the consumers categories for household items usually purchase, fashion product usually purchased and electronic item usually purchase were maximum and at a par.

Table 12:- product categories as per gender responses. [HIUP (Household items usually purchase); LIUP (luxury items usually purchase); EIUP (electronic item usually purchase) and FPUP (fashion product usually purchase)]

Product Categories	Gender in Percent (%)				Total respondents
	Male		Female		
	Yes	No	Yes	No	
HIUP	50.0	50.0	50.0	50.0	N=90
LIUP	30.8	33	69.2	35.3	
EIUP	52.8	45.9	47.2	54.1	
FPUP	47.5	54.8	52.5	45.2	

Result revealed from the buying behavior of gender (N=90) vs specific product categories shown in table 8, males were frequent and more effective consumers as compared with the females for almost categories, while males were at a par for HIUP, EIUP and FPUP and similar results were obtained for female consumers in Big Bazaar. LIUP were maximum (69.2%) purchased by females consumers followed by others product categories.

Table 13: A comparative study between the product categories and the age groups of respondents in percentage(%)

Age Group	Product categories							
	HIUP Y		LIUP Y		EIUP Y N		FPUP Y N	
18 to 20	7.3	22.9	12.8	13.7	11.3	16.2	13.6	12.9
20 to 25	27.3	40.0	12.8	47.1%	32.1	32.4	35.6	32.2
26 to 30	50.9	20.0	53.8	27.5%	35.8	43.2	35.6	38.9
31 to 40	17.2	0.0	12.8	9.8%	13.2	8.1	13.6	11.1
41 to 50	1.8	9.4	7.7	2.0%	7.5	0.0	1.7	4.4
Total							Σ= 100%	

\*NOTE:- HIUP (Household items usually purchase); LIUP (luxury items usually purchase); EIUP (electronic item usually purchase) and FPUP (fashion product usually purchase, Yes(Y) and No(N).

In the present study, the maximum numbers of household, luxurious, electronic and fashion products were used by the age group of 26 to 30 years customers. Electronic and fashion products were used by the customers who were belong to the age groups of 26 to 30 years and 20 to 25 years.

Table 14: Influence of income groups on product categories percentage (%).

Product Categories	Income Groups Categories (IGC)					
	0 IGC	< 10000 IGC	10001 to 15000 IGC	15001 to 20000 IGC	20001 to 30000 IGC	30001 to 50000 IGC
HIUP	15.5	12.1	3.4	34.5	17	3
LIUP	23.1	7.7	7.7	33.3	23.1	5.1
EIUP	20.8	15.1	7.5	26.4	26.4	3.8
FPUP	11.9	8.5	10.2	32.2	32.2	5.1

Note:0IGC: students and unemployed, HIUP (Household items usually purchase); LIUP (luxury items usually purchase); EIUP (electronic item usually purchase) and FPUP (fashion product usually purchase).

Diverse income groups influenced on product categories percentage were shown in table 10. Customers from the IGC-Rs. 15001 to 20000 were mores spending on the household, luxury items and fashion products with percentage of 34.5, 33.3 and 32.2% respectively. In the present study visiting of big bazaar by the consumers were not significant influence of their incomes, because higher income group showed quit less spending money as compare to zero IGC. This shows the consumers were not willing to purchased the product while they visited to big bazaar for their own entertainment.

Table 15. Cross table of occupation of respondent vs product categories in percentage (%)

Product categories	Occupation of respondent							
	Std		UEP		EP		SEP	
	Y	N	Y	N	Y	N	Y	N
HIUP	13.8	18.8	1.7	3.1	48.3	46.9	36.2	31.3
LIUP	20.5	11.8	5.1	0.0	46.2	49.0	28.2	39.2
EIUP	18.9	10.8	1.9	2.7	39.6	59.5	39.6	27
FPUP	11.9	22.6	1.7	3.2	50.8	41.9	35.6	32.3

Note: HIUP (Household items usually purchase); LIUP (luxury items usually purchase); EIUP (electronic item usually purchase) and FPUP (fashion product usually purchase) Std: Students, Unp: Unemployed, Emp: Employed, slf: Self Employed

A relation between the product categories and occupation of respondents were studied/observed. Result revealed from the table 15, the categories of employed and self employed customer's were the higher buyers of HIUP, EIUP and FPUP products. Std and UEP were purchased EIUP and LIUP more than the other products. The UEP had minimum buyer of the aforesaid product categories (table 15).

