

A Study on Merchandise Mix in Big Bazaar

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ABSTARCT

Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by post, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery

Keywords: Customer, Retailing, Consumer.

1. INTRODUCTION

The pricing technique used by most retailers is cost-plus pricing. This involves adding a mark-up amount (or percentage) to the retailer's cost. Another common technique is suggested retail pricing. This simply involves charging the amount suggested by the producer and usually printed on the product by the manufacturer.

2. REVIEW OF LITERATURE

Verma and Madan (2011) in a study conducted in Indian context highlighted that retailers are offering newer service dimensions to create unique shopping experiences for the customers. However, whether consumers are able to observe newer service dimensions and getting affected for store support in new store formats or not, remains to be found out.

3. OBJECTIVES

Primary Objective

- The primary objective of the researcher is to study the merchandising strategies practised by Big Bazaar.

Secondary objectives

1. To study the different kind of merchandise mix followed by big bazaar.
2. To study the customer expectation about the products in big bazaar.
3. To know about which area customers mostly coming to big bazaar.
4. To study which kind of advertisement customers expect.

4. RESEARCH DESINGN

In this study descriptive type of the research design has been used.

5. RESEARCH INSTRUMENT

Questionnaire containing both closed and open ended questions.

**TABLE NO -1
AGE GROUP OF THE RESPONDENTS**

S NO	PARTICULAR	NO OF RESPONDENTS	PERCENDAGE
1	0-18	21	21
2	18-35	34	34
3	35-55	34	34
4	Above55	11	11
	Total	100	100

TABLE No 1**INTERPRETATION**

Nearly 34% of customers are between 18 – 35 age groups, 34% of customers are 35- 55 age groups, 21% of customers are 0-18 age groups, 11% of customer are above-55 age groups.

**TABLE NO -2
PRODUCT AVAILABLE IN BIG BAZAAR**

S NO	PARTICULAR	NO OF RESPONDENT	PERCENDAGE
1	Yes	49	49
2	No	51	51
	Total	100	100

TABLE No 2**INTERPRETATION**

From the above table 51% of the customer are said no product available in big bazaar, 49% of the customer are said yes product available in big bazaar.

**TABLE NO -3
PURCHASING PERIOD**

S NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Regularly	34	34
2	Seasionaly	39	39
3	Occationally	27	27
	Total	100	100

TABLE No 3**INTERPRETATION**

Nearly 39% of customers are seasionaly buyers in big bazaar, After that 34% of customers are regularly buy the products in big bazaar, Rarely 27% of customers occasionally to buy the products in big bazaar, Based on that survey if big bazaar

concentrate on seasonal customers means it's very much helpful to that growth of the company.

TABLE NO - 4
PREFERENCE AT THE TIME OF PURCHASE

S NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Brand	7	7
2	Quality	18	18
3	Quantity	28	28
4	Price	29	29
5	Offers & discounts	18	18
		100	100

TABLE No 4

INTERPRETATION

From the above table 29% of customers want to buy price products, 28% of customers preferred only quantity products, 18% of customers expect quality and offers & discounts, 7% of customers only preferred brand product.

6. FINDINGS

- 51% of the customer are said no product available in big bazaar.
- Nearly 39% of customers are seasonal buyers in big bazaar.
- Most of the customers are coming big bazaar to buy apparels products. Nearly 53% of customers coming only to buy apparels.
- 29% of customers said that display of products is average one and poor one.
- 34% of the customers said that in big bazaar product visibility is fair one.
- Nearly 38% of customers at the time of purchase to purchase the product.
- 29% of customers want to buy price products.
- 55% of customers said that "we didn't like to buy same brand in future".
- 54% of customers said that "we didn't like to buy preferable brand in big bazaar".
- 51% of customers said that "their budget is comfortable to buying the products in big bazaar".
- 39% of customers feel that big bazaar provides the better price only at market price.
- In apparels 51% of customers want to buy ethnic.
- 40% of customers are feeling that visibilities of promotional activities are fair one.
- 48% of customers said that if big bazaar provides add in Television means its effective one.
- 38% of customers feel that "variety of products is good one".
- Overall shopping experience most of the customers said that they are satisfied. Nearly 36% of customers are satisfied.

7. SUGGESTIONS

- Man power should be increased in the retail point.
- Merchandising should be made in attractive way to attract more customers.
- Proper maintenance should be made inside and outside the shopping complex to attract more customers.
- Advertisement can be made effectively in all media.

- More branded products can be sold in Big Bazaar.
- Customers are in need of door delivery.

8. CONCLUSION

The study made in Big Bazaar has helped the researcher a lot. Through the study made researcher came to know about different kind of merchandising activities followed by big bazaar. The company mainly holds and sells private label products. They provide the customer with a lot of offers and discounts for each purchase they made. The researcher learns major retail activities during the study. The research helped me to know about the advertisement strategies that are followed by Big Bazaar to attract the customer.

9. BIBLIOGRAPHY

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