Table16: Comparative study between the Customers frequency rate vs time spend at the big bazaar in percentage (%)

Time spend	Customer frequency rate
< 30 minutes	4.4
30 minutes - 1 hour	33.3
> 1 hour	62.2
Total	100

In the present study, most of customers were spent their time around >1 hr followed by below time ranges table 16, in big bazaar.(spending more time by the customers in big bazaar was might be due to the awareness of new brand, new scheme, cautious etc. about their purchasing products and take interest while doing their shopping at the big bazaar).

Table 17:- Cross table study between the gender and time duration at the big bazaar in percentage (%).

Time spend	Gender of respondent	
	Male	female
< 30 minutes	50	50
30 minutes - 1 hour	66.7	33.3
> 1 hour	41.1	58.9
Total	100	100

In the present study conducted at the big bazaar between the two gender male (Nm=45) and female (Nf=45) .this were observe table13, that the female customers (58.9%) take more time duration (> 1 hrs) on shopping then the male customers

(41.1%).But on the other hand it is very interesting to quote here that the male customers (66.7%) take 30 min -1 hrs to complete their shopping then the female (33.3%) customers. (Due to individual differences between the male and female gender. Male completes their shopping as soon as possible then the female customers.)

Table 18:- comparative study between the marital status and time spend duration of the respondent in percentage (%)

Time Spend	Marital Status of Respondent	
	Single	Married
< 30 min	0.0%	8.0%
30 min-1 hrs	35.0%	32.0%
> 1 hrs	65.0%	60.0%
Total $\Sigma$ =	100.0%	100.0%

Marital statuses of the respondent were shown in table18, among the single and married categories. It was found that the married fellows spending more time on their purchasing at the big bazaar then to single fellows. The percentage of spending time duration at the mall lies with range of 60% of married and 65% of single customers within the time intervals of < 1 hrs. Within the time span (<1 hr; Study plan) very few married respondents had purchased their product.

It was observed that the married customers had almost pre-prepare to purchased list of products, purchase in bulk, visit other segment stores, take more interest while choosing their preferred products and other available benefits, amuse their leisure time with their family members as compare with single who visit stores for getting information. Purchased very few quantity and leisure their time. An interesting fact had been noticed during the observation/data collection work that the married fellow having organized and unorganized shopping pattern then to single unorganized shopping pattern.)

Table:19 Comparative study between the gender and spending income at the big bazaar .

Spending amount group (Rs) (SAG)	Male (Mf)	Female (Ff)	Total (N)
< 500	3	3	6
500 to 1000	10	12	22
1000 to 2000	21	13	34
2000 to 5000	11	10	21
5000 to 10000	2	5	7
Total (N) $\Sigma$ =			90

In the present study, maximum number purchased capacity of respondents were observed from Rs 1000 to 2000 (ie N=34/90), followed by other range of spending amount groups. SAG from 500 to 1000 and 2000 to 5000 was at a par, while similar results were observed in the case of SAG <500 and 5000 to 10000.

Table20: Information media source about the first source to know about the retail store in percentage(%).

Information Media Source	Percent
Newspaper	28.9
Television	20.0
Phone	0.0
Online	13.3
Outdoor	7.8
friends and relatives	28.9
Total $\Sigma$ =	100

Customers were got to know about the big bazaar from the newspaper and from the friends and relatives (28%) compared to other sources. In the table 18 this were observed that the

customers were using not getting any information about the big bazaar from the phone (0%).

## **CONCLUSION**

I shall conclude that Big Bazaar has carved a niche market for itself in the retailing industry as a retail store that caters and served the customers from all classes, caters to their every need at a reasonable price. Mr. Kishore Biyani the founder of Big Bazaar has emphasized his personality and reflects on that of Big Bazaar which is "Indianess". His belief that only an Indian can understand an Indian feeling has led to the creation of such creative ideas from his work force that Big Bazaar has struck an emotional chord in the Indian customer so much so that the loyalty of the customer are driven to Big Bazaar

"Sab Se Sasta din" can now become one of the special day for the India citizen who want to fulfill his need and want for his family members with heart and emotional feeling. These types of day declaration by the maker render an opportunity to the vast majority of urban Indians who have only the option and an alternative of extravagant shopping malls and modern retail formats. which perceived to be very expensive and exclusive. But on the "Sab Se Sasta din" day, many urban citizen including all income groups get rid of their self-consciousness for the first time and visited Big Bazaar stores located in shopping malls with full of benefits, enjoyment environment and thus Big Bazaar became a hit and beat the competitor.

My study shows that there is a strong relationship between the visual merchandising and impulse buying of the shoppers. So visual merchandising is a significant tool for every retailer. Therefore Big Bazaar concentrates on efficient and effective visual merchandising. Retailers should display things in the retail store in such a manner that customer pay more attention and excited. This may lead to the unplanned purchase of the customers, which will increase the sales as well as profit of the store.

Layout of the store has a very significant aspect of in-store environment which makes shopping easy for customers. There is a strong association between convenient store and merchandise browsing. Big Bazaar ought to organize layout of the store in a way to provide utmost ease to customers. This may lead a positive and encouraged impact on the sale of the store. Product browsing make client's alert for new offerings of store and a variety of promotional schemes.

Employees' service is also performing a crucial factor for retail sector. If employees are well trained, they can provide better service to customers. If customers would be happy with their response and behavior, they will maintain a good relationship with the store. Behaviour of the store employee can influence the purchase decision of the customer. Big Bazaar has to develop effective training and development programs for employees so that they can continue to work on maintaining good customer relationships.

The research methodology discussed the methodology adopted during the study as well as the aspects of reliability and validity of data. For the study to be reliable and valid, Information gathered must be related to the objectives of the study. All attempts were made to ensure that errors were minimized and that the appropriate sample was obtained by the interviewers. The researcher also took part in conducting the interviews, which helped to determine if there were any problems arising from the interviews. The empirical data used during this study were

based on questionnaires that were administered amongst customers of convenience stores at Allahabad.

## **ACKNOWLEDGEMENT**

First and foremost, I pay my deepest sense of gratitude to the Almighty, for bestowing me with an indomitable spirit. I am also very thankful to my supervisor,(Dr.)Richa Sinha for her encouragement, consistent guidance, inclusive comments and sage counsel. It is only because of her that my research came to fruition on time.

I express a deep sense of gratitude and special thanks to the esteemed members of my Advisory committee (Dr.)Devraj Badugu,Associate Dean,JSBS,(Dr.)Nishi Tripathi,Associate professor,Dept.of Psychology and (Dr.) Ronald V. Mani, Assistant Professor(Sr.),JSBS,SHUATSfor giving me a constructive opinion which have gone into the completion of my task.

Sincere gratitude and special thanks to late(Dr.)Masood Naseer,Dean of JSBS,who gave support and valuable suggestion during his time in this university, which have incredibly supported me during the perusal of this research.

I must place on records my profound gratitude to all those people who played an important role in turning of this doctoral thesis in reality.

I would like to thank JSBS and SHUATS faculties and non faculties. I would like to express my heartfelt affection to my father, mother, sister, brother and my wife for their kind support, love, care and encouragement throughout the period of my study.

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